

September 2021

Motorcycle Market Overview

Some new models have eventually started to be delivered, but late in the “season”, there is going to be a time of reassessment and some levelling of stock and prices over the next few months as hopefully there is return to some normality. It will take some time for several reasons discussed in the sections below.

New Market

Let’s start this section with the caveat this month. The latest MCIA registration figures are all over the place, caused by the multiple periods of lockdown over the last 18 months. Having exited lockdown later last year the July figures we are looking at had a bump as things started to recover later than this year’s easing over several months. Consequently in July, there appears a decline, but we are comparing apples to oranges that show an 11.7% reduction. The 1,538 less than 2020 is not a reflection on a bad month, just machine purchases at a different time. A better measure, but again not a conclusive one, would be to look at the year-to-date numbers. This year the total PTW registered in the first seven months was 70,542, a 21% increase from the 2020 return of 58,276. Perhaps a better measure of how our industry is performing is a comparison to the last available pre pandemic figures. July 2019 total PTW registrations were 69,381, so although monthly variations can see quite large swings in either direction, the bigger picture is a very close winner for this year.

July 2021 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Jul-21	Jul-20	Change	Jul-21	Jul-20	2021	2020	% Change	2021	2020
Naked	82	139	-41.0%	10.6%	16.3%	433	578	-25.1%	10.9%	17.5%
Other	73	75	-2.7%	9.4%	8.8%	421	305	38.0%	10.6%	9.2%
Scooter	619	637	-2.8%	80.0%	74.9%	3,129	2,428	28.9%	78.6%	73.3%
Totals	774	851	-9.0%	100.0%	100.0%	3,983	3,311	20.3%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Jul-21	Jul-20	Change	Jul-21	Jul-20	2021	2020	% Change	2021	2020
Adventure	1,988	2,143	-7.2%	17.2%	16.4%	12,546	9,504	32.0%	19.0%	17.4%
Competition	559	711	-21.4%	4.8%	5.4%	3,382	3,178	6.4%	5.1%	5.8%
Custom	941	1,099	-14.4%	8.1%	8.4%	4,751	4,196	13.2%	7.2%	7.7%
Modern Classic	1,179	1,319	-10.6%	10.2%	10.1%	6,709	5,527	21.4%	10.2%	10.1%
Naked	2,593	3,373	-23.1%	22.4%	25.8%	15,274	13,007	17.4%	23.2%	23.9%
Road Sport	1,066	1,249	-14.7%	9.2%	9.5%	5,348	5,738	-6.8%	8.1%	10.5%
Scooter	2,983	2,882	3.5%	25.8%	22.0%	16,294	11,997	35.8%	24.7%	22.0%
Touring	226	280	-19.3%	2.0%	2.1%	1,581	1,244	27.1%	2.4%	2.3%
Unspecified	21	38	-44.7%	0.2%	0.3%	76	105	-27.6%	0.1%	0.2%
Totals	11,556	13,094	-11.7%	100.0%	100.0%	65,961	54,496	21.0%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Jul-21	Jul-20	Change	Jul-21	Jul-20	2021	2020	% Change	2021	2020
Other	52	62	-16.1%	0.4%	0.5%	292	243	20.2%	0.4%	0.4%
Scooter	55	63	-12.7%	0.5%	0.5%	306	226	35.4%	0.5%	0.4%
Total Registrations	107	125	-14.4%	0.9%	1.0%	598	469	27.5%	0.9%	0.9%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Jul-21	Jul-20	Change	Jul-21	Jul-20	2021	2020	% Change	2021	2020
Total Scooter	3,657	3,582	2.1%	29.4%	25.5%	19,729	14,651	34.7%	28.0%	25.1%
Total Moped, Motorcycle & Tricycles (exc Scooters)	8,780	10,488	-16.3%	70.6%	74.5%	50,813	43,625	16.5%	72.0%	74.9%
Total Registrations	12,437	14,070	-11.6%	100.0%	100.0%	70,542	58,276	21.0%	100.0%	100.0%

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

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Jul-21	Jul-20	Change	Jul-21	Jul-20	2021	2020	% Change	2021	2020
0-50cc	1,150	980	17.3%	9.2%	7.0%	5,790	3,733	55.1%	8.2%	6.4%
51-125cc	4,524	5,371	-15.8%	36.4%	38.2%	24,192	20,220	19.6%	34.3%	34.7%
126-650cc	2,287	2,721	-16.0%	18.4%	19.3%	13,264	11,671	13.6%	18.8%	20.0%
651-1000cc	2,504	2,518	-0.6%	20.1%	17.9%	14,430	11,853	21.7%	20.5%	20.3%
Over 1000cc	1,972	2,480	-20.5%	15.9%	17.6%	12,866	10,799	19.1%	18.2%	18.5%
Total Registrations	12,437	14,070	-11.6%	100.0%	100.0%	70,542	58,276	21.0%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Jul-21	Jul-20	Change	Jul-21	Jul-20	2021	2020	% Change	2021	2020
Under 1kw	9	0	0.0%	0.1%	0.0%	45	0	0.0%	0.1%	0.0%
1-4kw	644	197	226.9%	5.2%	1.4%	2,761	749	268.6%	3.9%	1.3%
4-11kw	22	8	175.0%	0.2%	0.1%	103	47	119.1%	0.1%	0.1%
11-15kw	3	0	0.0%	0.0%	0.0%	6	0	0.0%	0.0%	0.0%
15-35kw	7	9	-22.2%	0.1%	0.1%	30	38	-21.1%	0.0%	0.1%
Over 35kw	15	14	7.1%	0.1%	0.1%	72	47	53.2%	0.1%	0.1%
Unknown	34	42	-19.0%	0.3%	0.3%	336	233	44.2%	0.5%	0.4%
Total Electric Registrations	734	270	171.9%	5.8%	1.9%	3,353	1,114	201.0%	4.7%	1.9%

Although the overall picture remains close in most of the categories in the bigger picture of YTD, there is an elephant in the room. As we have discussed for most of the last 18 months the overall mix of what types have been selling has changed. The smaller commuter learner legal engine capacities have flourished as people avoided public transport. When we compare 2021 to 2019 we see 50cc band increase to 5,790 from 3,721 and the 125cc band 24,192 compared to 20,452. The market share of the two bands combined when and compared to the market is more telling. Sub 125cc in 2021 to July is 29,982 from a total of 70,542, or 42.9% market share and when compared to the last pandemic free year the same numbers were 24,173 from 69,381, a 34.8% share.

There are several opinions that could be formed from this that fall into positive and negative camps. The smaller capacity sales could lead to more long-term leisure riders from commuters, or the increase is largely down to take-away deliveries and could also fade with time. The big negative to take from this is even though total numbers are similar, the drastic reduction in the big-ticket larger capacity machines are not only causing smaller amounts of money changing hands now, but causing used stock shortages in the future.

July 2021 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Jul-21
Naked	Lexmoto CYPHER ZS 1500 D-2	28
Other	Surron LIGHT BEE	48
Scooter	Yadea C-LIKE YD 1200 D-11A	107

Motorcycles	Highest Registering Model by style	Jul-21
Adventure	Yamaha TRACER 9 GT	133
Competition	KTM 300 EXC TPI	68
Custom	Royal Enfield METEOR 350	158
Modern Classic	Royal Enfield INTERCEPTOR INT 650	148
Naked	Triumph TRIDENT	172
Road Sport	Lexmoto LXR 125	171
Scooter	Yamaha NMAX 125	566
Touring	BMW R 1250 RT	58

Tricycles	Highest Registering Model by style	Jul-21
Other	BRP CAN-AM SPYDER RT LTD	9
Scooter	Yamaha TRICITY 300	20

July 2021 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Jul-21
0-50cc	Yadea C-LIKE YD 1200 D-11A	107
51-125cc	Yamaha NMAX 125	566
126-650cc	Royal Enfield METEOR 350	158
651-1000cc	Triumph TRIDENT	172
Over 1000cc	BMW R 1250 GS ADVENTURE	131

July 2021 - New Registrations by Brand

Major Brands	Jul-21
Honda	2,021
Yamaha	1,642
Triumph	968
BMW	701
Lexmoto	664
Kawasaki	651
KTM	647
Royal Enfield	477
Ducati	345
Piaggio	303

Used Market

This time of year is the time when conversations around the slowing in retail should be taken into consideration when looking at used stock and the potential that it could be sat for some time. Its not a negative doing this as trade stock levels should pre-empt retail demand by many weeks, if not months. With the traditional season happening at a different time and stock shortages both new and used having driven prices upwards, this year is going to follow similar patterns but with different results. Winter is a time when a dealership in the lucky position of cash-flow and space will buy for the following season. But as stock is currently less available the demand in dealers who would normally start to ease back is still there as there are still holes in their inventory. A consequence is the trade buying season is lasting longer, with prices still holding up. This said, there is one eye kept open on the potential of expensive stock being carried over and the window to sell is a couple of months instead of six. The positive that can possibly be seen at the moment is if there are leftovers (with perhaps a bit to much in them), values although easing a small amount are expected to remain strong for the few months until the rush for next years begins. There has been some minor easing down this month, but also some in the other direction where trade demand warrants it.

Auction

There has been an obvious drop in the activity around the sale halls over this last research period. The prices realised for the overall sold lots has now returned to a very close 2% of CAP and the recent very high sold penetration starting to reduce, the main BCA end of month sale for example with 180 entries consequently had a second sale consisting of 50 leftovers, of which less than half sold. Speaking to attendees at the sales, the word is consistent, that higher prices had to begin the return to normality and although the switch has not been flicked off, the dimmer switch has been eased back a bit.

End Notes

As the different automotive industries move into the new world where burning dinosaurs is being replaced with alternative fuels, it's a strange and completely different scheme for the good of the planet that Royal Enfield has announced. They have a new official charity partnership with Treedom in Italy, where a tree will be planted for each & every new motorcycle purchased. Currently around 800 trees have been planted and the initiative is set to continue for the coming years. Treedom works with local Italian farmers to plant a tree in one of their community forests around the world, with each new rider able to select a specific type of tree that they'd like to plant from the Treedom range. Each tree will be photographed, geo-located and given its own online page for the bike buyer to track its growth & progress. Every tree will directly support the local farming communities - with the various fruits and produce belonging 100% to the farmer who takes care of the tree, who in turn can decide to use them as a food resource or to support their own income. The partnership is exclusively in Italy at the moment, with a possible extension to Germany - currently the UK charity partnership for the now Indian brand is with CALM UK - or the Campaign Against Living Miserably - in aid of suicide prevention and mental health.

More news on the electric front which most riders will appreciate, especially if you're the type who goes through a tunnel, drops down a cog and gives it a handful, the noise. It's not just useful to make big boys smile, but can also have some safety issues, especially in traffic or crowded town scenarios. We see even more often pedestrians with heads down in the phone and little attention to vehicles approaching them. The danger is compounded even more by the lack of an audible warning. Yamaha is the latest to announce work on a noise generator being called 'ALIVE', for its EV's. The ability to choose your own engine noise is one positive, but there is apparently more to it than shoving a speaker somewhere. To find the best solution, engineers are experimenting and figuring out which sounds & tones reverberate the best when the rider/driver punches it, and how the noises from the box can be intensified by the frame and components of the vehicle. There will be much work like this over the next few years from most manufacturers and Yamaha has recently committed their future plans to become carbon neutral as a company by 2050.

Another interesting safety announcement recently as The Highway Code has been given an update to be published in the autumn that will create a hierarchy of vehicles designed to protect vulnerable road users. Currently everyone on the roads is given equal responsibility for their own (and each other's) safety, which doesn't really take into account the danger a HGV poses to a motorcyclist and not the other way around. The updated code states road users will be instructed that the onus is on less vulnerable users to look out for the interests of more vulnerable users. So HGVs should look out for cars, cars should look out bikes, bikes for cyclists and cyclists for pedestrian etc. This concept has been popular in European countries, with some even going as far as assumed liability in a collision for the more 'dangerous' vehicle unless there is clear evidence the more vulnerable user is at fault. There are also minimum passing distances introduced for the first time with a minimum of 1.5m under 30mph or 2m over 30mph to be observed when overtaking a motorcycle or scooter. Most of the changes have been developed to protect cyclists and pedestrians after a significant increase in both in recent years – something the pandemic has only accelerated.

With the decline of the mid-size sports bike, including many manufacturers having stopped producing 600's over the past few years, it's interesting to see there is still some interest albeit for a new and very limited run. The KTM RC 8C sells out online in just four minutes and 32 seconds for all 100 ultra-exclusive KTM RC 8C track motorcycles. Co-engineered in close partnership with Krämer Motorcycles, the KTM RC 8C is built using high end, high performance racing componentry, but using a LC8c production engine – as used in the KTM 890 DUKE R – to ensure easier maintenance and parts availability. The idea was to create a track-based motorcycle capable of pumping out the highest levels of performance and handling, without needing overly sophisticated electronics or unobtainable tools in the pits.

After missing out due to the pandemic, what could be described as the most famous race in the world will be returning next year. TT organisers are already working hard to get plans in place for next year, the big news is that the 2022 Isle of Man TT – which is set to take place from May 29 – June 10 – will be broadcast online for all to see, in addition to the live broadcast by Manx Radio, there's going to be video coverage of the iconic road race throughout the two weeks of practice, qualifying and racing. Cameras will be positioned around the Isle of Man Mountain Circuit and will be joined by two helicopters, which'll help to shoot the raw footage for the new online

live stream, the traditional TV highlights, in addition to some extra delights including the TT preview show, an annual documentary and a new series that will follow top teams and riders and take a look behind the scenes at the TT. There're also going to be some big changes to the way things are run with the debut of a new Supertwins category, a race for twin-cylinder motorcycles up to 700cc and replacing the outgoing Lightweight category. Changes for the sidecars, too, as they'll be able to start using parallel twin-cylinder engines of up to 900cc. There're also some changes to the race schedule, with qualifying taking place over six days, the first session starting on Sunday afternoon. Then return to its normal evening time slot for four nights, starting on Monday, May 30. The final session will take place on Friday afternoon, in an effort to give the racers more time to prepare before the racing begins. On the morning of race days there will be a single warm-up lap. The racing programme will be expanded for 2023. The number of race days will increase from four to six, while races will increase from eight to 10, with the addition of more Superstock and SuperTwins categories.