

August 2021

Motorcycle Market Overview

As the country is out of restrictions, some industries are looking forward to some normality. But surprisingly our industry has not had it as bad as some and is continuing to be resilient as new deliveries return, with used in shortage, demand is expected to remain strong.

New Market

In June 2020, dealerships had just started to fully open and was the start of the beginning of a surge. In the same period this year there has already been a couple of months of post lockdown catch up. So its encouraging to see in the MCIA registration figures that there has been an increase of 11.2% for the latest available month. As there was some problems with deliveries in 2020, but also continuing, it is still to be seen if the 2021 increase continues. To put the month and year into context of a more normal period the comparison to 2019 would be a better way to demonstrate how 2021 is fairing. June 2021 we had 13,361 new registrations compared to 11,643 the same month in 2019, but this has an effect of unusual patterns to be factored in so perhaps the year-to-date figure is more useful. 2021 at the halfway point saw 58,105 machines were registered which is close to 98% of the same period from the good old days, when two years ago the number was 59,465. That has led to some encouragement that even after the problems caused by the virus, our industry is holding up its corner.

June 2021 and Year to Date - New Registrations by Style

Mopeds	Registrations			Market Share (%)		Year to date		YTD	Market Share (%)	
	Jun-21	Jun-20	Change	Jun-21	Jun-20	2021	2020	% Change	2021	2020
Naked	77	113	-31.9%	9.9%	15.5%	351	439	-20.0%	10.9%	17.8%
Other	65	71	-8.5%	8.4%	9.7%	348	230	51.3%	10.8%	9.3%
Scooter	633	546	15.9%	81.7%	74.8%	2,510	1,791	40.1%	78.2%	72.8%
Totals	775	730	6.2%	100.0%	100.0%	3,209	2,460	30.4%	100.0%	100.0%

Motorcycles	Registrations			Market Share (%)		Year to date		YTD	Market Share (%)	
	Jun-21	Jun-20	Change	Jun-21	Jun-20	2021	2020	% Change	2021	2020
Adventure	2,999	2,131	40.7%	21.5%	17.0%	10,558	7,361	43.4%	19.4%	17.8%
Competition	346	708	-51.1%	2.5%	5.7%	2,823	2,467	14.4%	5.2%	6.0%
Custom	1,124	1,100	2.2%	8.0%	8.8%	3,810	3,097	23.0%	7.0%	7.5%
Modern Classic	1,429	1,403	1.9%	10.2%	11.2%	5,530	4,208	31.4%	10.2%	10.2%
Naked	3,101	3,067	1.1%	22.2%	24.5%	12,681	9,634	31.6%	23.3%	23.3%
Road Sport	1,192	1,245	-4.3%	8.5%	9.9%	4,282	4,489	-4.6%	7.9%	10.8%
Scooter	3,449	2,627	31.3%	24.7%	21.0%	13,311	9,115	46.0%	24.5%	22.0%
Touring	329	236	39.4%	2.4%	1.9%	1,355	964	40.6%	2.5%	2.3%
Unspecified	12	3	300.0%	0.1%	0.0%	55	67	-17.9%	0.1%	0.2%
Totals	13,981	12,520	11.7%	100.0%	100.0%	54,405	41,402	31.4%	100.0%	100.0%

Tricycles	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Jun-21	Jun-20	Change	Jun-21	Jun-20	2021	2020	% Change	2021	2020		
Other	58	61	-4.9%	0.4%	0.5%	240	181	32.6%	0.4%	0.4%		
Scooter	49	50	-2.0%	0.4%	0.4%	251	163	54.0%	0.5%	0.4%		
Total Registrations	107	111	-3.6%	0.8%	0.9%	491	344	42.7%	0.9%	0.8%		

Summary	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Jun-21	Jun-20	Change	Jun-21	Jun-20	2021	2020	% Change	2021	2020		
Total Scooter	4,131	3,223	28.2%	27.8%	24.1%	16,072	11,069	45.2%	27.7%	25.0%		
Total Moped, Motorcycle & Tricycles (exc Scooters)	10,732	10,138	5.9%	72.2%	75.9%	42,033	33,137	26.8%	72.3%	75.0%		
Total Registrations	14,863	13,361	11.2%	100.0%	100.0%	58,105	44,206	31.4%	100.0%	100.0%		

June 2021 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Jun-21	Jun-20	Change	Jun-21	Jun-20	2021	2020	% Change	2021	2020		
0-50cc	1,091	818	33.4%	7.3%	6.1%	4,640	2,753	68.5%	8.0%	6.2%		
51-125cc	5,017	4,881	2.8%	33.8%	36.5%	19,668	14,849	32.5%	33.8%	33.6%		
126-650cc	2,542	2,547	-0.2%	17.1%	19.1%	10,977	8,950	22.6%	18.9%	20.2%		
651-1000cc	3,221	2,646	21.7%	21.7%	19.8%	11,926	9,335	27.8%	20.5%	21.1%		
Over 1000cc	2,992	2,469	21.2%	20.1%	18.5%	10,894	8,319	31.0%	18.7%	18.8%		
Total Registrations	14,863	13,361	11.2%	100.0%	100.0%	58,105	44,206	31.4%	100.0%	100.0%		

Power band - Electric	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Jun-21	Jun-20	Change	Jun-21	Jun-20	2021	2020	% Change	2021	2020		
Under 1kw	11	0	0.0%	0.1%	0.0%	36	0		0.1%	0.0%		
1-4kw	535	163	228.2%	3.6%	1.2%	2,117	552	283.5%	3.6%	1.2%		
4-11kw	17	16	6.3%	0.1%	0.1%	81	39	107.7%	0.1%	0.1%		
11-15kw	1	0	#DIV/0!	0.0%	0.0%	3	0		0.0%	0.0%		
15-35kw	5	10	0.0%	0.0%	0.1%	23	29	-20.7%	0.0%	0.1%		
Over 35kw	15	7	114.3%	0.1%	0.1%	57	33	72.7%	0.1%	0.1%		
Unknown	49	52	-5.8%	0.3%	0.4%	302	191	58.1%	0.5%	0.4%		
Total Electric Registrations	633	248	155.2%	4.2%	1.9%	2,619	844	210.3%	4.4%	1.9%		

Generally, it's steady away with the exception of the 50cc band, but it is a relatively small number in comparison and helped along by the 1-4kw electrics. The two engine bands over 651cc are strong and with the big capacity comes the associated big ticket, so more money is being spent. As some normality returns there will be a change in the type and numbers being sold, as commuting changes and the increased food delivery market returns to previous levels, but the timings of this is a prediction few will wish to make.

June 2021 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Jun-21
Naked	Lexmoto CYPHER ZS 1500 D-2	26
Other	Surrón LIGHT BEE	46
Scooter	Yadea C-LIKE YD 1200 D-11A	121
Motorcycles	Highest Registering Model by style	Jun-21
Adventure	BMW R 1250 GS ADVENTURE	251
Competition	Beta XTRAINER	21
Custom	Royal Enfield METEOR 350	110
Modern Classic	Royal Enfield INTERCEPTOR INT 650	178
Naked	Honda CBF 125 M	310
Road Sport	Lexmoto LXR 125	157
Scooter	Yamaha NMAX 125	781
Touring	BMW R 1250 RT	110
Tricycles	Highest Registering Model by style	Jun-21
Other	BRP CAN-AM SPYDER RT LTD	7
Scooter	Yamaha TRICITY 300	20

June 2021 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Jun-21
0-50cc	Yadea C-LIKE YD 1200 D-11A	121
51-125cc	Yamaha NMAX 125	781
126-650cc	Royal Enfield INTERCEPTOR INT 650	178
651-1000cc	Yamaha TRACER 9 GT	160
Over 1000cc	BMW R 1250 GS ADVENTURE	251

June 2021 - New Registrations by Brand

Major Brands	Jun-21
Honda	2,661
Yamaha	1,901
BMW	1,464
Triumph	1,278
Kawasaki	871
Lexmoto	629
KTM	590
Ducati	514
Royal Enfield	508
Suzuki	445

In June, registrations were dominated yet again by the Yamaha NMAX 125, mentioned again, but with 781 its been the stand out model for some time. The rest of the model tables are more like what we are used to seeing and perhaps the electric Yadea C-LIKE YD 1200 D-11A is a glance into what will become the normal in the future.

Used Market

There is little signs of the activity in the used market slowing down, but at the middle of the year this pattern is similar to most years, although some purchases have been delayed from early season and are bolstering the numbers later into the main body of the selling year. What has become obvious over the last months is that the trade buyer has found difficulty in keeping stock levels for the right machines at the ideal point. Research is suggesting that although there is awareness that stock is expensive and in some cases appreciably more than some would be prepared to pay, but there is the opinion that you can't sell an empty space, so have to play the game. Normally at this time of year, conversations start to mention the quiet times ahead and increased awareness that the window to find a retail customer is becoming less. But as has been seen for some time now, the lower available used units has affected the trade buying season, extending it and cause the summer/winter differences to close. Is there a possibility that this year the seasonal difference could even disappear. At the moment there are few signs of any easing and in fact with research suggesting it, there has been a number of increases for this month.

Auction

With the largest monthly auction still on-line only and the other two now with attendees, but still a large virtual presence, there is little sign – as with dealer sentiment – that prices are easing. With dealers less likely to release their prime stock, the obvious lack of entries and reduced quality can be a problem. The finance house returns are the predominate stock at the two Midlands sites and still remain a reasonable source for quality 2-4 year old stock, but continuing to attract quality bids. The returns from all the auctions are showing around 90% of entries selling and 104% of CAP, even with continued increases in reported prices.

End Notes

The recently-founded National Motorcyclists Council (NMC) has started talks with the UK government after it emerged that the EU/UK Trade and Cooperation Agreement (TCA) has a glaring gap in it threatening European motorcycle tourism. Concerns about two specific issues are the ability to send road-registered motorcycles into the EU, via friends or commercial transport businesses, is now in doubt. Typically owners commissioning transportation of their bikes to EU destinations and then flying out to use them for a touring holiday. Also the ability for riders to transport their own road-registered motorcycle by van or another vehicle into the EU.

At the moment the EU/UK TCA does not address either unaccompanied movement of road-registered motorcycles or their transportation by owners and the situation over customs treatment, compulsory paperwork and costs at EU borders, relating to what might be deemed “goods in transit”, is entirely unresolved. The NMC is seeking clarity on these subjects and is currently discussing the matter with the Cabinet Office Border **Team** and Protocol Delivery Group and officials are escalating the matter within government, including Brexit minister Lord Frost's EU negotiating team. Commenting on the problem, NMC chairperson Anna Zee added: “This is a problem which stands to seriously disadvantage touring motorcyclists and the businesses that support them.” Transport of unregistered bikes for sporting activities is a separate subject, requiring ATA Carnets in place. The Auto Cycle

Union, the UK's primary motorcycle sport administrator and also a NMC member, has already established facilities for supporting British competitors in international events. And the latter provides the ideal link to the news recently announced by The EU Commission that they would exclude all vehicles intended exclusively for motorsport from new Motor Insurance rules, known by some as the VNUK law. The exclusion of this directive will protect the existence of the UK's world-leading motorsports industry. This is at the end of pro-active lobbying by MCIA, alongside a cohesive industry lobbying group after seven years ago a European Court of Justice Ruling threatened the entire sport and business of motorsport in the UK and Europe. However eventually a positive outcome has been achieved. This has always been seen as a rule too far, with Grant Shapps, Transport Secretary, saying the UK government had "always disagreed with this over-the-top law" with no intention of implementing it. The DoT continually pressed the EU to exclude motorsport and were supported, in Brussels, by the world governing body for motorsport, the FIA. Dita Charanzova, MEP, Vice President of the European Parliament said, "I'm glad we were able to find a good solution for Motor Sports in Europe and managed to curb absurd overregulation of motorsport."

The internet and press lit up recently with the news that the EU is poised to ban the sale of petrol motorcycles in 2035... BUT COULD UK BE STRICTER? The European Union is poised to table a 2035 deadline on the ban of all petrol-fuelled vehicles, but could the UK use this as a chance to pre-empt it? This would leave manufacturers little more than 13 years to entirely electrify their ranges to keep them on sale in 27 countries and possibly even sooner in the UK. The last few years have seen various nations announce plans to phase out conventionally fuelled vehicles but have so far focused their attentions on the larger four-wheel and public transport industry. In fact most communications have failed to explicitly say whether motorcycles would be included in this ban, so manufacturers have been hesitant to commit large resources into EV technology with no firm date to work towards. The wording though has now changed and written to incorporate 'all vehicles'. At the moment this date is after the deadline proposed by some individual countries, with a number of EU member states quoting 2030 as the year petrol-powered machines will be phased out, though again the ambiguous wording doesn't make it clear if this is merely for cars or all vehicles. With the United Kingdom is no longer part of the EU, therefore under no obligation to follow this remit, it's possible the government could see this as an opportunity to show the UK is forward-thinking with green initiatives and plot an earlier deadline. At the moment the UK's plans have only quoted four-wheel machinery, stating that 'new car sales from 2030, hybrid vehicles will continue to be allowed until 2035'.

There is one problem that could be hitting our domestic market if the UK does go for the new regulations in front of the much larger neighbouring market. Manufacturers will most likely be timing their development and production to the larger market and therefore affecting which models will be available in the run up to the deadline for the early adopters. Currently the ePTW market is around 6% of total two wheeler sales in the UK and a glance at the MCIA new registration figures above with the vast majority of these are in the smaller Moped equivalent band. With perhaps a restricted choice of ePTW and a rush for the last gas guzzler, there could be quite a busy time in the industry in nine years.