

PRESS RELEASE**THE PIAGGIO GROUP: +3 POINTS IN JUNE
MARKET QUOTA IN TWO-WHEELERS IN ITALY****Piaggio Beverly 300 the absolute best-seller in June**

From January to June 2009, unit sales to end clients and the market quota were up over the first half of 2008

Pontedera, 2 July 2009 -The Piaggio Group, according to data published today by the Confindustria Ancma, recorded **increases in its market quota** and **sales volumes** in various two-wheel market segments in Italy during the month of June. Such performance takes on even greater significance given that, in June, the **sector was positive once again**, marking 8% overall growth in the sales of vehicle registrations (over 50cc) compared to the same month in 2008.

The **overall market quota of the Group** during the month of June 2009 reached **32.3%**, **with an increase** – according to Confindustria Ancma figures – **of 3 percentage points** over June 2008.

This growth is due mostly to sharp increases in the **licensed scooter segments** (35% of the market quota, +3.6 percentage points over June 2008) and **50cc scooters** (June quota of 50.5%, +1.4 points over the same month in 2008), thanks to the success of new models recently launched in these segments under the **Vespa, Scarabeo, and Piaggio brand names**. The Piaggio **Beverly 300 Tourer** was the **absolute best-seller** for the month of June on the Italian market; while the Group saw Piaggio Beverly and Liberty, Scarabeo, and Vespa GTS and LX number among the “Top 10” in the over 50cc family.

Thanks to this June performance, the **Piaggio Group market quota in Italy during the first half of 2009 rose to an overall 29.4%**, equal to 2.4 percentage points over the first six months 2008. In particular, the Group recorded a growth of 3.2 percentage points for **licensed scooters** and 0.3 points for **licensed motorcycles**.

In June, the Piaggio Group also completed the **“sell out” recovery** (sales to end clients) in Italy. During the first 6 months of 2009, these figures were slightly **higher than the first half of 2008**, with volumes of more than 85,000 units and an **increase of 1%**.

For more information:

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