May 2021

Motorcycle Market Overview

Last month has seen success in the UK vaccine programme continue and reduction in all the relevant numbers, prompting the next stage of restriction easing in the Governments roadmap and allowing retailers to welcome customers to personally visit showrooms. Conversations are suggesting there is large amounts of activity already and with foreign travel off the cards for a while yet, who knows it might continue?

New Market

We are at a time where the number of new registrations are going to cause some confusion when we compare them. At this point in 2020 we were just starting to grasp the possibilities of what was to come and perhaps most did not realise the enormity of how a virus spreading from the other side of the world would cause near global closedown. We move forward to look at the March 2021 figures provided by the MCIA and the inevitable comparison to twelve month prior, difficult though it may be to really judge the industry it does give the chance to report the state of play. March 2020 saw total powered-two-wheel numbers reach 12,268, only 6.2% down from the 13,075 year-on-year. The table below shows the registrations for each March from 2017 to 2021 and puts a little more perspective on things and on a positive note in the great scheme of things is not as bad as perhaps we think.

Volume	Mar-17	Mar-18	Mar-19	Mar-20	Mar 21
Powered Two Wheel Registrations	13816	14737	16045	13075	12268

Change %		Mar-18	Mar-19	Mar-20	Mar-21
Powered Two Wheel Registrations		6.7%	8.9%	-18.5%	-6.2%

After a bad first half of the year, the industry picked up momentum and with the help of pre-registrations at the change of emission standards fell only marginally for the year. As Q1 2021 comes to a close its way too early to make any judgement or prediction to how the year will finish, but time will tell. So we see March 2021 registrations displayed an overall reduction year-on-year, of 6.2%, down 807, even with retailers still operating under click and collect. The end of the first quarter has reduced a total P-T-W number of 18,970 which is 20.4% down on the 23,828 of 2020. Moped after years of decline is continuing with a positive total, even if the number of registrations is still relatively low at 539 in the month, but this month has been joined by continued success in the commuter friendly Scooter sector piling on just over a quarter more than 2020 and although again a small number of units in the group, Touring another positive. Other sectors even though still at a negative point are for the larger sectors showing declines at a lesser rate for the month when compared to the first three months, so again some light at the end of the tunnel starting to glimmer.

March 2021 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Mar-21	Mar-20	Change	Mar-21	Mar-20	2021	2020	% Change	2021	2020
Scooter	430	353	21.8%	79.8%	71.0%	921	888	3.7%	76.1%	73.0%
Other	109	144	-24.3%	20.2%	29.0%	289	329	-12.2%	23.9%	27.0%
Totals	539	497	8.5%	100.0%	100.0%	1,210	1,217	-0.6%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Mar-21	Mar-20	Change	Mar-21	Mar-20	2021	2020	% Change	2021	2020
Adventure Sport	2,727	2,723	0.1%	23.5%	21.8%	3,692	4,353	-15.2%	21.0%	19.4%
Custom	684	777	-12.0%	5.9%	6.2%	991	1,393	-28.9%	5.6%	6.2%
Naked	3,591	4,177	-14.0%	30.9%	33.5%	5,116	7,370	-30.6%	29.1%	32.8%
Scooter	2,578	2,048	25.9%	22.2%	16.4%	4,415	4,477	-1.4%	25.1%	19.9%
Sport/Tour	209	519	-59.7%	1.8%	4.2%	293	704	-58.4%	1.7%	3.1%
Supersport	845	1,157	-27.0%	7.3%	9.3%	1,161	1,924	-39.7%	6.6%	8.6%
Touring	329	298	10.4%	2.8%	2.4%	400	462	-13.4%	2.3%	2.1%
Trail/Enduro	636	761	-16.4%	5.5%	6.1%	1,469	1,714	-14.3%	8.4%	7.6%
Unspecified	11	24	-54.2%	0.1%	0.2%	26	53	-50.9%	0.1%	0.2%
Totals	11,610	12,484	-7.0%	100.0%	100.0%	17,563	22,450	-21.8%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Mar-21	Mar-20	Change	Mar-21	Mar-20	2021	2020	% Change	2021	2020
Scooter	75	41	82.9%	0.6%	0.3%	114	89	28.1%	0.6%	0.4%
Other	44	53	-17.0%	0.4%	0.4%	83	72	15.3%	0.5%	0.3%
Total Registrations	119	94	26.6%	1.0%	0.8%	197	161	22.4%	1.1%	0.7%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Mar-21	Mar-20	Change	Mar-21	Mar-20	2021	2020	% Change	2021	2020
Total Moped, Motorcycle & Tricycles (exc Scooters)	9,185	10,633	-13.6%	74.9%	81.3%	13,520	18,374	-26.4%	71.3%	77.1%
Total Scooters	3,083	2,442	26.2%	25.1%	18.7%	5,450	5,454	-0.1%	28.7%	22.9%
Total Registrations	12,268	13,075	-6.2%	100.0%	100.0%	18,970	23,828	-20.4%	100.0%	100.0%

March 2021 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Mar-21	Mar-20	Change	Mar-21	Mar-20	2021	2020	% Change	2021	2020
0-50cc	850	584	45.5%	6.9%	4.5%	1,784	1,377	29.6%	9.4%	5.8%
51-125cc	3,225	2,920	10.4%	26.3%	22.3%	5,960	6,790	-12.2%	31.4%	28.5%
126-650cc	2,506	2,813	-10.9%	20.4%	21.5%	3,977	5,159	-22.9%	21.0%	21.7%
651-1000cc	2,879	3,524	-18.3%	23.5%	27.0%	3,639	5,593	-34.9%	19.2%	23.5%
Over 1000cc	2,808	3,234	-13.2%	22.9%	24.7%	3,610	4,909	-26.5%	19.0%	20.6%
Total Registrations	12,268	13,075	-6.2%	100.0%	100.0%	18,970	23,828	-20.4%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Mar-21	Mar-20	Change	Mar-21	Mar-20	2021	2020	% Change	2021	2020
1-4kw	409	112	265.2%	3.3%	0.9%	809	236	242.8%	4.3%	1.0%
4-11kw	22	11	100.0%	0.2%	0.1%	31	15	106.7%	0.2%	0.1%
15-35kw	6	11	-45.5%	0.0%	0.1%	10	17	-41.2%	0.1%	0.1%
Over 35kw	16	17	-5.9%	0.1%	0.1%	20	23	-13.0%	0.1%	0.1%
Unknown	60	53	13.2%	0.5%	0.4%	176	119	47.9%	0.9%	0.5%
Total Electric Registrations	513	204	151.5%	4.2%	1.6%	1,046	410	155.1%	5.5%	1.7%

In the engine capacity chart we again see the learner legal smaller ones are the winners and on the up. The Moped, 50cc report does include the smaller size electric bikes, which in itself is a positive sign the industry is looking at alternative fuel power, even if as yet in a small way. The next band, up to 125cc has the largest market share of all bands and with Mopeds is the only growth for the month, but even approaching a third of the market is still down Y-T-D. As we move through the next few months, compared to the lockdown last year, expectations should be for improvement in all the numbers as we see the opposite and move out of the latest (hopefully last) lockdown.

March 2021 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Mar-21
Scooter	Yadea S-LIKE	91
Other	Surron LIGHT BEE	23

Motorcycles	Highest Registering Model by style	Mar-21
Adventure Sport	BMW R 1250 GS ADVENTURE	356
Custom	Honda CMX 500 REBEL	66
Naked	Triumph TRIDENT	306
Scooter	Yamaha NMAX 125	813
Sport/Tour	Kawasaki NINJA 1000 SX	64
Supersport	Multiple Items	115
Touring	BMW R 1250 RT	181
TRAIL/ENDURO	Gas Gas EC 300	44

Tricycles	Highest Registering Model by style	Mar-21
SCOOTER	Piaggio MP3 300 SPORT	41
OTHER	Multiple Items	6

March 2021 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Mar-21
0-50cc	Vmoto SUPER SOCO CPX	107
51-125cc	Yamaha NMAX 125	813
126-650cc	Royal Enfield INTERCEPTOR INT 650	171
651-1000cc	Triumph TRIDENT	306
Over 1000cc	BMW R 1250 GS ADVENTURE	356

March 2021 - New Registrations by Brand

Major Brands	Mar-21
Honda	1,768
BMW	1,637
Yamaha	1,529
Triumph	1,175
Kawasaki	605
KTM	502
Lexmoto	488
Ducati	463
Royal Enfield	403
Suzuki	365

The manufacturer table has been in flux for some time with the usual suspect at the top, but the rest arguing over the other positions. Yamaha despite providing the best seller of the month in the N-Max 125 having 813 registered, has had its normal historic second place taken off it by BMW that has a showing as best in breed in both Adventure Sport and Touring for March. Triumph have also returned a four figure month helped along by the new Trident starting to hit the streets. A factor worth a mention in the changing mix of manufacturers and model mix that sells in the country, is continuing problems getting machines from lower volume factories into the country. Covid the obvious for a while, but talk has been more recently of goods caught up in the Suez Canal closure. Again worth a mention that it's the long game we need to keep an eye on and as the months count off more clarity will become evident as to the state of the industry.

Used Market

Strong values and lack of stock has been the subject of conversation in this section for some time and its no different this month. As the country starts the journey out of lockdown there is only going to be one way prices and supply are going as the trade prepares for the real start of the large bike season. As is becoming a constant in our used price reporting, to reflect market movements there has been with few exceptions, only upwards movements.

Auction

The sale rooms this month have suffered a similar problem to the trade over this last research month and have all had relatively smaller entries than has been seen for a while. All have seen sold numbers at over 80% of entries and around 5% over Cap reported prices.

End Notes

The Driver and Vehicle Standards Agency (DVSA) is making large efforts to reduce the backlog of theory tests in England and Wales and helping new riders get on the road. From Monday 10th May to Wednesday 30th June, opening hours at most theory test centres in England and Wales will be extended, where possible. Centres will be open earlier and close later in the evenings, while some might be open on Saturdays and Sundays where they were previously closed. This will create 300,000 extra appointments. DVSA has opened ten new temporary theory test centres, which collectively will create over 120,000 additional appointments each month.

More bad news for the domestic flag flying brand, as latest accounts in the 12 months to 30 June 2020, show global revenue for Triumph fell by 7.4% (to £399.1m), UK turnover was 17.3% down (at £58.9m), the rest of Europe reduced 9.5% (to £183.9m) and only North America improved by 5.8% (to £73.5m). the rest of the world declined by 4.9% (to £82.8m). Overall operating loss was £44.2m, a large increase from the previous year's loss of a £23m, operating margin also reduced from -5.3% to -11.1% and the bottom line was a net loss up to £35.8m from the £17.4m loss in the previous accounting period. As a result, Triumph parent Bloor Holdings recapitalised the business with injection of an additional £50m investment in July 2020.

Electric power is the direction a lot of manufacturers in all forms of transport are leaning, but never let it be said Ducati follows the crowd as they are looking for alternative fuel types to power their motorcycles. Even though the Italian brand announced a while ago that they are looking at electrifying their motorcycle range, it has recently emerged that electric propulsion may not necessarily be the immediate direction they follow for now, in a recent interview with MCN. One quote that will resound with many riders is "Will we produce an electric Ducati soon? No. We think that for the kind of machine we produce now, an electric motorcycle cannot guarantee the pleasure, the range, the weight etc that Ducati riders expect" and perhaps that is also a view of many leisure users.

Triumph have launched the SOS smartphone app capable of detecting if you've had a motorcycle accident and will contact local emergency services for you with key information. An accredited advanced accident detection (and emergency alerting) system that will automatically get the local emergency services directly to you in the event of an accident. It is for all motorcyclists, not just Triumph owners, the app runs in the background and monitors key sensors in your smartphone to detect (and validate) an accident. If the system detects patterns consistent with a crash, it'll follow a unique validation process before calling the local emergency services directly, all working in mere seconds to get help to you as soon as possible - sending your GPS location, the direction of travel, bike details & medical information. In event of a potential accident, the Triumph SOS validation process will kick in to monitor if there is any ongoing movement to cancel an alert, as well as attempting to contact the rider first to ensure that help is needed. There is a rolling monthly subscription charge of £3.99, but no cancellation fees or long-term contract commitments. Nice one Triumph.

The big four Japanese brands, Honda, Yamaha, Suzuki and Kawasaki have joined forces and struck a deal to standardise a swappable battery pack that will fit in machines from all four brands. As yet all of them have not made any great leaps with EV models to customers, but as they dominate the motorcycle industry it can only help the industry move into alternative fuel acceptance. A standardised battery pack will enable filling stations or dedicating battery-swap facilities to carry large stocks of fully-charged batteries so riders can pull in, drop out their depleted packs and slide fresh ones into their place. It means electric bikes, previously hamstrung by short ranges and interminable recharging times, will suddenly become more practical and quicker to 'refuel' than petrol ones. The convenience being able to quickly swap batteries could have a larger effect on the likelihood of riders moving to alternative fuels than anything else.