PRESS RELEASE

PIAGGIO GROUP: ITALIAN TWO-WHEELER MARKET SHARE RISES 1.7 POINTS IN THE FIRST 10 MONTHS OF 2009

Excellent performance in over 50cc scooters: 33.7% market share from January to October 2009 (+2.2 p.p.)

Further growth also reported in over 50cc motorcycles: 5.4% market share in first 10 months of 2009 (+0.3 p.p.)

Pontedera, 2 November 2009 – The Piaggio Group has reported further growth in its aggregate share of the Italian two-wheeler market, to 30% for the first ten months of 2009, an increase of 1.7 percentage points compared with the first ten months of 2008.

According to data published today by Confindustria Ancma, the association of Italy’s leading two-wheeler constructors, the increase stems in particular from excellent performance in over 50cc scooters, where in October the Piaggio Group once again recorded a share of more than 30%, taking its market share for the first ten months of the year to 33.7%, an increase of 2.2 percentage points from the same period of the earlier year.

The Group also reported healthy performance in October in over 50cc motorcycles, thanks to the Aprilia and Moto Guzzi brands: in this segment, and despite the heavy decline in demand, its share of the Italian market in the first ten months of 2009 gained 0.3 percentage points from the year-earlier period, to reach 5.4%.

Among the most successful product ranges, for the period January-October 2009 the Group continued to account for five of the ten best-selling lines in over 50cc scooters: Piaggio Beverly and Liberty, Scarabeo, Vespa GTS and Vespa LX.

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