Motorcycle editorial

By cap hpi

October 2023

Motorcycle market overview

The better news as far as one stumbling block to a sunnier sky is that High Street lenders have started to reduce interest mortgage rates further. A part of higher rates has been lowering of house prices, which leapt because of low interest rates. Perhaps a stabilisation is necessary so people can plan better for lending and savers get something back for their investment? On the subject of sunnier times, the 'scorcher' of June soon became two months of 'wet, wet, wet'. As the motorcycle industry is 'solar powered' there is going to be some adverse effect on trade, compounded by the other much discussed economic and political ongoing problems, Q3 has not been a positive one for the industry.

New market

The latest Motorcycle Industry Association new registration figures available for August have again shown a shrinking of the new market when compared to 2022. Total registrations are down 632 (-7.1%) for August and the year-to-date retreated by 3,321 (-4%). Not really a position we want to see, as there is always the desire to increase the market, but to ease the pain a little a comparison to the last "normal" year, 2019, where the comparable month saw 6,924 registrations and Y-T-D was 76,305, this year has increased 18.5% and 5% respectively over 2019. Trends mentioned for some time now are continuing as the market finds its feet and settles into a more recognisable pattern from pre Covid. Moped numbers continue to decline as seen for the last year or so, and Scooter is in a similar position after the rush for alternative transport over the pandemic returns to a more recognisable position.

August 2023 and Year to Date - New Registrations by Style

Mopeds	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Aug-23	Aug-22	% Change	Aug-23	Aug-22	2023	2022	% Change	2023	2022
Naked	45	47	-4.3%	9.3%	7.8%	322	431	-25.3%	9.3%	8.6%
Other	101	110	-8.2%	20.8%	18.3%	734	838	-12.4%	21.1%	16.7%
Scooter	340	445	-23.6%	70.0%	73.9%	2,417	3,763	-35.8%	69.6%	74.8%
Totals	486	602	-19.3%	100.0%	100.0%	3,473	5,032	-31.0%	100.0%	100.0%

Motorcycles	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Aug-23	Aug-22	% Change	Aug-23	Aug-22	2023	2022	% Change	2023	2022
Adventure	1,296	1,308	-0.9%	16.9%	16.0%	15,142	15,396	-1.6%	19.8%	19.7%
Competition	399	354	12.7%	5.2%	4.3%	4,271	4,069	5.0%	5.6%	5.2%
Custom	627	528	18.8%	8.2%	6.5%	5,533	5,710	-3.1%	7.2%	7.3%
Modern Classic	815	988	-17.5%	10.6%	12.1%	8,275	8,649	-4.3%	10.8%	11.1%
Naked	1,813	1,873	-3.2%	23.7%	22.9%	18,191	16,903	7.6%	23.8%	21.6%
Road Sport	698	583	19.7%	9.1%	7.1%	6,689	6,419	4.2%	8.8%	8.2%
Scooter	1,858	2,350	-20.9%	24.2%	28.8%	16,242	18,898	-14.1%	21.3%	24.2%
Touring	131	178	-26.4%	1.7%	2.2%	1,895	2,100	-9.8%	2.5%	2.7%
Unspecified	28	9	211.1%	0.4%	0.1%	155	72	115.3%	0.2%	0.1%
Total Motorcycle	7,665	8,171	-6.2%	100.0%	100.0%	76,393	78,216	-2.3%	100.0%	100.0%

Tricycles	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Aug-23	Aug-22	% Change	Aug-23	Aug-22	2023	2022	% Change	2023	2022
Other	25	35	-28.6%	0.3%	0.4%	275	212	29.7%	0.4%	0.3%
Scooter	33	33	0.0%	0.4%	0.4%	359	361	-0.6%	0.5%	0.5%
Total Tricycles	58	68	-14.7%	0.8%	0.8%	634	573	10.6%	0.8%	0.7%

Summary	Registrations			Market Share (%)		Year to date		YTD	Market Share (%)	
	Aug-23	Aug-22	% Change	Aug-23	Aug-22	2023	2022	% Change	2023	2022
Total Scooter	2,231	2,828	-21.1%	27.2%	32.0%	19,018	23,022	-17.4%	23.6%	27.5%

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Total Moped, Motorcycle & Tricycles (exc Scooters)	5,978	6,013	-0.6%	72.8%	68.0%	61,482	60,799	1.1%	76.4%	72.5%
Total Registrations	8,209	8,841	-7.1%	100.0%	100.0%	80,500	83,821	-4.0%	100.0%	100.0%

In the overall registration numbers game, the decline is something that should be taken into account, but also the mix and reasons behind the numbers. Again, as has been noted for an extended period, sub-125cc, and even more so Electric, are big losers, the former more of a problem as the learner legal size is around a third of the total market. The good news is that the larger types where cost and profit is higher are, with the help of many schemes, improving year on year.

August 2023 and Year to Date - Powertrain and Capacity

Month				YTD			
Powertrain	Aug-23	Aug-22	% Change	Powertrain	Aug-23	Aug-22	% Change
ICE	7,875	8,248	-4.5%	ICE	77,853	78,989	-1.4%
Electric	334	593	-43.7%	Electric	2,647	4,832	-45.2%
Total Registrations	8,209	8,841	-7.1%	Total Registrations	80,500	83,821	-4.0%

Month				YTD			
ICE	Aug-23	Aug-22	% Change	ICE	Aug-23	Aug-22	% Change
0-50cc	334	392	-14.8%	0-50cc	2,426	2,824	-14.1%
51-125cc	3,124	3,781	-17.4%	51-125cc	25,357	28,150	-9.9%
126-500cc	1,100	1,197	-8.1%	126-500cc	11,860	13,013	-8.9%
501-750cc	932	778	19.8%	501-750cc	10,064	9,548	5.4%
751-1000cc	1,316	1,003	31.2%	751-1000cc	14,546	11,394	27.7%
1000cc+	1,069	1,097	-2.6%	1000cc+	13,600	14,060	-3.3%
Total Registrations	7,875	8,248	-4.5%	Total Registrations	77,853	78,989	-1.4%

Month				YTD			
ELECTRIC	Aug-23	Aug-22	% Change	ELECTRIC	Aug-23	Aug-22	% Change
Moped ≤ 4 kW	152	210	-27.6%	Moped ≤ 4 kW	1,047	2,208	-52.6%
Motorcycle ≤ 11 kW	154	335	-54.0%	Motorcycle ≤ 11 kW	1,356	2,240	-39.5%
Motorcycle ≤ 35 kW	7	7	0.0%	Motorcycle ≤ 35 kW	51	108	-52.8%
Motorcycle > 35 kW	2	7	-71.4%	Motorcycle > 35 kW	39	99	-60.6%
Exempt	6	10	0.0%	Exempt	72	59	22.0%
Unknown	13	24	-45.8%	Unknown	82	118	-30.5%
Total Registrations	334	593	-43.7%	Total Registrations	2,647	4,832	-45.2%

August 2023 - Highest Registering Model by Style

Moped	Best Selling Models	Aug-23
Naked	Rieju MRT 50 SM	9
Other	Yamasaki YM 50-10	19
Scooter	Peugeot KISBEE 50	21

Motorcycle	Best Selling Models	Aug-23
Adventure	BMW R 1250 GS ADVENTURE	126
Competition	Sur-ron ULTRA BEE	41
Custom	Royal Enfield SUPER METEOR 650	82
Modern Classic	Royal Enfield HNTR 350	79
Naked	Honda CBF 125 M	150
Road Sport	Kawasaki NINJA 1000 SX	74
Scooter	Honda PCX 125	293
Touring	Honda NT 1100	31

Tricycle	Best Selling Models	Aug-23
Other	Morgan 3 WHEELER	5

New Registrations by Brand

Best Selling Brands	Aug-23
Honda	1,457
Yamaha	923
Kawasaki	602
BMW	519
KTM	480
Triumph	473
Royal Enfield	408
Suzuki	351
Lexmoto	322
Keeway	194

Scooter	Yamaha TRICITY 300	11

August 2023 - Highest Registering Model by Engine Size

ICE	Best Selling Models	Aug-23
0-50cc	Peugeot KISBEE 50	21
51-125cc	Honda PCX 125	293
126-500cc	Royal Enfield HNTR 350	79
501-750cc	Royal Enfield SUPER METEOR 650	82
751-1000cc	Honda CB 750 HORNET	81
1000cc+	BMW R 1250 GS ADVENTURE	126

Electric	Best Selling Models	Aug-23
Moped ≤ 4 kW	Sur-ron LIGHT BEE	17
Motorcycle ≤ 11 kW	Sur-ron ULTRA BEE	41
Motorcycle ≤ 35 kW	BMW CE 04 15kW	6
Motorcycle > 35 kW	Energica EXPERIA	2
Exempt	Electric Motion EPURE RACE	5

Used market

As to be expected with what's happening to the new market, the used part of the trade has also suffered. Reports from dealers that the market slowdown from last research period has not improved, with expectations leaning towards the winter lull being here early and that it will be a long one. The consequence of the market forces have had the obvious result on prices and in preparation for expectations that current the market will not improve in the near future, values in this month's data have been reduced.

Auction

A similar situation around the auctions with the need for retail stock reflecting in amount of units sold compared to entries, and machines finding a new home reduced to well below 50%. The big sale at BCA saw a significant rise in entries at 173 with a large dealer group having a clear out of some unwanted stock and several other dealers swelling the numbers that have predominantly seen Black Horse and BMW taking the lion's share of the sale. It would not be a stretch of the imagination that driven by lower sales, winter approaching, and duplications of stock, that part exchanges or examples not necessarily perfect and ready for retail will be offered for disposal while there is still some chance a trade buyer will be tempted. Prices are down similar to opinions within the general trade, but a big surprise was in the overall result at BCA returning an overall 100% of CAP. This was an anomaly though with some examples making strong money, although the suspicions are that the foreign buyers are the big bidders causing this. As can be expected on the approach to winter, sports and custom types are taking the brunt of lower bids and adventure touring is not far behind. The results seen are in line with dealer research opinions and served to reinforce the decision to again reduce prices.

End notes

A recent study has revealed the most common causes of collisions in the UK, including motorcycles, between 2012 and 2021.

Motorcycles were, according to the study the most common vehicle type to be involved in collisions which happened in five different categories. Including going around bends both left and right, overtaking nearside, overtaking moving vehicle on the offside and overtaking static vehicle offside.
With involvement in 8.01% of all collisions in the studied period, motorcycles were second only to cars at 72.91%, as perhaps to be expected with the number of cars on the road. One surprise though is that pedal cycles were third with 7.90%, suggesting perhaps not speed causing two-wheel mishaps but some other factor or road users?
Motorcycles had more than three-times the average number of collisions while overtaking on the nearside, over three-and-a-half times the average while overtaking static vehicles on the offside and nearly four-times the average while overtaking a moving vehicle on the offside.

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Petrol prices were back on the rise in August, which saw one of the largest monthly price jumps in over 20 years. August 2023 saw a 6.68p per litre jump in the average forecourt price for petrol, which was the fourth largest in 23 years, according to the RAC, this continued into September at an increased rate. The main cause of this is OPEC+, the group of oil-producing countries, deciding to lower production. This has resulted in an increase making it $87 per barrel since the beginning of July 2023, continuing into Mid-September seeing $95. Is this an opportunity for the industry to push the cost saving of two-wheeled transport?

Racing is a big part of the industry, with replica paint common from sports bikes to scooters, many involved in the industry have raced and many of us watch. So it is a sad few weeks when the sport loses two very influential people.

British racing has lost one of its biggest and dedicated characters following the passing of Paul Bird. PBM eight-time British champions, with perhaps a ninth on the horizon and a target on their back for the rest of the paddock.

The founder and CEO of the International Road Race Teams' Association (IRTA) Mike Trimby passed away aged 74. His work helped make the championship what it is today. A former racer helped immensely by wife Irene, he headed a union for grand prix riders in 1982 to help bring about better pay for competitors and improved safety. Founding IRTA in 1986 which still remains the official body for race teams in the paddock to ensure they are involved in the decision-making process in MotoGP and are fairly treated.