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January 2022

Motorcycle Market Overview

This is the first month of another year that looks like the challenges, not only our industry, but industries and people around the world will continue to be affected by shortages of materials or deliveries, amongst many hurdles that keep popping up. This year will not start off any easier but with the challenges comes the pleasure of a job well done and the motorcycle industry deserves a pat on the back for how it coped over the last two years. Distance selling has been a big part of motorcycle purchasing for some while so was a lesson for the rest of the automotive sector on how to do it and commuting changes played into the hands of two wheel dealers, especially small capacity ones.

New Market

The headline numbers from the MCIA registration figures as we see in the penultimate report of 2021 is up 1,310 (21.9%) more than November last year, and for the eleven months has increased by 11,669 (12.1%). A glance at the styles is immediately easy on the eye with the lack of any negatives. There is some quite striking increases from last year, led by custom that has an increase helped along with the sector containing the best-selling bike of the month, Royal Enfield’s recent introduction, the Meteor 350. There is a bit of a caveat as seems to be the “norm” these days in that we are not doing a direct comparison. The same month last year was during a small lockdown and also numbers were bolstered by some remaining derogated Euro 4 stock. But go back to the two previous years pre pandemic, 2019,2018 and the totals were 6,004 and 6,154 respectively. So still encouraging.

November 2021 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-21	Nov-20	Change	Nov-21	Nov-20	2021	2020	% Change	2021	2020
Naked	66	71	-7.0%	12.4%	13.9%	676	1,064	-36.5%	10.3%	16.7%
Other	77	75	2.7%	14.5%	14.7%	799	540	48.0%	12.2%	8.5%
Scooter	389	365	6.6%	73.1%	71.4%	5,076	4,756	6.7%	77.5%	74.8%
Totals	532	511	4.1%	100.0%	100.0%	6,551	6,360	3.0%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-21	Nov-20	Change	Nov-21	Nov-20	2021	2020	% Change	2021	2020
Adventure	1,057	907	16.5%	15.8%	16.9%	18,651	15,461	20.6%	18.5%	17.3%
Competition	602	519	16.0%	9.0%	9.6%	5,343	5,113	4.5%	5.3%	5.7%
Custom	752	483	55.7%	11.2%	9.0%	8,157	6,702	21.7%	8.1%	7.5%
Modern Classsic	652	508	28.3%	9.7%	9.4%	10,252	9,168	11.8%	10.2%	10.2%
Naked	1,451	1,045	38.9%	21.7%	19.4%	23,281	21,552	8.0%	23.1%	24.1%
Road Sport	510	502	1.6%	7.6%	9.3%	8,004	9,057	-11.6%	7.9%	10.1%
Scooter	1,517	1,344	12.9%	22.7%	25.0%	24,869	20,348	22.2%	24.6%	22.7%
Touring	125	70	78.6%	1.9%	1.3%	2,247	1,956	14.9%	2.2%	2.2%
Unspecified	24	4	500.0%	0.4%	0.1%	115	140	-17.9%	0.1%	0.2%
Totals	6,690	5,382	24.3%	100.0%	100.0%	100,919	89,497	12.8%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-21	Nov-20	Change	Nov-21	Nov-20	2021	2020	% Change	2021	2020
Other	35	30	16.7%	0.5%	0.6%	403	382	5.5%	0.4%	0.4%
Scooter	35	59	-40.7%	0.5%	1.1%	510	475	7.4%	0.5%	0.5%
Total Registrations	70	89	-21.3%	1.0%	1.7%	913	857	6.5%	0.9%	1.0%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-21	Nov-20	Change	Nov-21	Nov-20	2021	2020	% Change	2021	2020
Total Scooter	1,941	1,768	9.8%	26.6%	29.6%	30,455	25,579	19.1%	28.1%	26.4%
Total Moped, Motorcycle & Tricycles (exc Scooters)	5,351	4,214	27.0%	73.4%	70.4%	77,928	71,135	9.5%	71.9%	73.6%
Total Registrations	7,292	5,982	21.9%	100.0%	100.0%	108,383	96,714	12.1%	100.0%	100.0%

In the engine size chart there are again some large increases, sometimes percentage increases look artificially high due to the small actual numbers involved. This reported month has a couple of star performers that have bucked the year-to-date trend of a slight contraction, with a market share month win of a quite substantial amount in both percentage terms and actual numbers registered. There has been some schemes around, but also some supply problems, so quite the result for the two capacity bands encompassing 125cc to 1000cc, but particularly the smaller of the two, 125-650cc section moving from 1,195 to 1,731 equating to a massive 44.9% change again containing the afore mentioned Meteor 350.

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

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-21	Nov-20	Change	Nov-21	Nov-20	2021	2020	% Change	2021	2020
0-50cc	868	630	37.8%	11.9%	10.5%	9,639	7,319	31.7%	8.9%	7.6%
51-125cc	2,552	2,464	3.6%	35.0%	41.2%	38,529	35,425	8.8%	35.5%	36.6%
126-650cc	1,731	1,195	44.9%	23.7%	20.0%	20,517	18,656	10.0%	18.9%	19.3%
651-1000cc	1,172	869	34.9%	16.1%	14.5%	21,036	18,564	13.3%	19.4%	19.2%
Over 1000cc	969	824	17.6%	13.3%	13.8%	18,662	16,750	11.4%	17.2%	17.3%
Total Registrations	7,292	5,982	21.9%	100.0%	100.0%	108,383	96,714	12.1%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Nov-21	Nov-20	Change	Nov-21	Nov-20	2021	2020	% Change	2021	2020
Under 1kw	11	0		0.2%	0.0%	95	2	4650.0%	0.1%	0.0%
1-4kw	429	137	213.1%	5.9%	2.3%	4,506	1,473	205.9%	4.2%	1.5%
4-11kw	32	12	166.7%	0.4%	0.2%	195	95	105.3%	0.2%	0.1%
11-15kw	1	0		0.0%	0.0%	10	0		0.0%	0.0%
15-35kw	0	3	-100.0%	0.0%	0.1%	35	56	-37.5%	0.0%	0.1%
Over 35kw	6	6	0.0%	0.1%	0.1%	128	87	47.1%	0.1%	0.1%
Unknown	51	60	-15.0%	0.7%	1.0%	646	460	40.4%	0.6%	0.5%
Total Electric Registrations	530	218	143.1%	7.1%	3.6%	5,615	2,173	158.4%	5.1%	2.2%

The brand rankings as with the best-selling models have remained reasonably similar to expectations with a couple of exceptions. Royal Enfield again making a showing that is not far off a podium position, in fifth that has yet again blasted up the chart by the Meteor with 62% of the manufacturers registrations and Vmoto in the top ten leading the way for electric power.

November 2021 Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Nov-21
Naked	Lexmoto CYPHER	11
Other	Surron LIGHT BEE	52
Scooter	Lexmoto ECHO 50	37

Motorcycles	Highest Registering Model by style	Nov-21
Adventure	BMW R 1250 GS ADVENTURE	86
Competition	KTM 300 EXC TPI	64
Custom	Royal Enfield METEOR 350	284
Modern Classic	Multiple Items	81
Naked	Honda CBF 125 M	216
Road Sport	Lexmoto LXR 125	71
Scooter	Vmoto SUPER SOCO CPX	174
Touring	BMW R 1250 RT	39

Tricycles	Highest Registering Model by style	Nov-21
Other	Bajaj RE COMPACT 4S	9
Scooter	Yamaha TRICITY 300	15

November 2021 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Nov-21
0-50cc	Vmoto SUPER SOCO CPX	174
51-125cc	Honda CBF 125 M	216
126-650cc	Royal Enfield METEOR 350	284
651-1000cc	Triumph TRIDENT	79
Over 1000cc	BMW R 1250 GS ADVENTURE	86

November 2021 - New Registrations by Brand

Major Brands	Nov-21
Honda	952
Yamaha	656
Lexmoto	503
Triumph	457
Royal Enfield	455
KTM	423
BMW	417
Kawasaki	289
Piaggio	238
Vmoto	236

Used Market

The shops are at the inevitable point in the retail cycle that is more recognisable to the industry, over the last research period as the Christmas effect kicks in and most likely pandemic concerns play a part for the second year running. Dealers spoken to have stated that although there is still some activity, its quieter. The positive, with some new model availability being less than would normally be seen is keeping the late plate market buoyant and consequently prices robust. In fact as the year end rush to clear the decks of new models is missing, later examples have benefited even more. The start of a new year starts the ball rolling for a new season and of course trade demand leads retail demand to stock the sales floors before the punters flock in. This has the usual affect on trade prices as supply and demand ratios change, not that 2021 was that easy in this respect, so inevitably this month you will see the majority of price changes in a positive direction.

Auction

The numbers of entries in the auction system have seen a downturn as dealers keep hold of quality stock and finance sales predominantly populated with PCP hand backs are also reduced as dealers are more likely to snap them up before they get back to a finance house for reasons covered in the used section. Auction prices have remained strong with results across all three sales within 1% of CAP reported for the whole sale average and at a time where normally expectations would be a bit “behind book”. The sold penetration has reduced to around the 50% mark and observations by dealers are that they are high and currently similar can be bought from websites at lower prices than both auction and within the trade. As prices have been strong all year and beyond it should be little surprise that reserves reflect dealer purchases from earlier in the year and are high leading to less conversions.

End Notes

Perhaps the motorcycle world Is not going to take to electric power as readily as some would like, but as the deadline for change approaches work on alternative fuels is speeding up. A similar environment to motorcycling is the hobby part of General Aviation, small aircraft piloted by enthusiasts. In fact a lot of private flyers are leisure riders. So is there a chance of a reciprocating engine with associated noise powering our toys? A British and in fact a world first happened at 11.35 on 2 November when an RAF pilot Group Captain Peter ‘Willy’ Hackett departed from Cotswold Airport (Kemble) in a Rotax-engined Comco Ikarus C42 microlight using ‘non-fossil’ synthetic avgas produced using renewable energy. The RAF project team, with personnel from fuel company Zero Petroleum, saw the aircraft slip the surly bonds of Earth for ten minutes, due to the very limited amount fuel available (UL91 spec synthetic avgas), the fuel is produced by combining hydrogen liberated through electrolysis of water with carbon dioxide captured from the atmosphere and if you think its “pie in the sky” or will never take off (welcome to 2022 and two puns for the price of one), the RAF is confidently predicting that with modification to produce turbine fuel and that ‘Zero Petroleum can defossilise all RAF aviation fuel by 2040 using just 127 wind turbines and at a cost within range of fossil fuel prices’. And if you think the project is just another small experiment going nowhere behind the company is its founder and CEO Paddy Lowe who was Technical Director at McLaren and Executive Director at Mercedes and behind the chemistry is Professor Nilay Shah, is Head of Chemical Engineering at Imperial College.

On a related subject, the MCIA recently condemned the Government’s decision to change the Plug-in Motorcycle Grant’s rates and criteria without notice. Unlike the automotive sector, the powered two-wheel sector does not benefit from the same incentives that help to stimulate take up of zero-emission vehicles. The Plug-in Motorcycle Grant has helped the 50% increase of the L1 sector, but the 90% reduction in support announced will therefore have a significant impact on the take up of fully electric, zero-emission vehicles.

Motorcycle Live at the NEC is usually a good indicator of what will happen in the industry sales the following year. But after the circumstances surrounding it this year, the attendance over 66,000, albeit 36% down on the 104,016 in the last one in life before covid 2019 its still a good shout and gives hope for continued success in the industry. And on a similar vein the renowned EICMA trade fair in November 2021, as with everything else was under strict anti-Covid measures imposed by the Italian government and was little surprise that with a reduced size the attendance of 342,644, was down from the 2019 claim of “almost 800,000”.

Lets all hope for improvement through the year and we wish everyone prosperity and a happy new year.