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Pontedera, 19 June 2006 –

Piaggio & C S.p.A. (“Piaggio” or the “Company”) has applied to list on the Mercato Telematico Azionario, organized and run by Borsa Italiana. The initial public offering of Piaggio’s ordinary shares will consist of a global offering of shares to the Italian public as well as to Italian and international institutional investors including QIBs in the USA (under Rule 144A). The shares will not be offered in Australia, Canada and Japan, except pursuant to applicable exemptions.

The initial global offering comprises an aggregate of 119,250,295 existing ordinary shares, or approximately 30.9% of the Company’s share capital, which will be offered by Piaggio Holding Netherlands B.V. and Scooter Holding 1 S.r.l., (the “selling shareholders”). The selling shareholders may increase the global offering, by offering up to an additional 18,962,739 ordinary shares to institutional investors (the “selling shareholders upsize”). The global offering may in this case include up to 138,213,034 ordinary shares, or c.35.8% of Piaggio’s share capital.

The selling shareholders have granted to the bookrunners of the global offering, an option to purchase additional shares totaling up to approximately 15% (the “over-allotment option”) of the shares offered in the global offering, including shares offered, if any, pursuant to the selling shareholders upsize. If the entire selling shareholders upsize is included and assuming the full exercise of the over-allotment option, the shares offered in the global offering would represent approximately 41.2% of Piaggio’s share capital following the global offering.

Italian and international institutional investors will be offered a maximum of 89,437,795 shares, or approximately 75% of the shares offered in the global offering, plus up to an additional 18,962,739 shares, which may be offered, by the selling shareholders pursuant to the selling shareholders upsize. Retail investors in Italy will be offered 29,812,500 ordinary shares, equivalent to approximately 25% of the global offering, including 7,600,000 shares whose offer is reserved for Piaggio’s employees.

The offer price for the shares is expected to be fixed on or about July 6, 2006. The selling shareholders and the joint bookrunners have set an indicative range for the offer price of between €2.30 and €3.00 per share. As a part of the Italian public offering the maximum price has been set at €3.0 per share. The Italian public offering of Piaggio’s ordinary shares is expected to begin on 19 June at 9:00am and to end on 5 July 2006 at 4:30pm.

Banca Caboto, Citigroup, Deutsche Bank, Lehman Brothers and Mediobanca are Global Coordinators and Joint Bookrunners of the global offering. Banca Caboto and Mediobanca are also Joint Lead Managers of the retail offering.

Piaggio operates globally in the light mobility vehicles industry and sells vehicles in over 50 countries. Piaggio is a leading manufacturer engaged in the development, production and sale of two-wheeled vehicles. Piaggio is the market leader in Europe in sales of scooters with engine sizes ranging from 50cc to 500cc and a principal European producer of motorcycles ranging from 50cc to 1100cc. Piaggio also develops, produces and sells three- and four-wheeled light transport vehicles (LTVs) for the European and Indian markets. Piaggio is the second largest LTV manufacturer in India. In 2005, Piaggio led the European scooter market with a market share of 33.5% (measured by unit sales).

The material set forth herein is for information purposes only and is not an offer to sell, or the solicitation of an offer to buy, any securities, in any jurisdiction in which such offer, solicitation or sale would be unlawful.

This announcement is not an offer for sale of securities in the United States. The securities referred to herein may not be sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. Piaggio & C. S.p.A. does not intend to register any portion of the offering of the securities in the United States or to conduct a public offering of the securities in the United States. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from Piaggio & C. S.p.A. or the selling shareholders and that will contain detailed information about the company and

management, as well as financial statements. Copies of this announcement are not being made and may not be distributed or sent into the United States, Canada, Australia or Japan.

In the United Kingdom, this press release is directed only at persons who (i) are investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Financial Promotion Order"), (ii) persons falling within any of the categories of persons described in Article 49 of the Financial Promotion Order and (iii) any other persons to whom it may otherwise lawfully be made. Persons of any other description should not act upon this document.

No Ordinary Shares have been offered or sold, or will be offered or sold, to the public in any member state of the European Economic Area which has implemented the Prospectus Directive (EU Directive 2003/71/EC) (each, a "Relevant Member State"), with effect from and including the date on which the Prospectus Directive is implemented in that Relevant Member State (the "Relevant Implementation Date") except (with effect from and including the Relevant Implementation Date): (a) to legal entities which are authorised or regulated to operate in the financial markets or, if not so authorised or regulated, whose corporate purpose is solely to invest in securities; (b) to any legal entity which has two or more of (i) an average of at least 250 employees during the last financial year; (ii) a total balance sheet of more than €43,000,000; and (iii) an annual net turnover of more than €50,000,000, as shown in its last annual or consolidated accounts; (c) to fewer than 100 natural or legal persons (other than qualified investors as defined in the Prospectus Directive) subject to obtaining the prior consent of Deutsche Bank, Citigroup, Lehman Brothers, Banca Caboto and Mediobanca; or (d) in any other circumstances which do not require the publication by the Company of a prospectus pursuant to Article 3 of the Prospective Directive."

In Italy, this press release is directed only to professional investors (the "Professional Investors") as defined in Section 25 and 31, paragraph 2 of CONSOB Regulation No. 11522 of July 1, 1998, as amended, in accordance with Section 100, paragraph 1, lett. a) of the Finance Act.

Banca Caboto and Mediobanca are regulated by the competent Italian authorities for the conduct of business in Italy in connection with the provision of investment services and ancillary services. Each of Banca Caboto and Mediobanca, acting in its advisory capacity, is acting for Piaggio & C. S.p.A. and the selling shareholders and no one else in connection with the Offer, and will not be responsible to any other person in this connection for providing advice in relation to the Offer.

Deutsche Bank, Citigroup and Lehman Brothers are regulated by the Financial Services Authority for the conduct of designated investment business in the UK. Each of Deutsche Bank, Citigroup and Lehman Brothers is acting for Piaggio & C. S.p.A. and the selling shareholders and no one else in connection with the Offer, and will not be responsible to any other person for providing the protections afforded to its clients or for providing advice in relation to the Offer.

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