Motorcycle editorial

By cap hpi

December 2023

Motorcycle market overview

According to official figures from the ONS, the UK economy stagnated in the three months to September as GDP was unchanged in Q3 when compared to the previous three months. This was slightly better than the 0.1% contraction forecast by economists, although in line with the Bank of England's expectations, who have also forecast that the economy will be flat in 2024.

The data eases the concerns among some analysts that high interest rates are pushing the economy into recession, but as the economy is not in recession in the face of high rates, this could possibly lead the BoE keeping them higher for longer, as the inflation target of 2% is chased. The thing is that the economy is not weak enough to reduce core inflation and wage growth quickly. Forecasts are now that the BoE would only be able to cut interest rates in late 2024, rather than in mid-2024 as widely expected. The question that could be asked is, are interest rates really high, or just a bit more than the very low rates we have enjoyed for so long? The UK has outperformed Germany, however, and posted similar growth to France, so take some positives from that. More to the point of this editorial, is this going to have any effect on our industry? Of course, it will, and conversations during research are pointing in a similar direction to what has been seen for the majority of the year, in that it's not at all easy. Even for this time of the year it's not easy, and some opinions are that there is little chance of improvement moving into next year.

New market

The latest new figures from the MCIA for October's registrations are showing a positive increase of 0.8% with a total of 8,066 units. Although this has had little effect on the Y-T-D figure which is still in a small negative position of 1.9%, which is 1,924 less than the same position of 103,961 in 2022.

A bit of a surprise that's popped up in October is the decline seen for some time in the Moped sector has had a slight turnaround, only 46 units, and no suggestion that this a real improvement as the market settles back to pre-covid levels.

Touring and Modern Classics are the big losers for the month, but again relatively small in actual units in the great scheme of things. Scooter had a good month with a 12.5% increase over the 2022 number, but in a month where most sectors are significantly different to the bigger picture, we can't read anything into it.

To put some context on this year's position and to quell the doom mongers, look back at the last pre-covid/war year that could be called 'normal'. October 2022 saw 7,126 total registrations, or 88% of this year. And longer-term Y-T-D, the good old days returned 96,409 units, compared to this year at 102,037 or 94% of the current!

October 2023 and Year to Date - New Registrations by Style

Mopeds	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Oct-23	Oct-22	% Change	Oct-23	Oct-22	2023	2022	% Change	2023	2022
Naked	70	47	48.9%	11.0%	7.9%	475	536	-11.4%	10.0%	8.5%
Other	91	84	8.3%	14.2%	14.2%	934	1,017	-8.2%	19.6%	16.1%
Scooter	478	462	3.5%	74.8%	77.9%	3,358	4,779	-29.7%	70.4%	75.5%
Totals	639	593	7.8%	100.0%	100.0%	4,767	6,332	-24.7%	100.0%	100.0%

Motorcycles	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Oct-23	Oct-22	% Change	Oct-23	Oct-22	2023	2022	% Change	2023	2022
Adventure	1,227	1,075	14.1%	16.6%	14.6%	19,018	18,807	1.1%	19.7%	19.4%
Competition	543	441	23.1%	7.4%	6.0%	5,366	4,948	8.4%	5.6%	5.1%
Custom	481	442	8.8%	6.5%	6.0%	6,978	6,912	1.0%	7.2%	7.1%
Modern Classic	537	883	-39.2%	7.3%	12.0%	10,079	10,825	-6.9%	10.4%	11.2%
Naked	1,557	1,729	-9.9%	21.1%	23.5%	22,862	21,079	8.5%	23.7%	21.8%

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Road Sport	584	530	10.2%	7.9%	7.2%	8,199	7,882	4.0%	8.5%	8.1%
Scooter	2,296	2,040	12.5%	31.1%	27.7%	21,454	23,714	-9.5%	22.2%	24.5%
Touring	136	212	-35.8%	1.8%	2.9%	2,362	2,653	-11.0%	2.4%	2.7%
Unspecified	12	1	1100.0%	0.2%	0.0%	183	85	115.3%	0.2%	0.1%
Total Motorcycle	7,373	7,353	0.3%	100.0%	100.0%	96,501	96,905	-0.4%	100.0%	100.0%

Tricycles	Registrations			Market Share (%)		Year to date			Market Share (%)	
	Oct-23	Oct-22	% Change	Oct-23	Oct-22	2023	2022	% Change	2023	2022
Other	22	34	-35.3%	0.3%	0.5%	339	286	18.5%	0.4%	0.3%
Scooter	32	23	39.1%	0.4%	0.3%	430	438	-1.8%	0.4%	0.5%
Total Tricycles	54	57	-5.3%	0.7%	0.8%	769	724	6.2%	0.8%	0.7%

Summary	Registrations			Market Share (%)		Year to date		YTD	Market Share (%)	
	Oct-23	Oct-22	% Change	Oct-23	Oct-22	2023	2022	% Change	2023	2022
Total Scooter	2,806	2,525	11.1%	34.8%	31.6%	25,242	28,931	-12.8%	24.7%	27.8%
Total Moped, Motorcycle & Tricycles (exc Scooters)	5,260	5,478	-4.0%	65.2%	68.4%	76,795	75,030	2.4%	75.3%	72.2%
Total Registrations	8,066	8,003	0.8%	100.0%	100.0%	102,037	103,961	-1.9%	100.0%	100.0%

Again, an obvious 'glitch in the matrix' with Electric as the month increases 22.4%, that sounds like an appreciable number, but is less than 100 actual units, a complete turnaround from the virtual collapse the year is having. It is also the first increase this year. Schemes could be having an influence in the mix of engines size sales, but again possibly just a temporary change that doesn't suggest any change in long term patterns.

October 2023 and Year to Date - Powertrain and Capacity

Month

Powertrain	Oct-23	Oct-22	% Change
ICE	7,558	7,588	-0.4%
Electric	508	415	22.4%
Total Registrations	8,066	8,003	0.8%

YTD

Powertrain	Oct-23	Oct-22	% Change
ICE	98,470	98,179	0.3%
Electric	3,567	5,782	-38.3%
Total Registrations	102,037	103,961	-1.9%

Month

ICE	Oct-23	Oct-22	% Change
0-50cc	332	381	-12.9%
51-125cc	3,308	3,322	-0.4%
126-500cc	1,271	1,125	13.0%
501-750cc	656	725	-9.5%
751-1000cc	1,022	890	14.8%
1000cc+	969	1,145	-15.4%
Total Registrations	7,558	7,588	-0.4%

YTD

ICE	Oct-23	Oct-22	% Change
0-50cc	3,226	3,685	-12.5%
51-125cc	33,137	35,662	-7.1%
126-500cc	14,925	15,756	-5.3%
501-750cc	12,217	11,463	6.6%
751-1000cc	18,089	14,332	26.2%
1000cc+	16,876	17,281	-2.3%
Total Registrations	98,470	98,179	0.3%

Month

ELECTRIC	Oct-23	Oct-22	% Change
Moped ≤ 4 kW	307	212	44.8%
Motorcycle ≤ 11 kW	169	181	-6.6%
Motorcycle ≤ 35 kW	1	4	-75.0%
Motorcycle > 35 kW	7	5	40.0%
Exempt	9	5	0.0%
Unknown	15	8	87.5%
Total Registrations	508	415	22.4%

YTD

ELECTRIC	Oct-23	Oct-22	% Change
Moped ≤ 4 kW	1,541	2,647	-41.8%
Motorcycle ≤ 11 kW	1,715	2,691	-36.3%
Motorcycle ≤ 35 kW	64	122	-47.5%
Motorcycle > 35 kW	54	114	-52.6%
Exempt	87	73	19.2%
Unknown	106	135	-21.5%
Total Registrations	3,567	5,782	-38.3%

September 2023 - Highest Registering Model by Style

Moped	Best Selling Models	Sep-23

New Registrations by Brand

Best Selling Brands	Sep-23

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Naked	Vmoto SUPER SOCO TSX	17
Other	Talaria TL 4000	15
Scooter	Vmoto SUPER SOCO CUX	81

Motorcycle	Best Selling Models	Sep-23
Adventure	BMW R 1250 GS ADVENTURE	80
Competition	Gas Gas EC 300	57
Custom	Keeway SUPERLIGHT	54
Modern Classic	Royal Enfield HNTR 350	49
Naked	Honda CBF 125 M	126
Road Sport	Yamaha YZF R125	67
Scooter	Yamaha NMAX 125	657
Touring	Honda NT 1100	33

Tricycle	Best Selling Models	Sep-23
Other	BRP CAN-AM RYKER 900 ACE	10
Scooter	Piaggio MP3 300	12

Honda	1,463
Yamaha	1,266
KTM	519
Triumph	477
BMW	410
Kawasaki	311
Suzuki	287
Royal Enfield	279
Lexmoto	271
Vmoto	204

September 2023 - Highest Registering Model by Engine Size

ICE	Best Selling Models	Sep-23
0-50cc	Lexmoto ECHO 50	48
51-125cc	Yamaha NMAX 125	657
126-500cc	Honda ADV 350	66
501-750cc	Multiple Items	49
751-1000cc	Honda CB 750 HORNET	69
1000cc+	BMW R 1250 GS ADVENTURE	80

Electric	Best Selling Models	Sep-23
Moped ≤ 4 kW	Vmoto SUPER SOCO CUX	81
Motorcycle ≤ 11 kW	Vmoto SUPER SOCO CPX	57
Motorcycle ≤ 35 kW	Zero Motorcycles FXE ZF7.2	1
Motorcycle > 35 kW	LiveWire ONE	5
Exempt	Electric Motion EPURE RACE	7

Used Market

It’s going to be much of cut and paste from the last few months as far as the used market goes. Feedback is fairly universal in that showroom traffic is down, as are conversions to buyers. The Christmas adverts appearing on television are an indication, if it was needed, of the low point of our sales cycle, and what is expected and planned for, but is harder to take this year as it is amidst an economy induced lull.

It will come as little surprise that the lack of willingness to buy stock, as levels are sufficient, has a knock-on effect of lowering prices yet again, which has been reflected in this month’s data. At some point there is usually a turn to increasing values as the move into a new season is prepared for. But currently the signs are that it will happen later than has been seen in the near past, as opinions around dealers are in line with the rest of the country, if not the world, in that 2024 is going to be a slow one with little growth.

Auction

This last research period around the auction halls is not throwing up anything new from the pattern seen since July, with prices continuing to be under the reported CAP figures, and with the continuing low sales conversion rates seen over the last four months. A position that has continued for longer than has been seen for many years. With the excess stock situation and the time of the year, it’s going to be another couple of months before there is any sign of this improving. Little else can be said as it is a position that everyone is aware of, but it is worth noting that there were some Europeans buyers noticeably paying significantly more than our domestic buyers.

End notes

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Pierer Mobility Group, first took a 25.1% stake of MV Agusta in November last year, taking control of MV's distribution and purchasing in October 2023, while continuing to build its own motorcycles. A call option has now been granted to PMG allowing it to take a majority stake in MV Agusta, to be exercised in spring of 2026. This would be the fourth PMG controlled brand, currently consisting of KTM, GasGas, and Husqvarna.

Ducati has remained fairly level in the first nine months of 2023, with sales figures showing strong demand in the touring segment and improvement in demand for supersport machines, bucking the trend in the sector as a consequence of successes on the race track with the Panigale V4 R taking its second successive WorldSBK title and the Desmosedici GP MotoGP bike doing the same in that series.

In their domestic market, Italy, it was 2% up (to 8,474), and in the US, the same at 2% increase (6,704), and Germany a 1% increase (to 5,764 bikes). Overall, they, had 47,867 sales in the first nine months of 2023, which is a 4% loss over the same period last year. A crash in sales in China (to 2,201) represented a 46% decline dcompared to the first three quarters of in 2022 and had a large effect on the slightly lower result.

The Motorcycle Industry Association (MCIA) has launched 'A Licence to Net Zero – Unleashing our Potential, Licence Reform Essential'. This is the MCIA's latest campaign to make getting a moped, motorcycle or other L-Category vehicle licence less complex, less costly, and more accessible for a broader section of society.

This is also supported by rider representative group, the National Motorcyclists Council (NMC) and Zemo Partnership. The launch is another step forward to the joint industry and Government Action Plan for L-Category vehicles, launched in February 2022. Increased use of the L class vehicles offers affordable, reduced emissions and lower congestion, particularly in urban areas where all these points are becoming more prevalent. Outside of cities the lack of frequent transport, gives individuals more mobility freedom and time outside of infrequent public transport.

Tony Campbell, CEO of MCIA, said "We're pleased to be launching A Licence to Net Zero today - the time has come for a full-scale review of L-Category licensing requirements. The Government's recognition of our sector's role in decarbonising transportation is commendable, but we need the tools to make it happen. MCIA fully supports the Government's goals, but we must shed outdated regulations in order to thrive. Licensing is one of the biggest hurdles facing our sector, hindering growth and road safety over the last decade."