PRESS RELEASE

PIAGGIO GROUP CONTINUES TO BOOST SALES AND MARKET SHARE FOR COMMERCIAL VEHICLES

Deliveries up 3.6% in October

In the first 10 months of 2009, sales rise 5.8% and market share gains 0.8 p.p.

Pontedera, 6 November 2009 – According to data published today by ANFIA and UNRAE, Piaggio Veicoli Commerciali vehicle sales and market share in Italy increased once again in October.

Piaggio Veicoli Commerciali deliveries in Italy in October 2009 – for a total of 461 vehicles – rose by 3.6% from October 2008.

With 4,447 vehicles shipped from January to October 2009, Piaggio Veicoli Commerciali saw a 5.8% improvement in sales in the first ten months of the year, compared with 4,203 vehicles shipped in Italy in the first ten months of 2008.

Market share increased by 0.8 of a percentage point, taking the Piaggio Veicoli Commerciali share to 3.0% of the Italian market for the period January-October 2009. This compares with 2.2% in the year-earlier period.

Performance at Piaggio Veicoli Commerciali was even more significant when compared with general industry performance, which remained extremely weak with a fall in sales of 25.2% in the first ten months of 2009 and 14.3% in October compared with the corresponding periods in 2008.

In this scenario, customers continue to choose the Piaggio Veicoli Commerciali offer, specifically the environment-friendly models with LPG, methane and electric engines, which, overall, accounted for almost 75% of Piaggio Group total sales in Italy in October. Another significant trend was the growing importance of the chassis versions, reflecting the keen interest of fitters in exploiting the flexibility of the Piaggio Porter and Porter Maxxi to install a whole range of personalised fittings to suit every possible requirement.