

Bit Market Services

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PRESS RELEASE

**PIAGGIO GROUP FURTHER STRENGTHENS LEADERSHIP ON THE ITALIAN TWO-WHEELER
MARKET IN THE FIRST HALF OF 2016**

MARKET SHARE IN SCOOTER SEGMENT UP 1.7 PERCENTAGE POINTS

Milan, 05 July 2016 - During the first half of 2016 the Piaggio Group continued to strengthen its leadership on the Italian motorised two-wheeler market to reach an overall share of 21%, largely thanks to the excellent results achieved in the scooter segment, where over the first half of the year it raised its share from 30.7% in 2015 to 32.4% in 2016.

These results were achieved in part thanks to the success of the new models recently launched by the Group, including the new Piaggio Liberty and Medley ABS scooters.

Further enhancements are expected in the scooter range in the second half of the year, with the introduction of new engines.

The Group will also benefit from sales of the Piaggio Wi-Bike, the pedal-assisted electric bicycle whose recent launch has enabled Piaggio to enter a rapidly expanding new market.

According to figures released a few days ago by ANCMA, Italy's national association of manufacturers of bicycles, motorcycles and accessories, from January to June 2016 a total of 128,465 motorised two-wheelers were sold in Italy (registered motorcycles and scooters + 50cc vehicles), an increase of 14.3% compared with the first half of 2015.

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