February 2021

Motorcycle Market Overview

This month we see the final registration numbers from 2020 being reported from the MCIA. In a mixed up world that has not only thrown a spanner in the works in the form of a pandemic affecting the globe, but it has been compounded in the UK by what has taken somewhat of a back seat, Brexit. Supplies at the moment do not appear to be massively compromised, but as we are still in the middle of quieter times there is time for any situation to develop further. There has been some suggestion that new prices will be affected. Still in the throws of lockdown three there is a lot of clarity yet to take place and no doubt we will all be discussing it for most of the year.

New Market

The headline figure from December 2020 is the 7,898 with a new plate attached. 2,903 up on the same period of 2019 or a massive 58.1% increase. The year has finished only three thousand less registered for the whole year on 104,612 when compared to 2019.

December 2020 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Dec-20	Dec-19	Change	Dec-20	Dec-19	2020	2019	% Change	2020	2019
Scooter	604	321	88.2%	78.9%	81.3%	5,331	4,909	8.6%	74.8%	79.0%
Other	162	74	118.9%	21.1%	18.7%	1,795	1,307	37.3%	25.2%	21.0%
Totals	766	395	93.9%	100.0%	100.0%	7,126	6,216	14.6%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Dec-20	Dec-19	Change	Dec-20	Dec-19	2020	2019	% Change	2020	2019
Adventure Sport	1,079	785	37.5%	15.3%	17.2%	17,047	18,914	-9.9%	17.7%	18.8%
Custom	502	286	75.5%	7.1%	6.3%	7,187	7,535	-4.6%	7.4%	7.5%
Naked	2,164	1,427	51.6%	30.7%	31.2%	31,794	34,505	-7.9%	32.9%	34.3%
Scooter	1,916	1,058	81.1%	27.2%	23.1%	22,232	20,175	10.2%	23.0%	20.1%
Sport/Tour	68	146	-53.4%	1.0%	3.2%	2,320	2,564	-9.5%	2.4%	2.6%
Supersport	654	385	69.9%	9.3%	8.4%	7,746	8,094	-4.3%	8.0%	8.1%
Touring	84	85	-1.2%	1.2%	1.9%	1,614	2,151	-25.0%	1.7%	2.1%
Trail/Enduro	567	400	41.8%	8.1%	8.7%	6,443	6,480	-0.6%	6.7%	6.4%
Unspecified	8	1	700.0%	0.1%	0.0%	156	54	188.9%	0.2%	0.1%
Totals	7,042	4,573	54.0%	100.0%	100.0%	96,539	100,472	-3.9%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Dec-20	Dec-19	Change	Dec-20	Dec-19	2020	2019	% Change	2020	2019
Scooter	56	11	409.1%	0.8%	0.2%	530	349	51.9%	0.5%	0.3%
Other	34	16	112.5%	0.5%	0.3%	417	371	12.4%	0.4%	0.4%
Total Registrations	90	27	233.3%	1.3%	0.6%	947	720	31.5%	1.0%	0.7%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Dec-20	Dec-19	Change	Dec-20	Dec-19	2020	2019	% Change	2020	2019
Total Moped, Motorcycle & Tricycles (exc Scooters)	5,322	3,605	47.6%	67.4%	72.2%	76,519	81,975	-6.7%	73.1%	76.3%
Total Scooters	2,576	1,390	85.3%	32.6%	27.8%	28,093	25,433	10.5%	26.9%	23.7%
Total Registrations	7,898	4,995	58.1%	100.0%	100.0%	104,612	107,408	-2.6%	100.0%	100.0%

December 2020 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Dec-20	Dec-19	Change	Dec-20	Dec-19	2020	2019	% Change	2020	2019
0-50cc	893	461	93.7%	11.3%	9.2%	8,212	6,764	21.4%	7.8%	6.3%
51-125cc	3,472	1,478	134.9%	44.0%	29.6%	38,897	33,874	14.8%	37.2%	31.5%
126-650cc	1,421	1,156	22.9%	18.0%	23.1%	20,077	22,422	-10.5%	19.2%	20.9%
651-1000cc	1,149	931	23.4%	14.5%	18.6%	19,713	23,280	-15.3%	18.8%	21.7%
Over 1000cc	963	969	-0.6%	12.2%	19.4%	17,713	21,068	-15.9%	16.9%	19.6%
Total Registrations	7,898	4,995	58.1%	100.0%	100.0%	104,612	107,408	-2.6%	100.0%	100.0%

The last of the above tables is a part indication of where the industry has seen success in overcoming the COVID-19 fears of commuters. Learner legal engine sizes have played a part in helping the industry literally keep the wheels turning. There are some quite large increases in the styles from the month topped off with an 85.3% increase in Scooter numbers. Except for the two touring categories, which are relatively low numbers anyway and a small change in numbers can have a large change in percentage, all the others have seen sizable increases. There is an elephant in the room before we all start back patting about the resilience of the industry and its victory over adversity, Euro 5. The top sellers in the styles have thrown up a couple of the usual suspects in Adventure Sport and touring, but that’s where any sense of normality ends as you look down the list. Brands many might not have heard of make an appearance and Lexmoto heading four of the style best seller list.

December 2020 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Dec-20
Scooter	Yadea C-LIKE YD 1200 D-11	97
Other	Surron LIGHT BEE	24

Motorcycles	Highest Registering Model by style	Dec-20
Adventure Sport	BMW R 1250 GS ADVENTURE	125
Custom	Lexmoto ZSB 125 EFi SK125-8	175
Naked	Lexmoto ISCA 125 SK 125-L	240
Scooter	Lexmoto ENIGMA ZS 125 T-48	309
Sport/Tour	Kawasaki NINJA 1000 SX	22
Supersport	Lexmoto LXR 125 SY 125-10	236
Touring	BMW R 1250 RT	32
TRAIL/ENDURO	KTM 300 EXC TPI	65

Tricycles	Highest Registering Model by style	Dec-20
SCOOTER	Honda GYROCANOPY	21
OTHER	Rewaco RF1	9

A similar picture is painted when perusing the engine size breakdown, with Suzuki taking both positions in the sections in the middle which is probably been helped alone with a high profile manufacturer sales promo offering lots of money off, that has actually encouraged rider purchases and not just generated "pre reg" showroom stock going into the new year.

December 2020 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Dec-20
0-50cc	Yadea C-LIKE YD 1200 D-11	97
51-125cc	Lexmoto ENIGMA ZS 125 T-48	309
126-650cc	Suzuki DL 650 V-STROM	104
651-1000cc	Suzuki GSXS 750 Z PHANTOM	181
Over 1000cc	BMW R 1250 GS ADVENTURE	125

And then onto the last table of the year, the manufacturer of the month winners. If you have noticed the above few words on the subject of registrations, perhaps there will not be such a sharp intake of breath when you see Honda are not the top dog and the usual silver medal winner, Yamaha, are way down in sixth place. It's a throw away month as far as comparisons are concerned and not to be seen again, until if and when Euro 6 is introduced to these shores. Its going to be a guesstimate on the affect the emissions standard change has had, but it's probably a reasonable suggestion that anything up to half the total numbers for December wont be in the hands of a private owner.

Used Market

Strange to say in a time where it could be argued the trade should be sinking into an abyss, but the adaptation that has been seen from many in our industry has to be congratulated. That said for most its not been reinventing the wheel, more adapting to the current situation by increasing selling on-line. The industry has been quite good at this over the past few years, as conversations with dealers who have very high mileage vans will testify to. Conversations around stock have not brought up having too many for most spoken to, but with government measures being put in place, the positive attitude from some is that now is the time to prepare for the relaxing of rules to allow showrooms to reopen and ensuring the stock is there when that happens. The start of the season might be put back for a short time, but it will happen, just look at last year and the madness in trade prices at the end of lockdown one when we had a second season start in June. With opinion from dealers and auction observations, there has been generally increases applied in this months data release, with of course a few negative changes where the market indications are looking a necessity.

Auction

BCA being the largest sale in the last research period is still operating in a virtual environment, a slightly smaller entry of 79 from the main vendor (Black Horse), the 112 sold entries for a total entry of 120, saw a higher than normal 93% find new homes. Overall the deviation from CAP reported figures was 2% above.

End Notes

BMW Motorrad annual deliveries to customers worldwide were just 3.4% down (at 169,272), motorcycles and scooters and in the final quarter of 2020, its retail bike sales actually grew by 3.4% to 39,673. Performance in our market was understandably weaker, as the MCIA data is reporting a decline of 17.7% (to 7,664), which is close to the near on 16% decline in over 1,000cc registrations for the year where a large lump of their model range lies.

Ducati became one of the first big brands to announce its annual sales figures for the trying 2020 period and they unsurprisingly revealing a drop of 9.7% compared with 2019. Italy was one of the first nations outside of China to be hit particularly hard by the Corona crisis before it spread rapidly around the world, Ducati has therefore been playing catch up since March. Good news though they have had a best-ever latter half six month period, finishing with 48,042 sales in total, including a 26% growth in China. Their domestic market remains its largest globally with just over 7,000 units sold. They also won the Constructors' World Title in MotoGP for the second time in their history. And after an on/off rumour mill that has more twists and turns than a Hollywood marriage, the VW CEO Herbert Diess, has confirmed that Ducati is not for sale.

Indian giants Bajaj Auto (also part owner of KTM) has been named the most valuable motorcycle manufacturer in the world at an estimated $13.6bn (approx £10bn). Bajaj is in second place to Hero MotoCorp in of sales, but its value makes it top both domestically and now internationally. They are a major player in 70 different markets, mainly in Asia where its smaller engine models sell in large numbers. They have also recently linked up with Triumph to help develop and manufacture a range of models in the 300-600cc bracket that will be sold globally. Although word is this will not happen for a couple of years.