PRESS RELEASE

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

Deliveries in Italy up 6.2% in September

In the first nine months of 2009, sales in Italy rise 6.1% and market share gains 1 percentage point from the first nine months of 2008

Success of the new Porter Maxxi and Porter Electric Power models

Pontedera, 7 October 2009 – According to data published today by ANFIA, Piaggio Veicoli Commerciali vehicle sales and market share in Italy increased once again in September.

Piaggio Veicoli Commerciali deliveries in Italy in September 2009 – for a total of 479 vehicles – rose by 6.2% from September 2008, thanks to the contribution from the new Porter Maxxi and Electric Power; the figures further strengthen the constant growth reported by Piaggio since the beginning of the year.

With 3,986 vehicles shipped from January to September 2009, Piaggio Veicoli Commerciali saw a 6.1% improvement in sales in the first nine months of the year, compared with 3,758 vehicles shipped in Italy in the first nine months of 2008.

Market share increased by 1 percentage point, taking the Piaggio Veicoli Commerciali share to 3.1% of the Italian market for the period January - September 2009. This compares with 2.1% in the year-earlier period.

The results confirm the success of the updated Porter range, recently enhanced with completely new versions of the Maxxi and Electric Power models. Piaggio Veicoli Commerciali’s ability to interpret customer needs despite the current economic difficulties, reflected by the -26.4% industry decline in the first nine months of the year, is underlined by both the availability of low-emission environment-friendly engines – electric and bi-fuel for LPG and methane – and the offer of a full range of special solutions to further enhance the adaptability and versatility of the Piaggio Porter models.

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