

Motorcycle editorial

By cap hpi

July 2022

Motorcycle market overview

Anyone remember the days of CV-19 being the only talking point on news and social media, when the markets had a kicking, but came back relatively quickly. The latest speed bump in the form of the conflict in Europe is shaping up to have a bigger and longer-term effect on the world economy. Not only is the problem getting a virus under control, which took long enough, this latest problem is causing food supply problems from two countries that produce a large amount of the world's wheat (25%) and around 80% of the sunflower oil. Add 15% in fertilizer supply and the ongoing shipping problems, it would not take a big leap to think this will be going on with not only this year's crops, but 2023's as well. There is already inflation around the world higher than has been seen for decades in some cases, interest rates are on the up, stock markets are on the way down and recession is around the corner. Not a promising short term but the motorcycle industry has proved before its resilience. Getting rid of the second car for a small commuter PTW makes economic sense, so let's get proactive and start getting the word out there.

New market

As the latest available MCIA for May suggest, the month figures compared to the previous year have contracted by 11% (1,468). As with most months in this section for some time the mention of different lockdowns should be taken into consideration, not necessarily directly, but as shop closures did affect sales, those sales started again after reopening. So, playing catch-up after a lockdown with higher month registrations after several low months could be the possible explanation, so look at the year-to-date before the panic button is activated. After five months the scores on the doors for 2022 are 19% up on 2021 at 51,440. As the year advances the picture will soon become clear as to effects on the new market, although the barriers will move from health related to supply issues, or at least some component supplies. As the rule these days is we compare to a "real" year, let's look at 2019 at this point of the year, with the month of May 2019 seeing 10,871 new registrations, 9% less than the 11,930 this year. The Y-T-D paints a similar picture of increased performance as the half year mark approaches 2019 was 47,822 for the first five months which was 7% less than the 51,440 for this year. A caveat to the highlight numbers is the engine mix that are still showing smaller capacity machines in the ascendancy. 0-50cc from 2,454 three years ago to this Y-T-D figure of 4,678 and similarly 51-125cc increases from 13,817 to 16,515. Larger big-ticket bands are the losers in comparison. Are we already beginning to see the commuter effect kicking in with fuel hikes?

May 2022 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	May-22	May-21	Change	May-22	May-21	2022	2021	% Change	2022	2021
Naked	51	90	-43.3%	8.5%	13.4%	266	232	14.7%	8.8%	9.5%
Other	109	89	22.5%	18.1%	13.3%	419	283	48.1%	13.9%	11.6%
Scooter	442	492	-10.2%	73.4%	73.3%	2,332	1,919	21.5%	77.3%	78.8%
Totals	602	671	-10.3%	100.0%	100.0%	3,017	2,434	24.0%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	May-22	May-21	Change	May-22	May-21	2022	2021	% Change	2022	2021
Adventure	1,966	2,384	-17.5%	17.5%	18.9%	9,490	7,559	25.5%	19.7%	18.7%
Competition	537	475	13.1%	4.8%	3.8%	2,884	2,481	16.2%	6.0%	6.1%
Custom	821	1,044	-21.4%	7.3%	8.3%	3,496	2,686	30.2%	7.3%	6.6%
Modern Classic	1,270	1,267	0.2%	11.3%	10.0%	5,042	4,101	22.9%	10.5%	10.1%
Naked	2,572	3,357	-23.4%	22.9%	26.6%	9,720	9,589	1.4%	20.2%	23.7%
Road Sport	1,028	872	17.9%	9.1%	6.9%	4,243	3,080	37.8%	8.8%	7.6%
Scooter	2,720	2,941	-7.5%	24.2%	23.3%	11,839	9,862	20.0%	24.6%	24.4%
Touring	318	279	14.0%	2.8%	2.2%	1,328	1,026	29.4%	2.8%	2.5%
Unspecified	5	10	-50.0%	0.0%	0.1%	21	40	-47.5%	0.0%	0.1%
Totals	11,237	12,629	-11.0%	100.0%	100.0%	48,063	40,424	18.9%	100.0%	100.0%

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Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	May-22	May-21	Change	May-22	May-21	2022	2021	% Change	2022	2021
Other	33	51	-35.3%	0.3%	0.4%	100	176	-43.2%	0.2%	0.4%
Scooter	58	47	23.4%	0.5%	0.4%	260	208	25.0%	0.5%	0.5%
Total Registrations	91	98	-7.1%	0.8%	0.8%	360	384	-6.3%	0.7%	0.9%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	May-22	May-21	Change	May-22	May-21	2022	2021	% Change	2022	2021
Total Scooter	3,220	3,480	-7.5%	27.0%	26.0%	14,431	11,989	20.4%	28.1%	27.7%
Total Moped, Motorcycle & Tricycles (exc Scooters)	8,710	9,918	-12.2%	73.0%	74.0%	37,009	31,253	18.4%	71.9%	72.3%
Total Registrations	11,930	13,398	-11.0%	100.0%	100.0%	51,440	43,242	19.0%	100.0%	100.0%

May 2022 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	May-22	May-21	Change	May-22	May-21	2022	2021	% Change	2022	2021
0-50cc	917	927	-1.1%	7.7%	6.9%	4,678	3,549	31.8%	9.1%	8.2%
51-125cc	4,098	4,783	-14.3%	34.4%	35.7%	16,515	14,651	12.7%	32.1%	33.9%
126-650cc	2,391	2,374	0.7%	20.0%	17.7%	10,805	8,435	28.1%	21.0%	19.5%
651-1000cc	2,465	2,784	-11.5%	20.7%	20.8%	10,581	8,705	21.6%	20.6%	20.1%
Over 1000cc	2,059	2,530	-18.6%	17.3%	18.9%	8,861	7,902	12.1%	17.2%	18.3%
Total Registrations	11,930	13,398	-11.0%	100.0%	100.0%	51,440	43,242	19.0%	100.0%	100.0%

Power band - Electric	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	May-22	May-21	Change	May-22	May-21	2022	2021	% Change	2022	2021
Under 1kw	12	13	-7.7%	0.1%	0.1%	69	25	176.0%	0.1%	0.1%
1-4kw	396	436	-9.2%	3.3%	3.3%	2,371	1,643	44.3%	4.6%	3.8%
4-11kw	86	11	681.8%	0.7%	0.1%	302	64	371.9%	0.6%	0.1%
11-15kw	4	0		0.0%	0.0%	69	2	3350.0%	0.1%	0.0%
15-35kw	4	1	300.0%	0.0%	0.0%	12	18	-33.3%	0.0%	0.0%
Over 35kw	13	11	18.2%	0.1%	0.1%	58	42	38.1%	0.1%	0.1%
Unknown	52	37	40.5%	0.4%	0.3%	175	192	-8.9%	0.3%	0.4%
Total Electric Registrations	567	509	11.4%	4.7%	3.7%	3,056	1,986	53.9%	5.8%	4.5%

As mentioned above a glance at the best sellers in the below table sees a proliferation of smaller machines in the top spots, this is not unusual as the smaller capacity crown swaps between Honda and Yamaha regularly, but what is becoming a more regular occurrence is Royal Enfield not only showing in the top five, but with a couple of models in the gold medal spot. Factor in Suzuki's latest version of the GSX-S 1000 and could it be that we are starting to see reasonably priced models in the ascendancy as external pressures start to make people more budget conscious?

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May 2022 - Highest Registering Model by Style

Mopeds	Highest Registering Model by style	May-22
Naked	Vmoto SUPER SOCO TSX	10
Other	Surron LIGHT BEE	35
Scooter	Stirling Eco M1 ELECTRO RIDE	42

Motorcycles	Highest Registering Model by style	May-22
Adventure	BMW R 1250 GS ADVENTURE	136
Competition	KTM 300 EXC TPI	28
Custom	Royal Enfield METEOR 350	149
Modern Classic	Royal Enfield CLASSIC 350	131
Naked	Honda CBF 125 M	235
Road Sport	Suzuki GSXS 1000 T	148
Scooter	Yamaha NMAX 125	395
Touring	Honda NT 1100	90

Tricycles	Highest Registering Model by style	May-22
Other	BRP CAN-AM RYKER 900 ACE	8
Scooter	Yamaha TRICITY 300	26

New Registrations by Brand

Major Brands	May-22
Honda	2084
Yamaha	1508
Triumph	1014
BMW	681
Royal Enfield	582
Lexmoto	577
Kawasaki	570
KTM	553
Suzuki	352
Ducati	344

May 2022 - Highest Registering Model by Engine Size

ICE Engine Band	Highest Registering Model by Engine Band	May-22
0-50cc	Lexmoto ECHO 50	30
51-125cc	Yamaha NMAX 125	395
126-650cc	Royal Enfield METEOR 350	149
651-1000cc	Suzuki GSXS 1000 T	148
Over 1000cc	BMW R 1250 GS ADVENTURE	136

Electric Power Band	Highest Registering Model by Power Band	May-22
Under 1kw	Keeway E-ZI MINI	10
1-4kw	Vmoto SUPER SOCO CPX	52
4-11kw	Silence S01	21
11-15kw	BMW CE 04	4
15-35kw	Zero Motorcycles FXE ZF7.2	3
Over 35kw	Energica EVA RIBELLE	2

Used market

Light nights and warm evenings bring out the lads for some two-wheel therapy, with the season in full swing there is what is becoming a cut and paste in this section, but perhaps even more so to get away from the woes in the world. Retail activity is still strong, and dealers are having a less than easy time finding the “right” stock. Although mentions of the global economy are going to enter the mind over a long term with the way it can impact our domestic situation, but does the industry at the sharp end think that much about what’s not happening at this moment? Stock turnover is the aim for dealers, turning it around for a profit, so shifts in the types selling can be reacted to fairly quickly with a change of focus – subject to stock availability – which has been noticeable over the last couple of years. We have seen the inevitable/much discussed 125cc price in a place some have described as madness, in a standout case seen during an auction, a two-year-old PCX 125 sold for only a couple of hundred less than a new one. But with customers screaming out for them and no new stock available at that time, perhaps inevitable. A sector not mentioned much and in fairness one that has struggled, if not ignored, in the past has had a successful revival over the last couple of years. A2 compliant 250-500cc models have seen quite a lot of activity around them as

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riders with a full licence who consider a commuter but want more than a handful of horsepower and the appeal of a good-looking machine with less weight has been a draw for older riders sometime. Among other research led increases, this particular type has received in some cases more than others.

Auction

The lack of available trade stock has reared its ugly head around the auction halls yet again. As reported over the last few months the difference in entries in the last three years has reduced dramatically as PCP end of contract returns are finding homes before getting back to the funders, this is the case at BCA with Black Horse and BMWFS sales, although some extra entries are being seen as big dealer groups dispose as stocking parameters kick in. The latter would have been sold into trade buyers back in the day, but as with procedures seen in the car industry for years, they now go to auction. At all three sale sites the entries are over half of that seen in 2019 and prices are generally close to "book", with the odd outlier prompting further research in the trade, although when comparison to retail adverts is made, some realised prices are so close to it is difficult for some to see they will be competitive in the market.

End notes

The recently revived historic British marque has made a play not to just rely on the past but join in the quest to move to more planet friendlier, less polluting power solutions. Norton Motorcycles have announced a new electric project that will be partly funded by the government and ultimately lead to electric bikes manufactured in the UK. Called Zero Emission Norton, the project will last for 30 months, and funding from the UK government's Advanced Propulsion Centre (APC) 19, which aims to push the UK towards a net-zero automotive industry. "Guided by a design-led philosophy and a relentless commitment to perfection, the electric products will still look unmistakably Norton," a Norton press release says. "The team will refine the traditional Norton design DNA, but with modern twists introducing industry leading innovations and digital solutions. "Electric products to date offer either range or performance, as the weight and size of the battery compromise vehicle design." Norton says it aims to combat this compromise of range and performance "using the extensive engineering and design experience within the Norton team," which it hopes will allow it to "eliminate that compromise while simultaneously delivering race performance and touring range. The project is a little more than the bikes themselves and Norton is partnering with six other brands to "develop world-class technology and products that will enhance the UK supply chain for all the critical components in electric vehicle (EV) technology including batteries, motors, chassis, cooling oils and vehicle to home chargers," according to Norton. It's a big shout in the timeframe, but as the world moves into a green revolution for transport, we can only hope a once great nation for innovation and manufacturing be at the cutting edge of this inevitable change of propulsion systems and also the creation of jobs.

The UK Government has recently announced the continuation of its grant scheme towards the purchase of an electric motorcycle or scooter even though discontinuing the similar incentive for electric car buyers. The DoT confirmed the immediate termination of the plug-in subsidy for electric cars in favour of channelling budget towards bolstering the sales of electric motorcycles, scooters, taxis, vans and trucks. Some good news after the significant reduction if the grant system for electric motorcycles and scooters in December 2021. Before that time the grant was up to £1,500 or 20 per cent of the purchase price on all plug-in models, but was greatly reduced to 35% being offered up to £150 for mopeds and £500 for motorcycles priced at £10,000 or less. The downside of this latest scheme is the exclusion of some big-ticket models such as the Harley-Davidson LiveWire, the majority of the Zero Motorcycles range, Energica and quite possibly the above-mentioned Norton project to mention just a few. Our industry needs as much help as possible to move into the new era when factoring in that just 5% of total PTW sales in the UK last year were electric and mainly low powered scooters. A massive discrepancy to the car industry where 1 in every 4 cars sold in the UK is now electric.

Continuing the electric theme and another iconic British brand, Triumph has announced it has acquired the electric motorcycle brand Oset, who specialise in bikes for kids. Beginning in 2004, the founder initially built one for his son and subsequently has now sold over 40,000 bikes worldwide. Electric has become the way to go for kids' dirt bikes. Kawasaki recently launched their own electric balance bike, KTM has branded ones produced in partnership StaCyc which are also used in the KTM junior motocross and supercross series in Europe and the US. Honda has also released its own electric mini motocross bike earlier this year.

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Now playing with the big names in the world of motorcycling in the next leap into the future, if past success is an indicator of performance in the future, there is little doubt the flag carrier of our domestic industry will make a splash to add weight to Triumph's strategy of entering the off-road segment, even though the Oset brand will remain.

Electrification is the way forward at the moment and perhaps some R&D money normally seen in the industry will be needed to be diverted from legacy types for the industry to survive.