# Motorcycle editorial

By cap hpi

October 2022

# Motorcycle market overview

Moving into the last quarter of the year, adding to, even overshadowing the economic, health and political woes from the last couple of years we get the sad news of the passing of our monarch Queen Elizabeth ll. The outpouring of grief and sadness in the country is perhaps unprecedented, but will pass. After the grieving there will still be problems facing not just the UK, but globally and in some respects the initial projections for inflation and rate rises are currently not looking as bad. But there is still a long time for things to change and that could be either way, so the trepidation caused by uncertainty that stifles spending is still with us. That said, a combination of lower stock availability in both new and used markets combined with little signs or any large shift in demand in our market at the moment, the industry is still holding its own. As the Sterling exchange rate hits the lowest point since the mid-eighties the cost of new prices could soon precede more list price increases and is even more reason for Eurozone buyers sourcing from our domestic stock.

## New market

August figures are the latest available from the MCIA have some better news for the month, being positive growth after three consecutive months returning a negative, although those blips are still the effects of differing forced closures and movements away from what would be considered “normal” patterns. As time moves on though we are getting towards the end of those effects and will return to a more recognisable direct comparison. The headline monthly movement of the total units sold is 234 up (2.7%). Worthy of highlighting in that total is some of the larger movements within the different styles. Custom having a sizable drop of 28.6.%, but drilling down a little from the headline, the market share for the month at 6.5% is below 2001 by nearly 3%, although looking at the bigger picture sees market share for the Y-T-D in both years are virtually the same. The other end of the win/loose scale in a similar size of the market is the Modern Classic, that has seen gains across all measures and has the latest addition to the Royal Enfield stable as its top seller, which could also be a reason for the class performance.

### August 2022 and Year to Date - New Registrations by Style

| Mopeds | Registrations | | % | Market Share (%) | | Year to date | | YTD | Market Share (%) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Aug-22 | Aug-21 | Change | Aug-22 | Aug-21 | 2022 | 2021 | % Change | 2022 | 2021 |
| Naked | 47 | 47 | 0.0% | 7.9% | 8.5% | 430 | 437 | -1.6% | 8.6% | 9.6% |
| Other | 102 | 98 | 4.1% | 17.1% | 17.7% | 763 | 518 | 47.3% | 15.3% | 11.4% |
| Scooter | 448 | 409 | 9.5% | 75.0% | 73.8% | 3,801 | 3,589 | 5.9% | 76.1% | 79.0% |
| Totals | 597 | 554 | 7.8% | 100.0% | 100.0% | 4,994 | 4,544 | 9.9% | 100.0% | 100.0% |

| Motorcycles | Registrations | | % | Market Share (%) | | Year to date | | YTD | Market Share (%) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Aug-22 | Aug-21 | Change | Aug-22 | Aug-21 | 2022 | 2021 | % Change | 2022 | 2021 |
| Adventure | 1,290 | 1,213 | 6.3% | 15.8% | 15.2% | 15,259 | 13,759 | 10.9% | 19.5% | 18.6% |
| Competition | 372 | 387 | -3.9% | 4.6% | 4.8% | 4,205 | 3,775 | 11.4% | 5.4% | 5.1% |
| Custom | 528 | 739 | -28.6% | 6.5% | 9.3% | 5,710 | 5,490 | 4.0% | 7.3% | 7.4% |
| Modern Classic | 988 | 861 | 14.8% | 12.1% | 10.8% | 8,634 | 7,570 | 14.1% | 11.0% | 10.2% |
| Naked | 1,872 | 1,899 | -1.4% | 22.9% | 23.8% | 16,914 | 17,257 | -2.0% | 21.6% | 23.3% |
| Road Sport | 582 | 556 | 4.7% | 7.1% | 7.0% | 6,418 | 5,818 | 10.3% | 8.2% | 7.9% |
| Scooter | 2,350 | 2,184 | 7.6% | 28.8% | 27.3% | 18,898 | 18,478 | 2.3% | 24.2% | 25.0% |
| Touring | 178 | 137 | 29.9% | 2.2% | 1.7% | 2,100 | 1,718 | 22.2% | 2.7% | 2.3% |
| Unspecified | 11 | 11 | 0.0% | 0.1% | 0.1% | 78 | 84 | -7.1% | 0.1% | 0.1% |
| Totals | 8,171 | 7,987 | 2.3% | 100.0% | 100.0% | 78,216 | 73,949 | 5.8% | 100.0% | 100.0% |

| Tricycles | Registrations | | % | Market Share (%) | | Year to date | | YTD | Market Share (%) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Aug-22 | Aug-21 | Change | Aug-22 | Aug-21 | 2022 | 2021 | % Change | 2022 | 2021 |
| Other | 40 | 23 | 73.9% | 0.5% | 0.3% | 245 | 307 | -20.2% | 0.3% | 0.4% |
| Scooter | 33 | 43 | -23.3% | 0.4% | 0.5% | 366 | 349 | 4.9% | 0.5% | 0.5% |
| Total Registrations | 73 | 66 | 10.6% | 0.9% | 0.8% | 611 | 656 | -6.9% | 0.8% | 0.9% |

# Motorcycle editorial

By cap hpi

| Summary | Registrations | | % | Market Share (%) | | Year to date | | YTD | Market Share (%) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Aug-22 | Aug-21 | Change | Aug-22 | Aug-21 | 2022 | 2021 | % Change | 2022 | 2021 |
| Total Scooter | 2,831 | 2,636 | 7.4% | 32.0% | 30.6% | 23,065 | 22,416 | 2.9% | 27.5% | 28.3% |
| Total Moped, Motorcycle & Tricycles (exc Scooters) | 6,010 | 5,971 | 0.7% | 68.0% | 69.4% | 60,756 | 56,733 | 7.1% | 72.5% | 71.7% |
| Total Registrations | 8,841 | 8,607 | 2.7% | 100.0% | 100.0% | 83,821 | 79,149 | 5.9% | 100.0% | 100.0% |

In the capacity classes, the dramatic rise in the sub 125cc commuter and delivery area, is showing little sign of letting up. At well over half of the market for August, way above the Y-T-D there is nothing unusual at this time as school leavers start to add to the numbers buying as transportation for new jobs and further education.

Of the larger capacities, sub 650cc had a good month, is the big growth area Y-T-D and the same when comparing the total share of this years market when comparing to 2021. The largest band is again suffering from negatives in most areas although the actual number sold are remaining the same in the first eight months so far.

## August 2022 and Year to Date - New Registrations by Engine Band

| Engine Band | Registrations | | % | Market Share (%) | | Year to date | | YTD | Market Share (%) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Aug-22 | Aug-21 | Change | Aug-22 | Aug-21 | 2022 | 2021 | % Change | 2022 | 2021 |
| 0-50cc | 985 | 833 | 18.2% | 11.1% | 9.7% | 7,656 | 6,622 | 15.6% | 9.1% | 8.4% |
| 51-125cc | 3,781 | 3,799 | -0.5% | 42.8% | 44.1% | 28,150 | 27,992 | 0.6% | 33.6% | 35.4% |
| 126-650cc | 1,586 | 1,420 | 11.7% | 17.9% | 16.5% | 17,210 | 14,684 | 17.2% | 20.5% | 18.6% |
| 651-1000cc | 1,392 | 1,387 | 0.4% | 15.7% | 16.1% | 16,745 | 15,817 | 5.9% | 20.0% | 20.0% |
| Over 1000cc | 1,097 | 1,168 | -6.1% | 12.4% | 13.6% | 14,060 | 14,034 | 0.2% | 16.8% | 17.7% |
| Total Registrations | 8,841 | 8,607 | 2.7% | 100.0% | 100.0% | 83,821 | 79,149 | 5.9% | 100.0% | 100.0% |

| Power band - Electric | Registrations | | % | Market Share (%) | | Year to date | | YTD | Market Share (%) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Aug-22 | Aug-21 | Change | Aug-22 | Aug-21 | 2022 | 2021 | % Change | 2022 | 2021 |
| Under 1kw | 13 | 15 | -13.3% | 0.1% | 0.2% | 123 | 60 | 105.0% | 0.1% | 0.1% |
| 1-4kw | 355 | 410 | -13.4% | 4.0% | 4.8% | 3,571 | 3,249 | 9.9% | 4.3% | 4.1% |
| 4-11kw | 151 | 11 | 1272.7% | 1.7% | 0.1% | 597 | 114 | 423.7% | 0.7% | 0.1% |
| 11-15kw | 4 | 0 | 0.0% | 0.0% | 0.0% | 88 | 6 | 1366.7% | 0.1% | 0.0% |
| 15-35kw | 3 | 2 | 50.0% | 0.0% | 0.0% | 20 | 32 | -37.5% | 0.0% | 0.0% |
| Over 35kw | 7 | 11 | -36.4% | 0.1% | 0.1% | 100 | 83 | 20.5% | 0.1% | 0.1% |
| Unknown | 60 | 46 | 30.4% | 0.7% | 0.5% | 333 | 304 | 9.5% | 0.4% | 0.4% |
| Total Electric Registrations | 593 | 495 | 19.8% | 6.6% | 5.6% | 4,832 | 3,848 | 25.6% | 5.6% | 4.8% |

A couple of points standing out in the next tables, after an extended period where the PCX125 was suffering supply problems, once available again its flying out of the door and yet again is the best selling PTW for the month and accounts for close to a third of the usual top dog, Hondas registrations through the month. Royal Enfield with a couple of models in the fray and even in the top ten manufacturers is quickly becoming nothing out of the ordinary. And to round off in the electric list, the appearance of a British brand, Maeving has to be a good sign for domestic manufacturing as we move away from fossil fuel. Last of the honourable mentions in this bit, has Benelli been in there before?

# Motorcycle editorial

By cap hpi

## August 2022 - Highest Registering Model by Style

| Mopeds | Highest Registering Model by style | Aug-22 |
|---|---|---|
| Naked | Rieju MRT 50 | 10 |
| Other | Multiple Items | 4 |
| Scooter | Lexmoto ECHO PLUS 50 LJ 50 QT-6L | 33 |

| Motorcycles | Highest Registering Model by style | Aug-22 |
|---|---|---|
| Adventure | BMW R 1250 GS ADVENTURE | 102 |
| Competition | Beta XTRAINER | 21 |
| Custom | Royal Enfield METEOR 350 | 109 |
| Modern Classic | Royal Enfield CLASSIC 350 | 109 |
| Naked | Honda CBF 125 M | 207 |
| Road Sport | Lexmoto LXR 125 | 59 |
| Scooter | Honda PCX 125 | 457 |
| Touring | BMW R 1250 RT | 39 |

| Tricycles | Highest Registering Model by style | Aug-22 |
|---|---|---|
| Other | BRP CAN-AM SPYDER RT LTD | 6 |
| Scooter | Piaggio MP3 300 SPORT | 17 |

## New Registrations by Brand

| Major Brands | Aug-22 |
|---|---|
| Honda | 1,509 |
| Yamaha | 784 |
| BMW | 527 |
| Triumph | 491 |
| Lexmoto | 478 |
| KTM | 446 |
| Royal Enfield | 410 |
| Piaggio | 299 |
| Benelli | 298 |
| Kawasaki | 260 |

## August 2022 - Highest Registering Model by Engine Size

| ICE Engine Band | Highest Registering Model by Engine Band | Aug-22 |
|---|---|---|
| 0-50cc | Lexmoto ECHO PLUS 50 LJ 50 QT-6L | 33 |
| 51-125cc | Honda PCX 125 | 457 |
| 126-650cc | Multiple Items | 109 |
| 651-1000cc | Yamaha MT-07 ABS | 62 |
| Over 1000cc | BMW R 1250 GS ADVENTURE | 102 |

| Electric Power Band | Highest Registering Model by Power Band | Aug-22 |
|---|---|---|
| Under 1kw | Keeway E-ZI MINI | 7 |
| 1-4kw | Maeving RM1 | 53 |
| 4-11kw | NIU NQi GTS CARGO | 76 |
| 11-15kw | BMW CE 04 | 4 |
| 15-35kw | Zero Motorcycles FXE ZF7.2 | 2 |
| Over 35kw | Zero Motorcycles SR/S ZF14.4 | 3 |

## Used market

Is it milder weather keeping riders out, or riding blows the cobwebs of constant bad news away? Whatever it is the used market is still doing the job of keeping dealers on their toes. Not totally unexpected in September, especially one at the end of an extended period of record dry and sunny weather. Conversations around stock levels and availability are similar to the last few months. Although desperation is not a word currently being used in the search for stock, some holes are still evident in the perfect showroom mix. As quieter months approach concentration will always sharpen to ensure the more desirable and quicker turnover models are the first in line. But in line with what has been seen over the last decade, the trade closed season is probably a thing of the past and as the last quarter starts so does the quest for next seasons stock, but now without the couple of months "downtime" historically seen. Conversations are suggesting there will be little let up by the trade where cashflow allows and as this situation spreads to more dealers the historic lower prices over the year change are barely noticeable. 125's in a good condition are like hens teeth at the best of times. The typical user and to a certain extent price, does not encourage the care afforded to five-figure large machines, so consequently much sought after. What's happening to this months reported prices you may ask, not a lot would be the answer. Little bits of maintenance where required, even some increases, but the market is not pointing to major reductions.

## Auction

There is a pattern seen for sometime with the lack of lots being offered through the sale halls. Little has changed over this latest research period in this respect, but noticeable is the lower percentage sold from the entries. Even though there has been little downward movement when compared to CAP figures, the analysis we do on results are pointing to around 50% of entries are finding a new home down from the 80%, sometime 90+ percent earlier in the year. Noticeable is the un-sold units tend to be lower quality, or ones that need some reconditioning for sale. This is expected to change again as we move closer to the year end and the whole cycle starts again as preparations turn to the new season.

## End notes

After several years of declining numbers of new riders, or more so tests, the pandemic has had a positive effect in one way as a record number of motorcycle tests were taken at UK test centres between 2021 and 2022. According to the latest Driving and Vehicle Standards Agency (DVSA) figures, a total of 67,511 took the Module 2 motorcycle test between April 2021 and March 2022 and the British Motorcyclists Federation (BMF) reports this is an increase of more than 2000 over the previous record, which was from ten years ago. From the taken tests, 48,583 were passed, a success rate of 72%, way better than the less than 50% of those who took the practical car driving test and passed. The BMF says, this record-breaking period for motorcycle tests is partly down to testing centres having to get through the backlogs created during Covid lockdowns, when test centres were open only to essential workers. It can be imagined that the increase in commuter and delivery usage has also had some influence on the increase.

The Swappable Batteries Motorcycle Consortium has expanded from its original membership of four, to 21 members. In September 2021, a year ago the Swappable Batteries Motorcycle Consortium (SBMC) was originally founded by Yamaha, KTM, Honda, and Piaggio and now, the fantastic four have been joined by 17 other members. These include other motorcycle manufacturers, technology companies and others who work on the development of autonomous technologies. The SBMC and its members will work to standardise battery specifications, and work with authorities to improve charging infrastructure. The final goal is to ensure that motorcycles will continue to be chosen as a useful method of transportation in future mobility.

In the first half of 2022 the European motorcycle market slightly shrank, after a good first quarter of the year. The motorcycle market in 2020 did slump due to the Covid pandemic just as most consumer markets did, then like in the UK there was a strong rebound in 2021. The European Association of Motorcycle Manufacturers (ACEM) recently reported a growth in some of the major European markets, Germany by 1.7% and in Spain by 10.7% while reductions were seen in France, Italy, and the UK markets shrinking by 6.4%, 2.8%, and 2.3% respectively. The bottom line for the five major motorcycle markets in Europe was an overall reduction of 0.5% when compared to the first half of 2021. The finger pointing for the slight losses are of course the much discussed global perfect storm of problems associated with the Covid pandemic fallout and the global economy thereafter, industrial and economic effects of the Ukraine-conflict and the resultant cost of living rise across the world. Predictions for the next year or so are not instilling much confidence so predictions would point to people spending less at the second half than they did at the start of this year and expected to continue into 2023. The moped market grew overall in the same period, but only a small amount (one per cent). Another indicator that the above reasons and less disposable income is affecting the Moped market less as they are mobility led, not leisure. Overall combined registrations for mopeds and motorcycles in Europe remained stable compared to the first half of 2021so its not over until the full year numbers are available. A positive is that the relatively low purchase and running costs of PTW’s is contributing to the performance of the market and which is much better than other private means of transport.