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October 2021

Motorcycle Market Overview

Still in the midst of unusual times, the industry has moved into the seasonal low part of the year. The latest figures from the MCIA on new registrations as seen below are the last before the new plate, so can be confused without the help of other factors including increased costs of moving goods, not just locally but globally and cost of fuel helping push the latest annualised Consumer Prices Index, rising to 3.2% in August. Its big, but only one month where levelling over a long period will be a better indicator. One thing that could be a positive with this, especially fuel, is it presents an opportunity to get people on two wheels. Anyone remember when within the last decade, fuel increased in price and there was a rush on learner legal machines?

New Market

Perhaps this section should be titled “comparing apples to pears”, with the continuing caveat that when comparing this year’s numbers to last year, there is the problem of differing lockdown timings either causing low numbers or coming out of lockdown causing a rush and increased numbers. The best way at the moment is to take the larger picture as the main indicator of the state of play and use the year-to-date numbers, with the odd pre pandemic 2019 monthly figures as a sense check. According to the latest (august) MCIA statistics, total monthly registrations fell by 5.3% to 8,607 from 9,087. The positive sectors in the month are few and minor but Y-T-D the position is still positive over 2020 by 11,786, up 17.5%. to 79,149.

Excuses made for month deviations with 2019 6,924 and 2018 7,481, but as mentioned above the larger picture is more telling. Y-T-D in 2019 76,305 and 2018 74,771, both less than this year so far. Another point before we think that it’s all sunshine and fluffy bunnies. 125’s have done well because of people wanting to avoid public transport. This year the market share in the first eight months for sub 125cc machines is 43.8%, 2020 was 42.6% and 2019 36%. The higher capacities are treading water and increases can be attributed to a change in the market. But it’s still a positive considering.

August 2021 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Aug-21	Aug-20	Change	Aug-21	Aug-20	2021	2020	% Change	2021	2020
Naked	47	109	-56.9%	8.5%	16.7%	480	687	-30.1%	10.6%	17.3%
Other	98	36	172.2%	17.7%	5.5%	519	341	52.2%	11.4%	8.6%
Scooter	408	509	-19.8%	73.8%	77.8%	3,537	2,937	20.4%	78.0%	74.1%
Totals	553	654	-15.4%	100.0%	100.0%	4,536	3,965	14.4%	100.0%	100.0%

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Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Aug-21	Aug-20	Change	Aug-21	Aug-20	2021	2020	% Change	2021	2020
Adventure	1,213	1,187	2.2%	15.2%	14.2%	13,759	10,691	28.7%	18.6%	17.0%
Competition	384	383	0.3%	4.8%	4.6%	3,766	3,561	5.8%	5.1%	5.7%
Custom	739	616	20.0%	9.3%	7.4%	5,490	4,812	14.1%	7.4%	7.7%
Modern Classsic	861	914	-5.8%	10.8%	10.9%	7,570	6,441	17.5%	10.2%	10.2%
Naked	1,892	2,185	-13.4%	23.7%	26.2%	17,167	15,192	13.0%	23.2%	24.2%
Road Sport	565	748	-24.5%	7.1%	9.0%	5,913	6,486	-8.8%	8.0%	10.3%
Scooter	2,184	2,104	3.8%	27.3%	25.2%	18,478	14,101	31.0%	25.0%	22.4%
Touring	137	194	-29.4%	1.7%	2.3%	1,718	1,438	19.5%	2.3%	2.3%
Unspecified	12	23	-47.8%	0.2%	0.3%	87	128	-32.0%	0.1%	0.2%
Totals	7,987	8,354	-4.4%	100.0%	100.0%	73,948	62,850	17.7%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Aug-21	Aug-20	Change	Aug-21	Aug-20	2021	2020	% Change	2021	2020
Other	24	38	-36.8%	0.3%	0.5%	316	281	12.5%	0.4%	0.4%
Scooter	43	41	4.9%	0.5%	0.5%	349	267	30.7%	0.5%	0.4%
Total Registrations	67	79	-15.2%	0.8%	0.9%	665	548	21.4%	0.9%	0.9%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Aug-21	Aug-20	Change	Aug-21	Aug-20	2021	2020	% Change	2021	2020
Total Scooter	2,635	2,654	-0.7%	30.6%	29.2%	22,364	17,305	29.2%	28.3%	25.7%
Total Moped, Motorcycle & Tricycles (exc Scooters)	5,972	6,433	-7.2%	69.4%	70.8%	56,785	50,058	13.4%	71.7%	74.3%
Total Registrations	8,607	9,087	-5.3%	100.0%	100.0%	79,149	67,363	17.5%	100.0%	100.0%

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

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Aug-21	Aug-20	Change	Aug-21	Aug-20	2021	2020	% Change	2021	2020
0-50cc	833	772	7.9%	9.7%	8.5%	6,623	4,505	47.0%	8.4%	6.7%
51-125cc	3,799	3,991	-4.8%	44.1%	43.9%	27,991	24,211	15.6%	35.4%	35.9%
126-650cc	1,420	1,622	-12.5%	16.5%	17.8%	14,684	13,293	10.5%	18.6%	19.7%
651-1000cc	1,387	1,443	-3.9%	16.1%	15.9%	15,817	13,296	19.0%	20.0%	19.7%
Over 1000cc	1,168	1,259	-7.2%	13.6%	13.9%	14,034	12,058	16.4%	17.7%	17.9%
Total Registrations	8,607	9,087	-5.3%	100.0%	100.0%	79,149	67,363	17.5%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Aug-21	Aug-20	Change	Aug-21	Aug-20	2021	2020	% Change	2021	2020
Under 1kw	15	0		0.2%	0.0%	60	0		0.1%	0.0%
1-4kw	385	148	160.1%	4.5%	1.6%	3,146	897	250.7%	4.0%	1.3%
4-11kw	11	12	-8.3%	0.1%	0.1%	114	59	93.2%	0.1%	0.1%
11-15kw	0	0		0.0%	0.0%	6	0		0.0%	0.0%
15-35kw	2	1	100.0%	0.0%	0.0%	32	39	-17.9%	0.0%	0.1%
Over 35kw	11	14	-21.4%	0.1%	0.2%	83	61	36.1%	0.1%	0.1%
Unknown	71	48	47.9%	0.8%	0.5%	407	281	44.8%	0.5%	0.4%
Total Electric Registrations	495	223	122.0%	5.6%	2.5%	3,848	1,337	187.8%	4.8%	2.0%

August 2021 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Aug-21
Naked	Rieju MRT 50	11
Other	Multiple Items	1
Scooter	Lexmoto ECHO 50	35

Motorcycles	Highest Registering Model by style	Aug-21
Adventure	Royal Enfield HIMALAYAN	97
Competition	KTM 300 EXC TPI	46
Custom	Keeway SUPERLIGHT	145
Modern Classic	Royal Enfield INTERCEPTOR INT 650	78
Naked	Honda CBF 125 M	175
Road Sport	Lexmoto LXR 125	94
Scooter	Yamaha NMAX 125	271
Touring	BMW R 1250 RT	40

Tricycles	Highest Registering Model by style	Aug-21
Other	Unspecified Other T/C UNSPEC ELECTRIC	8
Scooter	Piaggio MP3 300 SPORT	16

August 2021 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Aug-21
0-50cc	Vmoto SUPER SOCO CPX	94
51-125cc	Yamaha NMAX 125	271
126-650cc	Royal Enfield METEOR 350	136
651-1000cc	Yamaha TRACER 9 GT	82
Over 1000cc	BMW R 1250 GS ADVENTURE	92

August 2021 - New Registrations by Brand

Major Brands	Aug-21
Honda	1,641
Yamaha	963
Triumph	558
Lexmoto	490
BMW	422
KTM	394
Kawasaki	371
Royal Enfield	339
Keeway	267
Piaggio	244

Used Market

After a long time of complaints that stock is difficult to get, and the positive that retail buyers are still parting with money, the used market is still bubbling away with perhaps easing numbers. The thoughts of the trade move to preparations to quieter times at different points of the year and this reflects in an easing of prices.

This year is one of the moments in the industry when the trade buying season lasts longer than what would be an average and a consequence is seen in trade prices holding up longer. But after a time when a shortened selling season has seen more business crammed into a shorter time with the rush forcing prices up more than would normally be seen, there is talk around the dealers that eventually it must be considered that a purchase made now has every chance of hanging around until the first quarter of next year and opinion is coming around to lower prices than has been seen in the close recent past. With that in mind, this month prices reported have not had big changes generally, but as the recent market forces have seen older discontinued exotica rise and this has been reflected this month. Observed over some time is the closing between plate price lifts and more emphasis placed on mileage and condition, has led to the closing up of the step between plates in a year, which has the effect of increasing older examples where applied. This has been an ongoing application to prices in this product and has/will be continued where deemed necessary.

Auction

With some of the market forces mentioned above it will come as little surprise that the results around the sale halls have seen a noticeable reduction in the realised prices over this last research period. Not only have prices settled, but the amount sold in the sales compared to the overall entries has also reduced as buyers become more aware of the time of year and stock levels. The BCA sale like the others that have seen sold penetration numbers well into the 90%'s has have the others seen this reduced to 70% and resulted in a second sale after the main one to attempt a clearing of the remaining entries. As the lots were not snapped up at the first go, it should come as no surprise that less than 50% sold at the second offering. All the sales that have been outperforming the reported figures in this product have been seen to be now returning within 1% of CAP for the overall sale. What we can expect under the hammer over the next few months is an increase in quality of dealer entries as the prime stock is not been held onto as much as would be in retail season.

End Notes

This month's electric news and a big step forward is that senior representatives of Honda, KTM parent Pierer, Piaggio and Yamaha have officially signed an agreement to create the Swappable Batteries Motorcycle Consortium (SBMC). This follows letters of intent exchanged at the beginning of March this year. A joint statement said they are, "Committed to the promotion of widespread use of light electric vehicles and to more sustainable life-cycle management of batteries in the context of international climate policies, SBMC founding members believe that the availability of commonly developed swappable battery systems is key to the development of low-voltage electromobility. The underlying aim is to find solutions to the concerns customers may have regarding the future of electromobility, such as range, charging time, infrastructure and costs. By working closely with interested stakeholders and standardisation bodies, founding members will be involved in the creation of international technical standards. The availability of charging stations varies between countries and there is still limited information for end users. Therefore they aim at engaging decision makers for the development and deployment of charging infrastructure".

And this leads to what is perhaps little surprise to most riders, that in a recent survey conducted by FEMA (Federation of European Motorcyclists' Associations) shows that motorcyclists would reject any proposed ban on new petrol motorcycles in large numbers. The majority (92.91%) were found to be completely opposed to any proposed ban on the sale of petrol-powered motorcycles. It was an online survey conducted in July & August 2021 in 12 different languages, with what can only be described as a small minority sample of riders, (23,768 people), responding to say they would be against any proposed ban. Even more of an indicator as to how against the idea of not burning dead dinosaurs is, 76% would rather switch to an alternative mode of transport rather than ride a non-emissions motorcycle. Even more surprising is that the 90% negative opinion does not change over age groups, as there was no significant difference in opinion noted across ages. The disapproval rate does not drop below 80% when filtered by country, either. It goes on to say that 53.38% of riders would stop riding completely if they couldn't ride a new petrol-powered bike. No big surprise here, but of the ones who would do a move to electric, 88.75% would defiantly not want to pay more for an electric machine than an ICE one. If fossil fuel bikes were banned from the roads completely (including old models), 58.92% of riders would stop riding.

It does make you wonder if only electric four wheelers are available, does that indicate they would give up motorcycling? Surely the thrill, convenience and lower costs without the noise would still have some draw to keep riding.

The ACEM (the European motorcycle industry association) recently published some new research by Oxford Economics, that highlights the financial, commercial and environmental benefits from powered two-wheelers across Europe. Data from the good old days pre covid found that the motorcycle industry and the motorcycle sector contributed about €21.4bn (£18.3bn) to GDP spread over Europe. And on top of that every euro of GDP created directly by motorcycle businesses created a further €1.80 of GDP in other industries, due to various knock-on expenditure impacts. EU countries and the UK accounted for about 389,000 jobs in the sector through different activities, including the manufacturing of vehicles, parts, accessories and personal protective equipment. Internationally, EU and UK-based motorcycle manufacturers exported about €2.1bn-worth goods to non-European customers. The sector generated about € 16.6bn in tax revenue, an important contributor to public finances, especially in the larger markets like Germany, France, Italy, the UK and Spain. But more interesting over the monetary value are the other benefits given by motorcycles to their users and to the environment. A scenario analysis suggested that if 5% of those who commute by car across Europe (5.3 million commuters) switched to motorcycles, the aggregate time savings would be 21.2 million days per annum, worth €3.3bn to these users. PTW were also found to offer substantial cost savings as well, due to lower fuel use and operating expenditure. On average, the cost of commuting by motorcycle (€545) was nearly one-third of what it would cost to use a car (€1435) across a year. And the big talking point in any discussion around anything these days, motorcycles offered a smaller environmental footprint than four-wheelers, with the average powered-two wheeler in the European vehicle fleet emitting about 99g of CO2/km, less than half of the 210g CO2/km emitted by the average car (petrol or diesel). Bikes up to 250cc were found to emit on average 62g CO2/km. About 62% of Europe's PTWs fall into this category.