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:
Piaggio Group Press Office
Roberto M. Zerbi
Via Vivaio, 6
20145 Milan - Italy
+39 02 762126.44/45/46
press@piaggio.com