

Motorcycle editorial

By cap hpi

January 2023

Motorcycle market overview

A happy new year to you all and hopefully a better one. But in the cold light of day, the problems the world health situation caused, compounded by the ongoing "special operation" in Eastern Europe with the economic fallout caused by both forecast to continue into this year and possibly extend even further. The effects on most forms of business, doesn't perhaps take a world class economist to work out that it is going to be hard for most. Hopefully a similar pattern to the last global crisis when our industry kept going much longer than other transport sectors.

New market

November is the latest month for the most recent MCIA registration figures and yet again it's a game of two halves. The month is continuing the pattern seen every month since the May returns of decline, except for a positive blip in the August return. The year to date figure is still a slight positive compared to 2021 though, with the 2.1% increase equating to 2,225 more than the 108,383 from last year. The big winner from lockdowns, Moped, had a resurgence from the much discussed increased use in commuting and delivery, after many years of decline. But after the rush we are now in the middle of a return to perhaps previous buying levels, as yet again a large percentage drop of 20%, although in reality because of the small numbers sold is just over one hundred units. As with the rest of the market though, there is still a small growth for the Y-T-D. Motorcycle numbers are 520 lower than the same month last year, the sizable number is a loss of 7.8%. The losses are virtually across the board with Custom being the biggest step back of -55.9%, which also reflects the poor Y-T-D performance. The other big group that has been successful over the past few years, Naked, is one of the larger classifications and another that although it has not had a horrendous month is the only other sector in a negative position for the year with just over a thousand less than the 23,517 in 2021, or -4.5%.

November 2022 and Year to Date - New Registrations by Style

Mopeds	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-22	Nov-21	Change	Nov-22	Nov-21	2022	2021	% Change	2022	2021		
Naked	37	65	-43.1%	8.7%	12.2%	580	677	-14.3%	8.6%	10.3%		
Other	100	78	28.2%	23.6%	14.7%	1,027	810	26.8%	15.3%	12.3%		
Scooter	286	389	-26.5%	67.6%	73.1%	5,107	5,086	0.4%	76.1%	77.4%		
Totals	423	532	-20.5%	100.0%	100.0%	6,714	6,573	2.1%	100.0%	100.0%		

Motorcycles	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-22	Nov-21	Change	Nov-22	Nov-21	2022	2021	% Change	2022	2021		
Adventure	993	1,078	-7.9%	16.1%	16.1%	19,798	18,731	5.7%	19.2%	18.6%		
Competition	480	584	-17.8%	7.8%	8.7%	5,428	5,271	3.0%	5.3%	5.2%		
Custom	332	752	-55.9%	5.4%	11.2%	7,244	8,157	-11.2%	7.0%	8.1%		
Modern Classic	630	653	-3.5%	10.2%	9.8%	11,453	10,259	11.6%	11.1%	10.2%		
Naked	1,384	1,487	-6.9%	22.4%	22.2%	22,467	23,517	-4.5%	21.8%	23.3%		
Road Sport	460	475	-3.2%	7.5%	7.1%	8,342	7,767	7.4%	8.1%	7.7%		
Scooter	1,717	1,519	13.0%	27.8%	22.7%	25,429	24,875	2.2%	24.7%	24.6%		
Touring	159	125	27.2%	2.6%	1.9%	2,812	2,247	25.1%	2.7%	2.2%		
Unspecified	17	19	-10.5%	0.3%	0.3%	102	99	3.0%	0.1%	0.1%		
Totals	6,172	6,692	-7.8%	100.0%	100.0%	103,075	100,923	2.1%	100.0%	100.0%		

Tricycles	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-22	Nov-21	Change	Nov-22	Nov-21	2022	2021	% Change	2022	2021		
Other	23	35	-34.3%	0.4%	0.5%	352	403	-12.7%	0.3%	0.4%		
Scooter	29	33	-12.1%	0.5%	0.5%	467	484	-3.5%	0.5%	0.5%		
Total Registrations	52	68	-23.5%	0.8%	1.0%	819	887	-7.7%	0.8%	0.9%		

Motorcycle editorial

By cap hpi

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-22	Nov-21	Change	Nov-22	Nov-21	2022	2021	% Change	2022	2021
Total Scooter	2,032	1,941	4.7%	30.6%	26.6%	31,003	30,445	1.8%	28.0%	28.1%
Total Moped, Motorcycle & Tricycles (exc Scooters)	4,615	5,351	-13.8%	69.4%	73.4%	79,605	77,938	2.1%	72.0%	71.9%
Total Registrations	6,647	7,292	-8.8%	100.0%	100.0%	110,608	108,383	2.1%	100.0%	100.0%

As already touched upon, the small 16 year old rider engine size is a big looser as you see in the below table. The bigger 126-650cc is a little more of a concern solely on November's numbers, but take into consideration it is just the one month and if the larger picture is considered, at 7.9% the Y-T-D growth is head and shoulders above the next closest increases.

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

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-22	Nov-21	Change	Nov-22	Nov-21	2022	2021	% Change	2022	2021
0-50cc	614	868	-29.3%	9.2%	11.9%	10,082	9,639	4.6%	9.1%	8.9%
51-125cc	2,654	2,552	4.0%	39.9%	35.0%	38,315	38,529	-0.6%	34.6%	35.5%
126-650cc	1,254	1,731	-27.6%	18.9%	23.7%	22,133	20,517	7.9%	20.0%	18.9%
651-1000cc	1,190	1,172	1.5%	17.9%	16.1%	21,862	21,036	3.9%	19.8%	19.4%
Over 1000cc	935	969	-3.5%	14.1%	13.3%	18,216	18,662	-2.4%	16.5%	17.2%
Total Registrations	6,647	7,292	-8.8%	100.0%	100.0%	110,608	108,383	2.1%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-22	Nov-21	Change	Nov-22	Nov-21	2022	2021	% Change	2022	2021
Moped ≤ 4 kW	155	201	-22.9%	2.3%	2.8%	2,792	2,569	8.7%	2.5%	2.4%
Motorcycle ≤ 11 kW	170	300	-43.3%	2.6%	4.1%	2,855	2,644	8.0%	2.6%	2.4%
Motorcycle ≤ 35 kW	3	1	200.0%	0.0%	0.0%	125	45	177.8%	0.1%	0.0%
Motorcycle > 35 kW	3	6	-50.0%	0.0%	0.1%	120	128	-6.3%	0.1%	0.1%
Exempt	4	8	-50.0%	0.1%	0.1%	77	124	-37.9%	0.1%	0.1%
Unknown	11	14	-21.4%	0.2%	0.2%	159	105	51.4%	0.1%	0.1%
Total Electric Registrations	346	530	-34.7%	2.9%	4.5%	6,128	5,615	9.1%	3.0%	2.8%

After great increases in EV over the past couple of years for the much-discussed reasons, commuting and delivery, it should come as little surprise that as some point the market has saturated and numbers start to decline. Still not a good read, but perhaps inevitable. Time will be a good indicator of the market direction after the numbers stabilise and the market moves into a long-term period of use and replacement over a period of years.

November 2022 - Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Nov-22
Naked	Yamasaki F51-50Q	10
Other	Sur-ron LIGHT BEE	29
Scooter	Lexmoto ECHO PLUS 50 LJ 50 QT-6L	35

Motorcycles	Highest Registering Model by style	Nov-22
Adventure	BMW R 1250 GS ADVENTURE	96
Competition	Beta RR 2T 300	40
Custom	Keeway SUPERLIGHT	44
Modern Classic	Royal Enfield CLASSIC 350	52
Naked	Honda CBF 125 M	176
Road Sport	Kawasaki NINJA 1000 SX	47
Scooter	Honda PCX 125	410
Touring	BMW R 1250 RT	43

New Registrations by Brand

Major Brands	Nov-22
Honda	1,297
Yamaha	794
BMW	472
Triumph	394
KTM	321
Lexmoto	256
Kawasaki	249
Piaggio	225
Royal Enfield	178
Suzuki	159

Motorcycle editorial

By cap hpi

Tricycles	Highest Registering Model by style	Nov-22
Other	Multiple Items	4
Scooter	Piaggio MP3 300 SPORT	13

November 2022 - Highest Registering Model by Engine Size

ICE Engine Band	Highest Registering Model by Engine Band	Nov-22
0-50cc	Lexmoto ECHO PLUS 50 LJ 50 QT-6L	35
51-125cc	Honda PCX 125	410
126-650cc	Royal Enfield CLASSIC 350	52
651-1000cc	Yamaha TENERE 700 WORLD RAID	44
Over 1000cc	BMW R 1250 GS ADVENTURE	96

Electric Power Band	Highest Registering Model by Power Band	Nov-22
Moped ≤ 4 kW	Sur-ron LIGHT BEE	29
Motorcycle ≤ 11 kW	Maeving RM1	50
Motorcycle ≤ 35 kW	BMW CE 04 15kW	2
Motorcycle > 35 kW	Cake OSA+	2
Exempt	Electric Motion EPURE RACE	2

After an extended period where the evergreen PCX 125 from Honda was not available, once stocks hit the dealers it became perhaps inevitable that it would again be the best selling PTW in the country. This month's number was a third of the brands total and helping the brand to another domination of the market.

The finish to the year are the next available registration figures available and will to some extent set the mood for the first few months of 2023. But take into consideration that as the comparison to the previous year is how we judge the current year, there could be a spanner in the works in the form of the rush of the previous year to clear the decks of previous emission standard machines. The number of available units available for pre-reg bonus chasing which usually gives an unseasonal bump the numbers, sounds like it could also be at a lesser rate to previous, with lower stock around yet to have a plate screwed to the back.

Used market

Word on the street is of slower retail activity and this is the case every year so no big news on that front. What has appeared to be a change from what we have seen over the last decade is where the early birds try to catch the early trade worms for the new season. As there is an element of uncertainty around the close future in the economy, there is a feeling that the search for stock going into the upcoming season has not hit a brick wall, but has slowed. The feeling during research is similar to watching a group back in the olden days around an auction hall when buyers would look around sizing up the opposition before jumping in to buy. While showrooms are at a reasonable level, as they currently are, while demand is still under a cloud of uncertainty and it would appear that the possibility of recession deepens, expectations are for a slower start awaiting some clarity. This month there has been some easing back of prices where research is suggesting a need, these are mainly in the larger engine types that attract big ticket prices. The 125's are always difficult to find used, of a high enough quality for retail and as always will attract a robust trade price, with this month being no different and therefore the majority in this months data has remained stable.

Auction

Closer to a new season, the chance of a dealer disposing of quality machines grows less. But there has been an increase in entries of later plate examples expected from PCP hand backs. Most of this year there has been more of the end-of-term models being snapped up by dealers before they get to the return to the funder option. This has been the case while prices have been high and availability low, but with the concerns previously mentioned the likelihood of a dealer retaining anything offered in part-exchange or straight buy, reduces. The latest BCA auction contained in the region of around a third more entries when compared to 2021, with dealer and BMW entries similar, the 30 or so extra from the Black Horse disposal. Prices compared to CAP reported figures for the whole sale were 97%, which is expected at this time of year and is slightly up from the previous sale in October.

Motorcycle editorial

By cap hpi

Suggestion on analysis is that when compared to the previous sale, there is a bit more of a quest to buy and this is compounded by 9% more conversions from the increased entries last year at 59% selling from 120 entries.

End notes

Some good news to start the year off with Motorcycle Live at the NEC and the organisers confirming that just under 90,000 attended for the 2022 show, which finished on Sunday 27th November. That is up 36% when compared to the 2021 event, which could possibly have been in part down to the compulsory mask-wearing introduced for the final three days with the arrival of the Covid Omicron variant. The final 2022 attendance is only 15% behind the last pre-pandemic show held in 2019 and the last day could have been affected by the nationwide rail strikes on the last Saturday of the show.

The European Association of Motorcycle Manufacturers recently had its annual conference on the future of the motorcycle industry, and perhaps it should be no surprise there was a particular focus on decarbonisation. Perhaps something that is going to be resisted by the enthusiast rider, but it is inevitable it will happen at some point not too far away as at this moment decarbonisation is possibly the largest issue in the automotive world as whole, including the motorcycle industry. Discussions revolved around both positive and negatives, including raw materials, increasing investment in R&D, and cross-company standardisation through, for example, the Swappable Batteries Motorcycle Consortium (SBMC). The electrification of motorcycling is already underway, with the big names soon to be offering electric machines adding to the growing number of specialist manufacturers already offering models. There are also other ways to stop using fossil fuels in engines as manufacturers are also exploring other alternatives such as hydrogen and synthetic fuels and although uncertainty still surrounds them, especially for motorcycles, perhaps they would appease the leisure rider more who will have to go green eventually but still wants the noise and a reciprocating engine. Both will suffer from a big problem similar to electric of charging infrastructure which was discussed by the ACEM, as a potential bottleneck, with hydrogen and synthetic fuel still with little or no infrastructure currently.

The ACEM is also pleased with the increased attention to two-wheeler safety in the new Euro NCAP roadmap 2025- 2030, particularly the recognition of motorcycle and scooter riders as vulnerable road users (VRUs). The inclusion of evolved two-wheeler scenarios for car Advanced Driver Assistance Systems (ADAS) in Euro NCAP's roadmap will help drivers avoid hazardous situations in many traffic situations. It will also contribute to a decreased number of collisions with two-wheelers. They are also pleased with the inclusion of two-wheeler scenarios for assessment in commercial van ratings and the further development of truck safety labels around crash avoidance technology.

With perhaps the large crowds at the NEC looking at all the new offerings, the lower sales are riders waiting for a look at the new and improved toys for this year before committing to buying. We can only hope this is the case and try to go forward with some positive thoughts and hope that 2023 is a Happy New Year for you and all in the industry.