



PRESS RELEASE

**PIAGGIO GROUP: COLANINNO OPENS FIRST MEETING OF THE
ASIA-PACIFIC COMMITTEE IN HANOI**

Hanoi (Vietnam), 12 June 2008 - "Over the next two years, the Piaggio Group will multiply its technological capacity and production on the markets driving world growth." This was the key message from Piaggio Chairman and Chief Executive Officer Roberto Colaninno who was in Hanoi, Vietnam, to open the first meeting in the Far East of the Group's Asia-Pacific Committee of all the area managers for the Asian markets: India, China, Vietnam and the Pacific countries.

"Today's meeting is a historic milestone in the Group's history," added Roberto Colaninno. "Piaggio is one of the few worldwide Italian manufacturing companies with production and marketing operations in Europe, Asia and the USA, anticipating economic growth trends and consumer spending patterns."

For more information:
IMMSI Press Office
Via Vivaio, 6 - 20122 Milan
Massimiliano Levi
Tel. +39 02 76212621
Fax +39 02 76212629
massimiliano.levi@immsi.it

Piaggio Group Press Office
Via Vivaio, 6 - 20122 Milan
Roberto M. Zerbi
Tel. +39 02 76212643-44-45-46
Fax +39 02 76212629
press@piaggio.com