

PRESS RELEASE**PIAGGIO GROUP: SIGNIFICANT GROWTH ON ITALIAN TWO-WHEELER MARKET IN THE FIRST 7 MONTHS (+2.2 PERCENTAGE POINTS)****Piaggio Beverly 300 Tourer outright best-seller again in July**

Pontedera, 3 August 2009 - According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in July the Piaggio Group once again increased its Italian market share in the various segments of the two-wheeler sector.

Group total market share in July 2009 reached **32%**, an increase – according to Confindustria Ancma data – of **1.9 percentage points** from July 2008.

The improvement arose specifically from strong growth in **branded scooters** (33.7% market share, +1.9 percentage points from July 2008) and **50cc scooters** (50.1% share in July, +1.2 percentage points from July 2008), reflecting the success of the new models recently introduced in these segments for the **Vespa, Scarabeo and Piaggio brands**. In July, the **Piaggio Beverly 300 Tourer** was the **outright best-seller on the Italian market**; the Group had 5 models in the “top 10” of over 50cc scooter families: Piaggio Beverly and Liberty, Scarabeo, Vespa GTS and Vespa LX.

Thanks to its performance in July, **Piaggio Group overall market share in Italy for the first 7 months of 2009 rose to 29.9%**, a 2.2 percentage point increase from the corresponding year-earlier period. Specifically, the Group reported an improvement of 2.9 percentage points in **branded scooters**, as well as a **consistently positive trend in branded motorcycles**, with growth of 0.2 percentage points from January-July 2008.

In branded scooters (over 50cc), the number of vehicles sold on the Italian market in January to July 2009 totalled 211,400, compared with 196,000 in the first 7 months of 2008, an increase of 15,400 vehicles of which 11,000 were Piaggio Group models.

The Piaggio Group also reported progress in its **sell-out** trend, which for the first 7 months of 2009 was slightly **up on the January-July 2008 period**, with volumes of approximately **108,500** vehicles and **growth of 1%**.

For more information:

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