

PRESS RELEASE**PIAGGIO GROUP: GROWTH ON ITALIAN TWO-WHEELER MARKET IN AUGUST****Significant expansion in high-end motorcycles****Piaggio Beverly 300 Tourer outright best-seller for third month running****Increase of 2.1 percentage points in overall Italian market share from January to August compared with 2008**

Pontedera, 1 September 2009 – According to data published today by Confindustria Ancma, the association of Italy's leading two-wheeler constructors, in August the Piaggio Group once again **increased its Italian market share** in the various segments of the two-wheeler sector.

Group total market share in August reached **32.9%**, an increase – according to Confindustria Ancma data – of **1.2 percentage point** from August 2008.

The improvement arose specifically from growth in **branded scooters** (34.7% market share, +1 percentage point from August 2008), accompanied by **strong performance in over 50cc motorcycles** (6.5% share in August 2009, +1.3 percentage points from August 2008), notably in the **over 700cc segment** where the Piaggio Group reported growth of +3.1 percentage points compared with 2008, boosting its Italian market share to 10.3% thanks to the **Aprilia** and **Moto Guzzi** brands.

In August, the **Piaggio Beverly 300 Tourer** was the **outright best-seller on the Italian market**, for the third month running.

Thanks to its performance in August, the **Piaggio Group's overall market share in Italy for the first eight months of 2009 rose to 30.1%**, a 2.1 percentage point increase from the corresponding year-earlier period. Specifically, the Group reported an improvement of 2.8 percentage points in **branded scooters**, as well as a **constantly positive trend in branded motorcycles** with growth of 0.3 percentage points from January-August 2008.

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