

June 2021

# Motorcycle Market Overview

As we are towards the back end of the second quarter of the year and look forward to returning to some form of normality things in the industry will start to show their true colours. Or will they? The situation was never going to clear up overnight, there was always going to be a period of consolidation from many areas to get things on track again, but would anyone ever foresee a global shortage of semiconductors causing delays in new machines being finished. There are shipping containers in the wrong places and even complete bikes on the Ever Given, the ship is still impounded in Egypt weeks after it ran aground. Raw materials are in a similar position, with metal, rubber etc all seeing price increases that will need to be passed on with the increased cost of shipping.

## New Market

Sales of powered two wheels as the latest lockdown measures ease see an unprecedented 570% increase in the MCIA's April figures for 2021, compared to the previous year as the country moved into lockdown 1. Both years are exceptional circumstances that are difficult to compare to "normal years", but that will still not stop comparisons. 2019 saw 9,820 April registrations, with the year-to-date 36,951. This year we have 10,874 as pent up demand appears to have begun to convert to sales, but this years inevitable slow start still sees the industry behind the numbers from two years ago on 29,844. But the positive is still 17.3% up on the 2020 figure of 25,451. Any other comparisons are rendered virtually useless until some normality returns, where comparisons are at least in similar circumstances and as we move through the year the Y-T-D numbers will be more relevant.

## April 2021 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Apr-21	Apr-20	Change	Apr-21	Apr-20	2021	2020	% Change	2021	2020
Scooter	442	92	380.4%	80.1%	64.8%	1,363	980	39.1%	77.3%	72.1%
Other	110	50	120.0%	19.9%	35.2%	400	379	5.5%	22.7%	27.9%
Totals	552	142	288.7%	100.0%	100.0%	1,763	1,359	29.7%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Apr-21	Apr-20	Change	Apr-21	Apr-20	2021	2020	% Change	2021	2020
Adventure Sport	1,836	126	1357.1%	17.9%	8.6%	5,528	4,479	23.4%	19.9%	18.7%
Custom	749	89	741.6%	7.3%	6.1%	1,740	1,482	17.4%	6.3%	6.2%
Naked	3,546	432	720.8%	34.7%	29.4%	8,663	7,802	11.0%	31.2%	32.6%
Scooter	2,498	517	383.2%	24.4%	35.2%	6,913	4,994	38.4%	24.9%	20.9%
Sport/Tour	137	43	218.6%	1.3%	2.9%	430	747	-42.4%	1.5%	3.1%
Supersport	707	133	431.6%	6.9%	9.1%	1,868	2,057	-9.2%	6.7%	8.6%
Touring	194	7	2671.4%	1.9%	0.5%	594	469	26.7%	2.1%	2.0%
Trail/Enduro	557	109	411.0%	5.4%	7.4%	2,025	1,823	11.1%	7.3%	7.6%
Unspecified	8	11	-27.3%	0.1%	0.7%	34	64	-46.9%	0.1%	0.3%
Totals	10,232	1,467	597.5%	100.0%	100.0%	27,795	23,917	16.2%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Apr-21	Apr-20	Change	Apr-21	Apr-20	2021	2020	% Change	2021	2020
Scooter	41	6	583.3%	0.4%	0.4%	155	95	63.2%	0.6%	0.4%
Other	49	8	512.5%	0.5%	0.5%	131	80	63.8%	0.5%	0.3%
Total Registrations	90	14	542.9%	0.9%	1.0%	286	175	63.4%	1.0%	0.7%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Apr-21	Apr-20	Change	Apr-21	Apr-20	2021	2020	% Change	2021	2020
Total Moped, Motorcycle & Tricycles (exc Scooters)	7,893	1,008	683.0%	72.6%	62.1%	21,413	19,382	10.5%	71.7%	76.2%
Total Scooters	2,981	615	384.7%	27.4%	37.9%	8,431	6,069	38.9%	28.3%	23.8%
Total Registrations	10,874	1,623	570.0%	100.0%	100.0%	29,844	25,451	17.3%	100.0%	100.0%

### April 2021 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Apr-21	Apr-20	Change	Apr-21	Apr-20	2021	2020	% Change	2021	2020
0-50cc	838	163	414.1%	7.7%	10.0%	2,622	1,540	70.3%	8.8%	6.1%
51-125cc	3,908	775	404.3%	35.9%	47.8%	9,868	7,565	30.4%	33.1%	29.7%
126-650cc	2,084	315	561.6%	19.2%	19.4%	6,061	5,474	10.7%	20.3%	21.5%
651-1000cc	2,282	204	1018.6%	21.0%	12.6%	5,921	5,797	2.1%	19.8%	22.8%
Over 1000cc	1,762	166	961.4%	16.2%	10.2%	5,372	5,075	5.9%	18.0%	19.9%
Total Registrations	10,874	1,623	570.0%	100.0%	100.0%	29,844	25,451	17.3%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Apr-21	Apr-20	Change	Apr-21	Apr-20	2021	2020	% Change	2021	2020
Under 1kw	11	0	0.0%	0.1%	0.0%	12	0	0.0%	0.0%	0.0%
1-4kw	346	54	540.7%	3.2%	3.3%	1,155	290	298.3%	3.9%	1.1%
4-11kw	20	2	900.0%	0.2%	0.1%	51	17	200.0%	0.2%	0.1%
15-35kw	9	0	0.0%	0.1%	0.0%	19	17	11.8%	0.1%	0.1%
Over 35kw	11	2	450.0%	0.1%	0.1%	31	25	24.0%	0.1%	0.1%
Unknown	34	12	183.3%	0.3%	0.7%	209	131	59.5%	0.7%	0.5%
Total Electric Registrations	431	70	515.7%	3.9%	4.3%	1,477	480	207.7%	4.9%	1.9%

A big positive when looking at the engine size mix in the report is the big ticket, larger capacity machines (650cc and over), are recovering at a pace, with large increases in market share.

### April 2021 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Apr-21
Scooter	SYM MASK 50	33
Other	Derbi SENDA XTREME DRD SM 50	19

Motorcycles	Highest Registering Model by style	Apr-21
Adventure Sport	BMW R 1250 GS ADVENTURE	125
Custom	Keeway SUPERLIGHT	126
Naked	Honda CBF 125 M	228
Scooter	Yamaha NMAX 125	537
Sport/Tour	Multiple Items	35
Supersport	Kawasaki NINJA 1000 SX	70
Touring	BMW R 1250 RT	84
TRAIL/ENDURO	Gas Gas EC 300	42

Tricycles	Highest Registering Model by style	Apr-21
SCOOTER	Yamaha TRICITY 300	19
OTHER	BRP CAN-AM RYKER RALLY ED 900 ACE	11

## April 2021 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Apr-21
0-50cc	Vmoto SUPER SOCO CPX	159
51-125cc	Yamaha NMAX 125	537
126-650cc	Royal Enfield INTERCEPTOR INT 650	152
651-1000cc	Triumph TRIDENT	151
Over 1000cc	BMW R 1250 GS ADVENTURE	125

## April 2021 - New Registrations by Brand

Major Brands	Apr-21
Honda	1,666
Yamaha	1,355
Triumph	823
BMW	694
KTM	580
Kawasaki	558
Lexmoto	510
Royal Enfield	345
Ducati	298
Harley-Davidson	295

Y-T-D registrations for leading manufacturers are again under ongoing stock supply issues, so clarity on the real market demand will have to wait for some time.

## Used Market

Reports from dealers are escalating from busy selling remotely, but can't get enough stock, to very busy as customers return and the stock problem gets worse. Hopefully as we see above in the new registration figures, increased activity will start to generate some part-exchanges to fill gaps, but there are a lot of gaps to fill and there is scepticism the surface will be even scratched. The result as the riding season progresses is obvious, continued competition for the available stock and rising prices. This has been reflected in this months data, with many increases. What is going to be more difficult this year is predicting how long this will continue. We are now

approaching the half way point and a normal year would see conversations of how much longer of the main selling season is left and how does a dealer manage stock levels. With stock still way below ideal numbers and lower retail take up in the early season now picking up as previously mentioned above, the rule book has been thrown away. So, can the expectations be for this to continue until what would be usually considered the slower trade buying season not really happening as dealers strive to populate showrooms, not only for this year playing catch-up but overlapping the start next years stocking early season? The answer at the moment is looking like yes.

## Auction

With the sale halls still in the virtual world during this last research period, the inability to be able to kick the tyres has not put off buyers. Every sale is selling the vast majority of entries and with thirst for stock coupled with lower entries, it should come as little surprise that even with months of increasing reported prices, the results are still proving buyers are willing to pay more. Some auction sites are now moving to physical sales again, but the big player and host of Black Horse and BMW disposals are currently still not releasing any plans to opening the halls.

## End Notes

As always in this section we always applaud any way of promoting motorcycling and safety, this month the mention goes to Ridefree. It is a new resource developed by Highways England aimed at reducing the number of young rider casualties on roads, and also has benefits for all novice riders. It has won a Prince Michael Road Safety Award having been fully researched and evaluated, we know it works. As always the MCIA were very keen to be part of something that could make a difference nationally to novice riders and have been actively involved in the project from the outset. New Riders who complete Ridefree will have better knowledge of the Highway Code, the legal requirements for riding on the road, the importance of regular vehicle checks and the issues of visibility and vulnerability, whilst also being more responsive and more alert than other first-time CBT students.

After many years of Suzuki losing money in its motorcycle efforts, it's a bit of a surprise that during a global pandemic they actually make a profit. Total revenue for its fiscal year (to 31st March) fell by 14.9% (to £1.343bn), but taking a very sharp Katana to costs, operating profit increased year-on-year by a very large 271.4% (to £17m). Worldwide sales volume finished 10.2% down (to 1.535 million), motorcycles and scooters. Even though European markets fell by 6.5% (to 39,000), stand out performances in North America up 32.4% (to 46,000) and Japan up 4.5% (to 51,000) more than made up for our local markets. Asian markets overall were 12.8% down (at 1.225 million) but within that area China increased by 23.7% (to 374,000) and Vietnam up 22.4% (to 28,000). India's suffering market though reduced by 19.5% (to 557,000).

A bit more local in Europe, after a rough time in 2020 Ducati's quarterly revenue leapt by 37.4% (to £176m) and operating profit reached £18.3m, all a result after the loss of £870,000 in the same period last year. Global retail sales increased by 33.3% (to 12,803 bikes).

Piaggio Group's Q1 was also another success story with group revenue climbing by 23.5% (to £333.1m), which is the highest first-quarter achievement since 2007. Operating profit up 135.1% to £20.3m, with operating margin up to 6.1% from 3.2% last year resulting in net profit through the roof on 258.1% (to £9.6m), their all-time record for the first quarter. The three months saw the brands global PTW sales volume rise by 35% (to 103,200) and related turnover up 42.2% (to 257m). The stand out in the sales are India and America rising by more than 90%, the Asia-Pacific region up 47.2% and European numbers increased by almost 70%.

More good news from the ACEM, first-quarter 2021 registrations of new motorcycles and scooters in five of the largest European markets (France, Germany, Italy, Spain and the UK) grew by 10.3% to 197,856. The first two months saw a reduction of 29.8% in January and 12.8% in February but March saved the quarter with a 67.6% average increase. But still gripped with varied lockdown timings across the area, Italy and France posted respective 47.3% and 15.1% gains, while the UK sank by 21.3%, Germany was 4.1% lower and Spain fairly level at 0.5%. As mentioned in our domestic market section, comparing this year's figures to 2020 is really a waste of time, so if we look at 2019 this year motorcycle registrations are behind by 4.1%, but again as we have seen in our domestic market mopeds have a substantial 19% increase.

Harvard Scientists have made a breakthrough with lithium metal batteries that can hold vast amounts of power and charge in a fraction of the time. Electric motorcycles have had the problem of taking much longer to 'refuel' than the petrol equivalent and when fully charged, cannot travel as far. Electric cars are not so limited on range as there is room to put more batteries in, but with limited space and weight concerns this does not work with a motorcycle, so efficiency is the prime target. There may be the answer just around the corner, after the Harvard scientists have come up with a new type of lithium metal battery that is stable enough for commercial applications, increasing a vehicle's range and reducing its charge time.

The team behind the battery estimate that the new battery is capable of being charged and discharged at least 10,000 times, increasing the lifespan of the battery to be comparable or greater than that of a conventional petrol engine and also promising a much greater range and recharge times that are a fraction that of lithium-ion battery packs.

Good news for the UK industry is Norton's new Midlands factory and 110 workers now on board. There is a large manufacturing area with the capacity to build up to 8,000 bikes a year, with all the associated backroom facilities needed. There are plans to fill the orders from the previous failed ownership for the top-of-the-range V4, then more to get to 200, which was the old firm's plan. New models are also in development and the inevitable mention of race plans.