

March 2020

# Motorcycle Future Market Overview

As the latest new registration figures from the MCIA are now available for January it's too early in the year to judge how things are going to pan out long term, but some clarity from recent political changes have given some confidence to the industry from conversations during research. There has been a positive start, which is encouraging, especially after the last quarter of 2019 having negative totals when compared to the previous year. A point worth mentioning is our domestic market as compared to other large countries and their PTW users on the continent. The UK increased at the lowest rate over last year. The ACEM figures for the whole of 2019 now available report the UK with a small increase of 1.5%, lagging behind the others in the top five markets by quite a sizable margin. France 15.3%, Italy 4.9%, Spain 11.2% and Germany 5.6%.

At the first Black Horse sale of the year taking place at the Peterborough BCA site, after the usual winter layoff, the total offering of 235 bikes saw 135 of them from the finance house and as always with exception of a couple, all from them sold. With a sizable entry of 79 from BMW, the start of the year appears to be a "clear the decks" period for the brand, as unusually, a decision maker was on the end of a phone with auction staff, which resulted in over 80% selling or an unprecedented 66. The totals from the event were 209 selling from the total entry, equating to 89% and compared to the CAP condition/mileage adjusted figures, the sale returned 96% and when buying fees are taken into account are very close. There was as usual a significant number of entries in the age range that would suggest PCP end of contract returns. Some models where there was a lot registered three years ago and have seen significant returning over the past 12 months, appear to be returning in less numbers and after a period of depressed values the supply/demand now more favourable to stop them being handed back and will subsequently strengthen values. This is of course an ongoing situation and the new model introductions from 2017/18 where significant amounts sold at the start of the model life, will begin to be reach the terminal point and if the franchise dealer network cannot find room for them they will start to find their way to non-franchised dealers via these disposals. This type of demand in a model cycle is accounted for in this product as far as is possible.

We have had a few conversations around Norton going into administration. There are many reports around, some conflicting, about why it happened and what is happening. At the time of writing there are even reports that a team of workers at the factory are still employed, building bikes and being paid and also some that the factory is closed. More concerned in this product as the dust settles, is of availability and prices. Opinion from dealers who hold stock, is prices will remain the same, but new stock will not be sought in the near future until there is some indication to the continuation (if any) of the brand. As a user of this product you should be aware of the possible future problems when underwriting business from the manufacturers model range.

As there are reports of some current customers bikes in for service/warranty, being used for parts to build new orders, the long term availability of spares could be in doubt. This month we have applied a larger than average drop in prices to the range, around 5% and will be closely monitoring the market/situation for any changes affecting prices. Consider though that currently held stock in dealers has already been purchased and as yet there have been no indications of mass discounting. It is also possible that some rumoured interest in buying the company could materialise. Clarity long term could take time to surface.

## New models

ID	Manufacturer	Model	Derivative
17931	CCM	SPITFIRE FOGGY EDITION	Spitfire Foggy Edition
17932	CCM	SPITFIRE FOGGY S EDITION	Spitfire Foggy S Edition
18495	MV AGUSTA	BRUTALE 800 RR SCS	Brutale 800 RR SCS (20MY)
18497	MV AGUSTA	F3 800 EAS ABS SUPERVELOCE	F3 800 EAS ABS SuperVeloce (20MY)

18503	KAWASAKI	Z650 PERFORMANCE EDITION	ER650KLF (20MY)
18504	KAWASAKI	Z650 PERFORMANCE EDITION	ER650KLFA (20MY)
18506	KAWASAKI	Z900 PERFORMANCE EDITION	ZR900FLF (20MY)
18509	KAWASAKI	NINJA 650 PERFORMANCE EDITION	EX650MLF (20MY)
18510	KAWASAKI	NINJA 650 PERFORMANCE EDITION	EX650MLFA (20MY)
18511	KAWASAKI	NINJA 650 TOURER	EX650MLF (20MY)
18512	KAWASAKI	NINJA 650 TOURER	EX650MLFA (20MY)
18519	KAWASAKI	Z H2 PERFORMANCE	ZR1000KLF (20MY)
18520	KAWASAKI	Z H2 PERFORMANCE	ZR1000KLFA (20MY)
18521	KAWASAKI	Z H2 PERFORMANCE	ZR1000KLFB (20MY)
18524	KAWASAKI	NINJA 1000 SX PERFORMANCE EDITION	ZX1002KLF (20MY)
18525	KAWASAKI	NINJA 1000 SX PERFORMANCE EDITION	ZX1002KLFA (20MY)
18526	KAWASAKI	NINJA 1000 SX PERFORMANCE TOURER	ZX1002KLF (20MY)
18527	KAWASAKI	NINJA 1000 SX PERFORMANCE TOURER	ZX1002KLFA (20MY)
18528	KAWASAKI	NINJA 1000 SX TOURER	ZX1002KLF (20MY)
18529	KAWASAKI	NINJA 1000 SX TOURER	ZX1002KLFA (20MY)
18546	INDIAN	FTR 1200 RALLY	FTR 1200 Rally (20MY)
18552	INDIAN	ROADMASTER ELITE	Roadmaster Elite (20MY)
18591	ROYAL ALLOY	TG 300	TG300
18627	KOLLTER	ES1 ELECTRIC MOTORCYCLE	ES1 Electric Motorcycle (20MY)
18628	KOLLTER	ES1 PRO ELECTRIC MOTORCYCLE	ES1 Pro Electric Motorcycle (20MY)
18629	HORWIN	CR6 ELECTRIC MOTORCYCLE	CR6 Electric Motorcycle (20MY)
18635	ARTISAN	EVC ELECTRIC SCOOTER	EVC Electric-Scooter (20MY)
18636	ARTISAN	UTILITY P2 ELECTRIC SCOOTER	Utility P2 Electric-Scooter (20MY)
18666	BMW	F 900 R	F 900 R
18667	BMW	F 900 R SE	F 900 R SE
18668	BMW	F 900 R A2	F 900 R A2
18669	BMW	F 900 XR	F 900 XR
18670	BMW	F 900 XR TE	F 900 XR TE
18671	BMW	F 900 XR A2	F 900 XR A2
18678	INDIAN	FTR 1200 RALLY	FTR 1200 Rally - Spoke Wheels (20MY)
18679	BULLIT	BLUROC 125	BLUROC 125 (20MY)
18680	BULLIT	BLUROC 250	BLUROC 250 (20MY)
18681	SWM	VAREZ 125	VAREZ 125
18686	PEUGEOT	SPEEDFIGHT 4 125 LC SPORTLINE	Speedfight 4 125 LC Sportline (20MY)
18687	PEUGEOT	SPEEDFIGHT 4 50 SPORTLINE 4T AC	Speedfight 4 50 Sportline 4T AC (20MY)
18688	PEUGEOT	E-LUDIX	E-Ludix (20MY)
18691	ENERGICA	EGO+	EGO+ (20MY)
18692	ENERGICA	EVA ESSEESSE9+	Eva EsseEsse9+ (20MY)
18693	ENERGICA	EVA RIBELLE	Eva Ribelle (20MY)
18696	HONDA	CMX500 REBEL ABS	CMX500AL (20YM)
18697	HONDA	CMX500 REBEL S ABS	CMX500A2L (20YM)
18698	HONDA	SH125A	SH125ADL (20MY)
18699	HARLEY-DAVIDSON	SOFTAIL STANDARD	FXST Vivid Black (20.5MY)
18700	HARLEY-DAVIDSON	SOFTAIL 114 FAT BOY 30th ANNIVERSARY LTD ED	FLFBSANV 30th Anniversary Ltd Ed (20.5MY)
18701	HARLEY-DAVIDSON	CVO TOURING ROAD GLIDE	FLTRXSE - Custom Colour (20.5MY)
18702	HARLEY-DAVIDSON	TOURING ROAD GLIDE SPECIAL	FLTRXS Custom Colour (MY20.5)
18703	HARLEY-DAVIDSON	TOURING ROAD GLIDE SPECIAL	FLTRXS - Customer Colour Two Tone (MY20.5)