December 2022

Motorcycle market overview

Now into the last month of another unsettled year and trying to find a positive to talk about is getting difficult. The war is still not looking as though it will end soon, and the experts are not only predicting continued inflation, interest rates and other woes, but are now predictions are mentioning longer periods of the same. But until the worst happens there is no certainty and our industry is still performing, so make hay and think positive.

New market

October figures are the latest available from the MCIA and again the month's bottom line is not something you really welcome when its negative to the tune of -6%. But as the Year-To-Date totals move into six figures, 103.961, they are still a positive of 2.8% when compared to the ten months Y-T-D of 2021. We are not going to have to mention how the buying patterns have been messed up for much longer, as next year the comparisons will be for a 2022 market that has not suffered forced closures on health grounds. At that point looking at monthly figures to judge how the industry is performing will be a better reflection on performance. Again, mentioned above, there is the greater world economy to consider as we move forward and not wishing to spread too much doom and gloom the outlook is in the hands of people outside of our control. It's not currently looking particularly rosy, but back a decade in a world meltdown, motorcycle sales kept going well after other industries suffered, so try to think positive and wait to see.
After a sustained period of revival, the moped sector is now starting to suffer at a rate more than the total market with a reduction of 10.9%, although in actual numbers its still a small part of the market, especially when the month loss is only 72 units it can be forgotten the possible influence in the long-term industry the sector has. Ok at the moment it can be argued that the increases over the last couple of years are as a consequence of circumstances, but if the 16-year-olds have commuted due to lack of public transport availability they might have realised how much better it is when considering time and independence. A large number of us started that way and a hope is that the next generation of riders could emerge from at least a few of these, we need new blood. The similar type for learners but slightly bigger capacity engine band but for 17-year-olds (125cc) faired a little better, in fact the only engine band in a positive, although a small one of 0.6%.

October 2022 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Oct-22	Oct-21	Change	Oct-22	Oct-21	2022	2021	% Change	2022	2021
0-50cc	797	986	-19.2%	10.0%	11.6%	9,468	8,771	7.9%	9.1%	8.7%
51-125cc	3,321	3,300	0.6%	41.5%	38.7%	35,661	35,977	-0.9%	34.3%	35.6%
126-650cc	1,477	1,743	-15.3%	18.5%	20.5%	20,879	18,786	11.1%	20.1%	18.6%
651-1000cc	1,263	1,308	-3.4%	15.8%	15.4%	20,672	19,864	4.1%	19.9%	19.6%
Over 1000cc	1,145	1,180	-3.0%	14.3%	13.9%	17,281	17,693	-2.3%	16.6%	17.5%
Total Registrations	8,003	8,517	-6.0%	100.0%	100.0%	103,961	101,091	2.8%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Oct-22	Oct-21	Change	Oct-22	Oct-21	2022	2021	% Change	2022	2021
Moped ≤ 4 kW	211	295	-28.5%	2.6%	3.5%	2637	2368	11.4%	2.5%	2.3%
Motorcycle ≤ 11 kW	178	275	-35.3%	2.2%	3.2%	2,685	2,344	14.5%	2.6%	2.3%
Motorcycle ≤ 35 kW	4	4	0.0%	0.0%	0.0%	122	44	177.3%	0.1%	0.0%
Motorcycle > 35 kW	7	26	-73.1%	0.1%	0.3%	117	122	-4.1%	0.1%	0.1%
Exempt	5	11	-54.5%	0.1%	0.1%	73	116	-37.1%	0.1%	0.1%
Unknown	10	7	42.9%	0.1%	0.1%	148	91	62.6%	0.1%	0.1%
Total Electric Registrations	415	618	-32.8%	2.5%	3.8%	5,782	5,085	13.7%	3.0%	2.7%

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Motorcycle editorial

By cap hpi

If the electric 4kw numbers are factored into the Moped numbers they look even worse and while on the subject, electric in general has had a bad month but again when the actual registrations are relatively smaller numbers, the percentages can look horrendous for smallish movements. The rest of the bands are suffering short term but again look at the longer picture before panic sets in and the prime example is 126-650cc that demonstrates biggest growth for the year but biggest drop for the month!

October 2022 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Oct-22	Oct-21	Change	Oct-22	Oct-21	2022	2021	% Change	2022	2021
Naked	48	67	-28.4%	8.1%	10.1%	543	612	-11.3%	8.6%	10.1%
Other	75	82	-8.5%	12.7%	12.4%	927	732	26.6%	14.7%	12.1%
Scooter	467	513	-9.0%	79.2%	77.5%	4,821	4,697	2.6%	76.6%	77.8%
Totals	590	662	-10.9%	100.0%	100.0%	6,291	6,041	4.1%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Oct-22	Oct-21	Change	Oct-22	Oct-21	2022	2021	% Change	2022	2021
Adventure	1,074	1,323	-18.8%	14.6%	17.0%	18,805	17,653	6.5%	19.4%	18.7%
Competition	441	514	-14.2%	6.0%	6.6%	4,948	4,687	5.6%	5.1%	5.0%
Custom	454	838	-45.8%	6.2%	10.7%	6,933	7,405	-6.4%	7.2%	7.9%
Modern Classic	871	769	13.3%	11.8%	9.9%	10,798	9,606	12.4%	11.1%	10.2%
Naked	1,730	1,698	1.9%	23.5%	21.8%	21,082	22,029	-4.3%	21.8%	23.4%
Road Sport	530	503	5.4%	7.2%	6.5%	7,882	7,292	8.1%	8.1%	7.7%
Scooter	2,038	2,014	1.2%	27.7%	25.8%	23,712	23,356	1.5%	24.5%	24.8%
Touring	212	136	55.9%	2.9%	1.7%	2,653	2,122	25.0%	2.7%	2.3%
Unspecified	1	3	-66.7%	0.0%	0.0%	90	81	11.1%	0.1%	0.1%
Totals	7,351	7,798	-5.7%	100.0%	100.0%	96,903	94,231	2.8%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Oct-22	Oct-21	Change	Oct-22	Oct-21	2022	2021	% Change	2022	2021
Other	39	23	69.6%	0.5%	0.3%	329	368	-10.6%	0.3%	0.4%
Scooter	23	34	-32.4%	0.3%	0.4%	438	451	-2.9%	0.5%	0.5%
Total Registrations	62	57	8.8%	0.8%	0.7%	767	819	-6.3%	0.8%	0.9%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Oct-22	Oct-21	Change	Oct-22	Oct-21	2022	2021	% Change	2022	2021
Total Scooter	2,528	2,561	-1.3%	31.6%	30.1%	28,971	28,504	1.6%	27.9%	28.2%
Total Moped, Motorcycle & Tricycles (exc Scooters)	5,475	5,956	-8.1%	68.4%	69.9%	74,990	72,587	3.3%	72.1%	71.8%
Total Registrations	8,003	8,517	-6.0%	100.0%	100.0%	103,961	101,091	2.8%	100.0%	100.0%

Motorcycle editorial

By cap hpi

October 2022 - Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Oct-22
Naked	Yamasaki F51-50Q	15
Other	Sur-ron LIGHT BEE	20
Scooter	Lexmoto ECHO PLUS 50 LJ 50 QT-6L	24

Motorcycles	Highest Registering Model by style	Oct-22
Adventure	BMW R 1250 GS ADVENTURE	88
Competition	Multiple Items	21
Custom	Royal Enfield METEOR 350	59
Modern Classic	Royal Enfield CLASSIC 350	93
Naked	Honda CBF 125 M	361
Road Sport	Yamaha YZF R7	55
Scooter	Honda PCX 125	480
Touring	BMW R 1250 RT	48

Tricycles	Highest Registering Model by style	Oct-22
Other	Morgan 3 WHEELER	10
Scooter	Piaggio MP3 300 SPORT	8

October 2022 - Highest Registering Model by Engine Size

ICE Engine Band	Highest Registering Model by Engine Band	Oct-22
0-50cc	Lexmoto ECHO PLUS 50 LJ 50 QT-6L	24
51-125cc	Honda PCX 125	480
126-650cc	Royal Enfield CLASSIC 350	93
651-1000cc	Yamaha YZF R7	55
Over 1000cc	BMW R 1250 GS ADVENTURE	88

Electric Power Band	Highest Registering Model by Power Band	Oct-22
Moped ≤ 4 kW	Horwin EK1	23
Motorcycle ≤ 11 kW	Vmoto SUPER SOCO CPX	40
Motorcycle ≤ 35 kW	BMW CE 04 15kW	3
Motorcycle > 35 kW	Multiple Items	2
Exempt	Electric Motion ESCAPE R	3

New Registrations by Brand

Major Brands	Oct-22
Honda	1,540
Yamaha	868
Triumph	493
BMW	422
Lexmoto	348
KTM	332
Royal Enfield	328
Piaggio	280
Kawasaki	273
Ducati	206

Used market

At the end of the year thoughts in the trade are turning to get Christmas out of the way and start the preparations for the upcoming season. It happens every year, but as stock has been increasingly difficult to source the old way of doing things, having a purchasing holiday at the end of the year to a large extent has not been a thing for a few years before the well documented worldwide problems. There were minor distractions of what was happening, would the customers get the opportunity to buy, could shops and riders get together. The big advantage the industry had, which the other automotive sectors were slow to adapt to was the use of remote selling, which it had been doing for some time before lockdowns, so little changed and business did not suffer to any great extent. This time moving into the new year the economic impact is going to hurt even more as interest rates for both consumers and business are on the rise, affecting not only loans for both but stocking costs. Add in other inflation drivers and people are spooked until some clarity becomes evident. So the effect on prices are as could be expected in the circumstances, static, with research suggesting a wait for others to make a move, including the public. Prices have changed in both directions in this months release where research has suggested attention is required, but generally no major changes have been made.

Auction

At the low point in the sales cycle it is inevitable that the realised prices at auction will mirror the trade in general and most of the comments above are relevant. Short and simple review of the sales over the last research period is the amounts sold are down to half the entries and returns overall around 5% behind reported numbers. As the new year turns again the expectations are similar to the above with a slower start until the dust hopefully settles.

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End notes

Whatever problems are happening around the world, good news for the first nine months of 2022 over at Yamaha as leisure demand on the up has resulted in record net sales. Total revenue grew by 23.1% (to £9.998bn), operating profit was 12.7% (to £1.038bn), although operating margin declined from 11.3% to 10.4% and net profit fell by 2.8% (to £792m). They have also increased the full-year forecasts, with annual turnover now predicted to rise by 25.2%, up to 13.519bn and operating profit predicted at 20.7% higher to £1.309bn.

Suzuki finished racing on a high with a win from Alex Rins in the last MotoGP race of the year. But as a company, sport has gone. After a long and sometimes successful time over many years there appears to be no benefit seen in participation on the track. After a long period of mixed results it's perhaps a relief in some parts of the industry to see the six months results to the end of September in the current economic problems with a revenue leap of 47.8% (to £1.056bn), bike operating profit a massive 121.7% up (to £92m). The large turnover gain was from Asia with a 50.3% rise (to £514m) and Europe 29.4% up (to £124m). PTW are a major player in the Motor Corporations success in the first half as Suzuki made and shipped 969,000 bikes (up 12.9%). Global sales increased by 22.9% to 960,000 with 787,000 of that sold in Asia. The biggest market was India, which increased by 35.7% (to 350,000).

Another positive in these challenging days sees the highest turnover ever achieved by Piaggio in the first nine months of the year as overall revenue increased by 23.3% (to £1.397bn) with PTW the part 20.6% up (to £1.151bn), as operating profit grew by 38.4% (to £116.2m) and this resulted in a record nine-monthly net profit up 37.4% (to £61m). Global sales volume increased by 12% (to 410,000). The star areas for turnover from PTW's was the Asia Pacific region increasing by 55.1% and the Americas up. Their European share of the scooter market was 23.5%, a slight increase of 0.4%.

And while looking at Piaggio the inevitable mention these days of electric is part of the group, Aprilia has revealed its first electric project, called Electrica, aimed at younger riders. Interesting aside, or perhaps related at some point, Piaggio produced the world's first hybrid scooter, the MP3 Hybrid, which was first launched in 2009. Currently no timeframe is given for the Electric machine to go into production, but the intention is there and perhaps the assumption can be made, some work has already been done.

Kawasaki electric models to go on sale in 2023 and hybrid in 2024. They have showcased a number of motorcycles at EICMA as they drive towards carbon neutrality, including hybrid and hydrogen bikes. One of the motorcycles unveiled was an electric, faired motorcycle designed similar to their Ninja range and would be eligible for A1 licence holders, as would the Z styled one and both bikes will go on sale in 2023. If something bigger tickles your fancy perhaps a hydrogen-fuelled motorcycles based on the Ninja H2, production timeline has been made public. Kawasaki are calling the projects "Go Green with Green Power" obviously an apt strap line for the brand.

Royal Enfield is set to bring forward the launch of its first electric motorcycle in an effort to capitalise on a market that is beginning to gather momentum. The Indian manufacturer has been one of the more vocal supporters of electric mobility in recent years but had originally planned to wait until 2026 to get it onto market. However, growth in the EV sector has prompted a change of direction in Royal Enfield's already heaving new model schedule with a ramp up in R&D set to bring the launch forward by a year to 2025. "Over the past 6-8 months, we have made investments in EV space in terms of creating physical infrastructure for testing of vehicles and associated preparedness," CEO B Govindarajan told Bike Dekho. "We have also been hiring good talent for our technology centers in India and UK. Overall, we have been intensely focusing on the EV space." While electric PTWs occupy only a fraction of the market in India - the world's largest in terms of PTW sales - it is gathering momentum quickly with a series of start-up electric companies, such as Ola, Ultraviolette and Ather, quickly gaining traction. Furthermore, with rivals Hero - which recently announced a tie-up with US electric motorcycle manufacturer Zero - also moving forward with its electric plans, Royal Enfield is following suit.

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