March 2023

Motorcycle market overview

MCIA have released the latest monthly figures for January and as seen below. Although it's only the first month of the year it would be nicer to see a more positive start to 2023. The much discussed problems over the last three years are still around, but although do not appear to be taking as much airtime are still there and more to the point the fallout in the form of economic upset, is still there.

The Bank of England raise interest rates again in an effort to slow inflation. Perhaps that has worked to some extent as at the time of writing inflation has reduced a little, although apparently mainly driven by fuel, but will pass on to other supply chains over a period. As the inflation figures are worked out over a 12 month rolling period, that figure will also reduce as the current comparison starts to look at the initial big jump during the start of the Ukraine invasion. Even though there is pressure on household incomes, we have seen in the past that the industry has held its own quite well. Who knows, even though interest rates have moved from virtually nothing, the house price decline might just rescue the situation to a small extent?

New market

The MCIA numbers show 2023 starts with a 6.8% decline in the market when compared to 2022. It might not be the ideal start, but January is always low volume in the industry, and this is in real numbers only a 423 loss.
Give it a chance and look at the end of Q1 after March data is available before negative thoughts start. The month is only a continuing trend seen from halfway through last year, but there is a positive worth noting that fossil fuel numbers are not too bad, but the large increase seen from EV's over the last couple of years has had a dramatic step back. Again, real numbers are only 295 down, but a larger 59.5%, perhaps the large growth has now found a level in the market, but again too early to pass judgement, so let's wait and see.

Powertrain	Jan-23	Jan-22	% Change
ICE	5,563	5,691	-2.2%
Electric	201	496	-59.5%
Total Registrations	5,764	6,187	-6.8%

Moped numbers are down 10.8% but the improved charting methods supplied by the MCIA are more informative in that the power outputs are indicating a clearer picture and in the case as seen below indicate a swing to petrol and a large decline in electric. Motorcycle numbers down 7.1% have a mixed bag of highs and lows. But again consider some large percentage changes in the smaller sectors are a consequence of only a small actual number changes. Big loser in real terms in January is the Adventure sector where there is a quarter less than last year. Scooter with a smaller 7% reduction but still the largest sector with a market share of 26.9%.

January 2023 and Year to Date - New Registrations by Style

Mopeds	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Jan-23	Jan-22	% Change	Jan-23	Jan-22	2023	2022	% Change	2023	2022
Naked	28	28	0.0%	8.5%	7.6%	28	28	0.0%	8.5%	7.6%
Other	61	74	-17.6%	18.5%	20.0%	61	74	-17.6%	18.5%	20.0%
Scooter	241	268	-10.1%	73.0%	72.4%	241	268	-10.1%	73.0%	72.4%
Totals	330	370	-10.8%	100.0%	100.0%	330	370	-10.8%	100.0%	100.0%

Motorcycles	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Jan-23	Jan-22	% Change	Jan-23	Jan-22	2023	2022	% Change	2023	2022
Adventure	977	1,294	-24.5%	18.2%	22.4%	977	1,294	-24.5%	18.2%	22.4%
Competition	466	625	-25.4%	8.7%	10.8%	466	625	-25.4%	8.7%	10.8%
Custom	275	351	-21.7%	5.1%	6.1%	275	351	-21.7%	5.1%	6.1%
Modern Classic	524	437	19.9%	9.7%	7.5%	524	437	19.9%	9.7%	7.5%
Naked	1,141	1,060	7.6%	21.2%	18.3%	1,141	1,060	7.6%	21.2%	18.3%

Motorcycle editorial

By cap hpi

Road Sport	399	372	7.3%	7.4%	6.4%	399	372	7.3%	7.4%	6.4%
Scooter	1,447	1,556	-7.0%	26.9%	26.9%	1,447	1,556	-7.0%	26.9%	26.9%
Touring	141	92	53.3%	2.6%	1.6%	141	92	53.3%	2.6%	1.6%
Unspecified	10	2	400.0%	0.2%	0.0%	10	2	400.0%	0.2%	0.0%
Total Motorcycle	5,380	5,789	-7.1%	100.0%	100.0%	5,380	5,789	-7.1%	100.0%	100.0%

Tricycles	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Jan-23	Jan-22	% Change	Jan-23	Jan-22	2023	2022	% Change	2023	2022
Other	34	11	209.1%	0.6%	0.2%	34	11	209.1%	0.6%	0.2%
Scooter	20	17	17.6%	0.4%	0.3%	20	17	17.6%	0.4%	0.3%
Total Tricycles	54	28	92.9%	1.0%	0.5%	54	28	92.9%	1.0%	0.5%

Summary	Registrations			Market Share (%)		Year to date		YTD	Market Share (%)	
	Jan-23	Jan-22	% Change	Jan-23	Jan-22	2023	2022	% Change	2023	2022
Total Scooter	1,708	1,841	-7.2%	29.6%	29.8%	1,708	1,841	-7.2%	29.6%	29.8%
Total Moped, Motorcycle & Tricycles (exc Scooters)	4,056	4,346	-6.7%	70.4%	70.2%	4,056	4,346	-6.7%	70.4%	70.2%
Total Registrations	5,764	6,187	-6.8%	100.0%	100.0%	5,764	6,187	-6.8%	100.0%	100.0%

Already touched on is the large decline in EV registrations that as can be seen below is a major contributor to getting the year off to a poor start. This month the MCIA have introduced new engine bands and they give more clarity to the market and this first month we see the big loser in the 126-500cc band perhaps it could be a bit of a worry as a lot of the A2 licence users pick from this group. The worry being that newish or younger riders have slowed the buying, or perhaps after the big increase during the pandemic has tainted the figures that are now finding the natural level. Again, a bit early to judge.

Month

ICE	Jan-23	Jan-22	% Change
0-50cc	256	212	20.8%
51-125cc	2,251	2,121	6.1%
126-500cc	1,006	1,319	-23.7%
501-750cc	648	672	-3.6%
751-1000cc	589	641	-8.1%
1000cc+	813	726	12.0%
Total Registrations	5,563	5,691	-2.2%

Month

ELECTRIC	Jan-23	Jan-22	% Change
Moped ≤ 4 kW	80	164	-51.2%
Motorcycle ≤ 11 kW	103	283	-63.6%
Motorcycle ≤ 35 kW	3	16	-81.3%
Motorcycle > 35 kW	1	9	-88.9%
Exempt	6	19	-68.4%
Unknown	8	5	60.0%
Total Registrations	201	496	-59.5%

January 2023 - Highest Registering Model by Style

Moped	Best Selling Models	Jan-23
Naked	Rieju MRT 50	9
Other	Sur-ron LIGHT BEE	20
Scooter	Tianying TY 50 QT-29D	18

Motorcycle	Best Selling Models	Jan-23
Adventure	BMW R 1250 GS ADVENTURE	83
Competition	Multiple Items	23
Custom	Keeway SUPERLIGHT	45
Modern Classic	Royal Enfield HNTR 350	84
Naked	Honda CBF 125 M	109
Road Sport	Suzuki GSXR 125	64
Scooter	Yamaha NMAX 125	228
Touring	BMW R 1250 RT	41

New Registrations by Brand

Best Selling Brands	Jan-23
Honda	1,299
Yamaha	709
BMW	362
Triumph	341
Suzuki	299
KTM	250
Royal Enfield	232
Lexmoto	206
Kawasaki	175
Piaggio	154

Motorcycle editorial

By cap hpi

Tricycle	Best Selling Models	Jan-23
Other	Morgan 3 WHEELER	9
Scooter	Piaggio MP3 300 SPORT	15

January 2023 - Highest Registering Model by Engine Size

ICE	Best Selling Models	Jan-23
0-50cc	Triton MANIX ST-50	18
51-125cc	Yamaha NMAX 125	228
126-500cc	Royal Enfield HNTR 350	84
501-750cc	Honda NC 750 X	69
751-1000cc	BMW S 1000 RR	44
1000cc+	BMW R 1250 GS ADVENTURE	83

Electric	Best Selling Models	Jan-23
Moped ≤ 4 kW	Sur-ron LIGHT BEE	20
Motorcycle ≤ 11 kW	Vmoto SUPER SOCO CPX	26
Motorcycle ≤ 35 kW	BMW CE 04 15kW	2
Motorcycle > 35 kW	Energica EXPERIA	1
Exempt	Electric Motion EPURE RACE	6

Used market

Now the industry is back from the winter break and getting into the swing, there is a more positive vibe in the showrooms as the days draw out and riders start to look for this year's toys. As with the pubs/restaurants, there are currently few reports that footfall is adversely affected with what's happening in the world.

Research is suggesting this year is no different to any other as the quest for stock is in full swing and research is suggesting prices hovering around similar to the first couple of months of the year. Although we are a trade guide, retail prices still play an important place in our products and research is suggesting that retail mark ups are increasing as stock is less available and demand high. More work is being done on this and indications are there will be increases on the way.

Auction

As we move into the season the problem is again the usual with reduced auction entries due to being snapped up before they reach the sale halls. Over this last research period there has been little change in this as approximately 200 units went under the hammer in this last research period.

As expected, prices increase as the season starts and even with price increases in our data, the difference between them and the overall sold price has closed. Overall, just less than 3% differential, which when buyer's fees are factored in, makes the auctions very close to CAP.

End notes

Suzuki Motor Corporation's motorcycle and particularly the overall motor business have had mixed fortunes ~~over~~ for quite some time. So, it's got to be a pleasant result for them to look at the first nine months of the current fiscal year to 31 December 2022. Total revenue increased by 37.6% (to £1.591bn), operating profit went ballistic, 148.8% up (to £144.6m) and global unit sales volume up by 16.7% (to 1.414 million bikes). Asian sales were the big result with turnover increasing by 37.3% (to £786m), with on the back of a 19.6% volume increase (to 1.166 million bikes). Closer to home the European market saw 29.9% revenue growth (to £177m), mainly due to price increases as units supplied was a similar 22,000 bikes. Japanese domestic was poor in comparison to the rest of the world, with revenue a small increase of 6% (to £111m).
In other Suzuki news, they have announced plans to have eight electric powered two-wheelers by 2030, with the first to be introduced in 2024. When Suzuki announced it was leaving MotoGP in 2022, it said that part of the reason was to focus its resources on its future and the alternative power solutions. Its first electric powered two-wheeler will be

introduced during the 2024 financial year in the small-to-mid-capacity commuter class. The company are also developing battery electric four-wheeled vehicles that will begin to arrive in the 2024 financial year.

It’s probably fair to say that motorcycle insurance is quite a conservative market with most policies following the same broad model that’s been established for decades. But UK broker MCE Insurance is aiming to shake things up with a revolutionary new pay-as-you-go policy. This is an interesting development in the motorcycle arena. Usage-based insurance is a growing area in the car market, and according to MCE, motorcycle riders are a good fit for usage-based insurance and what’s not to like as leisure only bike use is widespread, with many doing fewer miles than they are paying for. Apparently MCE’s database of more than 600,000 UK bikers shows that 60% of them cover fewer than 5000 miles a year. Money saving for everyone is helpful at the moment so it’s good to hear riders across the UK will benefit. A tracking device, called a Milemate, is fitted to the customer’s bike, and measures the miles ridden to calculate the insurance fee via a smartphone app.

The positive finish this month and news an awful lot of us have been waiting for, racing is back.