January 2021

Motorcycle Market Overview

Let's start the new year on a positive after the trials and tribulations of 2020. The numbers are not that bad when compared to other sectors of the UK automotive market. Car registrations for November are down 27.4% and the year to date minus 30.7%. The up to 3.5t van market had a positive for November at 8.8%, but again the year to date shows a negative 21.5%. Compare this to the PTW figures below and our industry deserves to give itself a pat on the back.

New Market

The latest available figures from the MCIA when taking the above into consideration have to be a positive on how our industry has performed during a challenging year. The ability of selling over the internet coupled with easier deliveries associated with a smaller vehicle must have helped.

November 2020 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-20	Nov-19	Change	Nov-20	Nov-19	2020	2019	% Change	2020	2019
0-50cc	630	549	14.8%	10.5%	9.1%	7,319	6,303	16.1%	7.6%	6.2%
51-125cc	2,464	2,403	2.5%	41.2%	40.0%	35,425	32,396	9.3%	36.6%	31.6%
126-650cc	1,195	1,150	3.9%	20.0%	19.2%	18,656	21,266	-12.3%	19.3%	20.8%
651-1000cc	869	963	-9.8%	14.5%	16.0%	18,564	22,349	-16.9%	19.2%	21.8%
Over 1000cc	824	939	-12.2%	13.8%	15.6%	16,750	20,099	-16.7%	17.3%	19.6%
Total Registrations	5,982	6,004	-0.4%	100.0%	100.0%	96,714	102,413	-5.6%	100.0%	100.0%

As mentioned previously, the concerns of using public transport have had a large effect on what has sold, particularly in the engine sizes where a CBT is the only (small) hurdle to negotiate before getting on to two wheels. Looking above it is obvious what sector has actually had the most impact on this year's performance. The total PTW registrations compared to November 2019, despite the lockdown part two, were only a small -0.4%, that at 22 units down can hardly be call a decline. Year to date, the motorcycle market is just 5.6% down from 2019. There are reports of shortages of some models from manufacturers, which makes it slightly more difficult to give the exact size of the market and are some plumping for nearly new to fill the gap?

November 2020 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-20	Nov-19	Change	Nov-20	Nov-19	2020	2019	% Change	2020	2019
Scooter	354	364	-2.7%	69.3%	79.8%	4,727	4,588	3.0%	74.3%	78.8%
Other	157	92	70.7%	30.7%	20.2%	1,633	1,233	32.4%	25.7%	21.2%
Totals	511	456	12.1%	100.0%	100.0%	6,360	5,821	9.3%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-20	Nov-19	Change	Nov-20	Nov-19	2020	2019	% Change	2020	2019
Adventure Sport	922	906	1.8%	17.1%	16.4%	15,968	18,129	-11.9%	17.8%	18.9%
Custom	535	358	49.4%	9.9%	6.5%	6,834	7,407	-7.7%	7.6%	7.7%
Naked	1,464	1,772	-17.4%	27.2%	32.1%	29,481	32,920	-10.4%	32.9%	34.3%
Scooter	1,344	1,458	-7.8%	25.0%	26.5%	20,316	19,117	6.3%	22.7%	19.9%
Sport/Tour	72	129	-44.2%	1.3%	2.3%	2,252	2,418	-6.9%	2.5%	2.5%
Supersport	439	372	18.0%	8.2%	6.7%	7,092	7,709	-8.0%	7.9%	8.0%
Touring	60	77	-22.1%	1.1%	1.4%	1,530	2,066	-25.9%	1.7%	2.2%
Trail/Enduro	541	439	23.2%	10.1%	8.0%	5,876	6,080	-3.4%	6.6%	6.3%
Unspecified	5	1	400.0%	0.1%	0.0%	148	53	179.2%	0.2%	0.1%
Totals	5,382	5,512	-2.4%	100.0%	100.0%	89,497	95,899	-6.7%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-20	Nov-19	Change	Nov-20	Nov-19	2020	2019	% Change	2020	2019
Scooter	59	17	247.1%	1.1%	0.3%	474	338	40.2%	0.5%	0.4%
Other	30	19	57.9%	0.6%	0.3%	383	355	7.9%	0.4%	0.4%
Total Registrations	89	36	147.2%	1.7%	0.7%	857	693	23.7%	1.0%	0.7%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-20	Nov-19	Change	Nov-20	Nov-19	2020	2019	% Change	2020	2019
Total Moped, Motorcycle & Tricycles (exc Scooters)	4,225	4,165	1.4%	70.6%	69.4%	71,197	78,370	-9.2%	73.6%	76.5%
Total Scooters	1,757	1,839	-4.5%	29.4%	30.6%	25,517	24,043	6.1%	26.4%	23.5%
Total Registrations	5,982	6,004	-0.4%	100.0%	100.0%	96,714	102,413	-5.6%	100.0%	100.0%

Honda just managed to hold on to top spot, but as stock issues must have been the cause of their usual large margin over the others, perhaps confirmed by a reduced number of appearances in the top seller by style list.

November 2020 - New Registrations by Brand

Major Brands	Nov-20
Honda	703
Lexmoto	675
Yamaha	578
KTM	525
Triumph	362
BMW	294
Kawasaki	253
Keeway	238
Piaggio	175
Suzuki	136

November 2020 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Nov-20
Scooter	Lexmoto ECHO 50	40
Other	Surron LIGHT BEE	24

Motorcycles	Highest Registering Model by style	Nov-20
Adventure Sport	Honda CRF 1100	64
Custom	Keeway SUPERLIGHT	176
Naked	KTM 1290 SUPERDUKE GT	74
Scooter	Yamaha NMAX 125	168
Sport/Tour	Kawasaki NINJA 1000 SX	24
Supersport	Lexmoto LXR 125 SY 125-10	140
Touring	BMW R 1250 RT	31
TRAIL/ENDURO	KTM 300 EXC TPI	69

Tricycles	Highest Registering Model by style	Nov-20
SCOOTER	Honda GYROCANOPY	22
OTHER	BRP CAN-AM RYKER RALLY ED 900 ACE	5

November 2020 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Nov-20
0-50cc	Lexmoto ECHO 50	40
51-125cc	Keeway SUPERLIGHT	176
126-650cc	KTM 300 EXC TPI	69
651-1000cc	Yamaha TENERE 700	55
Over 1000cc	KTM 1290 SUPERDUKE GT	74

For the first time, recently the MCIA is now classifying electric motorcycles in their own section, which shows sales up +15.3% in November 2020 compared with 2019. That combines with a vast +45.7% increase to date in 2020. We will start to list these separately in the coming months.

Used Market

A knock on from the reduced numbers in the smaller capacities, coupled with increased demand has been finding quality machines. As a lot are used as commuters, particularly by younger riders, the amount of clean examples as a proportion the total available, is reduced. This has in the past generally kept good used examples in a strong position for desirability and for the popular models is reflecting in strong prices being paid in the trade, particularly in auction where several can be fighting over the same lot. There was a spurt in sales after the end of lockdown 1 and prices leapt as dealers scrambled to restart the season. Over a period of three months leading into what would in a normal year be considered as slower, there has been little signs of prices dropping of a cliff to compensate for the higher prices and now the new year is upon us. With a couple of much talked about subjects causing some uncertainty, the real impact has not made a massive impact yet and there are no signs as yet of it happening. That in mind, prices have not had any major changes this month.

Auction

With the turn of the year, the quest for the upcoming seasons stock will begin. That said, after the June second half of the season re-started and the strong results as dealers fought over depleted availability, results in auctions eased but never saw the Q3 "behind book" attitude. November BCA virtual sale was no different with 171 of 212 entries selling and over the whole sale the average unit difference when compared to CAP figures were £47.

A point worth taking account when you wonder if there will ever be a return to normality in the halls, an article recently in Car Dealer Magazine, revealed BCA have entered into consultations with staff at auction halls around a proposed restructure. The auction house would apparently not go into detail. There is a problem highlighted by some with buying virtually, being a detailed pre purchase inspection is impossible at the moment. There have been instances discussed where a lot was described as grade 1, that subsequently required £500 work to get to the standard the dealer expects. There is a possibility if this becomes a recurring problem that prices achieved in auction could be compromised as buyers play safe. Its currently accepted as it is the only way to access the large amount of entries offered, but once the current restrictions are lifted, will it continue? Time will tell.

End Notes

As if the industry and sport was not hit hard enough this year, the impact is already rearing its ugly head into 2021 with the Manx government's Minister for Enterprise, Laurence Skelly recently announcing the cancellation of the TT races for a second year running. In a statement, he said: "We do not underestimate the disappointment that this decision will cause to many people. However, we are making an early and logical decision to provide certainty and clarity to race fans and everyone else involved in our event. The TT relies on thousands of volunteers and officials across a wide range of organisations and we could not move responsibly towards operating to that date and commit to welcoming tens of thousands of people to the Island in June, despite the progress towards a vaccination programme globally and on the Island". "We evaluated all possible options including moving the TT to a date later in the year but there are complexities and risks, including scaling up of certain infrastructure and critical delivery elements of the TT, as well as existing resident and visitor travel in late August, which would cause further disruption to thousands of people". "We remain hopeful that the Classic TT and Manx Grand Prix can take place later in the year and we look forward to welcoming visitors to our Island again." A decision on the Classic TT will be taken no later than the end of March.

The Department for Transport (DfT) has confirmed that motorcycles are, for the moment not included in the decarbonisation bill due to take effect in 2030. This comes after much confusion and uncertainty around the bill. Multiple sources including the Motorcycle Action Group (MAG) are confirming that the DfT has indeed ruled bikes out of the 2030 date. It does come after the UK government effectively forgot to include motorcycles or scooters in its Ten Point Plan for a Green Industrial Revolution. There are a few possible reasons why motorcycles are not yet included in the government's plan to end the sale of petrol and diesel vehicles. Motorcycles are already a much more environmentally cleaner and more efficient way of moving around the country. Powered two-wheelers already contribute to lower congestion on the roads, decreased pollution in urban environments. Another key factor is the number of powered two-wheelers out on the UK's roads. There are approximately 1.25m motorcycles in the UK (as of 2019) which when compared to the 38.4m cars on the road (as of 2019), is there a need? No doubt there will be a point where someone realises they forgot and put them on. Another possible problem will be the availability of the fuel, plus its no doubt increase in cost as a "minority" fuel.

Hopefully the year will be kinder to all and your businesses, we wish you all a Happy New Year.