

April 2020

Motorcycle Overview

Just when you thought it was safe to go back in the water...Brexit is done and Coronavirus arrives. With the problems due to the pandemic in Italy, the obvious big hit will be in that region, Ducati, and Moto Morini are suspending production. The last available information from MV Augusta being continued operation with reduced staff and adherence to government guidelines. KTM are closing for a couple of weeks early in April as there is a parts supply issue where they are manufactured in the industrial Northern Italian area, which has suffered badly in the outbreak. Parts made on other brands could similarly suffer a lack of parts as Brembo and Pirelli are also in the same area. Yamaha's MBK factory in France has temporarily closed, ceasing assembly of the XT700 Ténéré model, among others. Britain-based helmet manufacturer Davida is taking no more orders, as production is "severely restricted" as a result of the disruption caused to the global supply chain. The two biggest Honda plants in China, operated by a joint-venture with Sundiro, have been closed since January. The global motorcycle industry has strong links to Chinese suppliers and there will be delays, or even halting in some production. International race series are having individual meetings cancelled and possibly rescheduled to later in the season. This has also impacted on domestic events, where the TT and North West have been cancelled. The real effect of all this is yet to come to light, but will be monitored closely for any changes.

New Market

The latest MCI new registration figures are available for February and the positive start to the year has continued with a 3% rise for the month when compared to 2019, this is a total of 4,607 new PTW. The Moped sector is fairly stagnant, but after years of decline, but a good year in 2019, this is still a reasonable result. There are good and not so good returns in the other sectors. The largest sector, Naked, with close to a third of the market share has with no doubt the help of manufacturers schemes, had a good month adding 14.4% (175) into the 1,389. Scooter, the next largest sector didn't have as good a time with a negative 6.3% continues the poor start to the year, leaving it at -7.1% over the first two months. Being this early in the year it's difficult to see any trends developing and of the smaller turnover categories a few in actual numbers can make a large percentage difference that can distort the real market. Overall, at this early point of the year, sales of motorcycles are currently at 10,753 units, or a 2.9% rise year-on-year. So still positive, but as mentioned above the concerns around coronavirus could have an impact on sales. The UK has so far avoided large case numbers, but the government has warned of an impending pandemic which would change all that and have far ranging impacts on every industry.

February 2020 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-20	Feb-19	Change	Feb-20	Feb-19	2020	2019	% Change	2020	2019
Scooter	233	280	-16.8%	72.1%	83.1%	534	555	-3.8%	74.1%	78.5%
Other	90	57	57.9%	27.9%	16.9%	187	152	23.0%	25.9%	21.5%
Totals	323	337	-4.2%	100.0%	100.0%	721	707	2.0%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-20	Feb-19	Change	Feb-20	Feb-19	2020	2019	% Change	2020	2019
Adventure Sport	626	576	8.7%	14.7%	14.0%	1,630	1,527	6.7%	16.4%	15.8%
Custom	262	248	5.6%	6.2%	6.0%	628	616	1.9%	6.3%	6.4%
Naked	1,389	1,214	14.4%	32.7%	29.5%	3,180	2,673	19.0%	31.9%	27.6%
Scooter	1,103	1,177	-6.3%	25.9%	28.6%	2,429	2,616	-7.1%	24.4%	27.0%
Sport/Tour	96	51	88.2%	2.3%	1.2%	184	160	15.0%	1.8%	1.7%
Supersport	314	337	-6.8%	7.4%	8.2%	768	673	14.1%	7.7%	6.9%
Touring	62	73	-15.1%	1.5%	1.8%	164	173	-5.2%	1.6%	1.8%
Trail/Enduro	374	432	-13.4%	8.8%	10.5%	950	1,251	-24.1%	9.5%	12.9%
Unspecified	28	3	833.3%	0.7%	0.1%	30	3	900.0%	0.3%	0.0%
Totals	4,254	4,111	3.5%	100.0%	100.0%	9,963	9,692	2.8%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-20	Feb-19	Change	Feb-20	Feb-19	2020	2019	% Change	2020	2019
Scooter	18	13	38.5%	0.4%	0.3%	48	29	65.5%	0.4%	0.3%
Other	12	12	0.0%	0.3%	0.3%	21	21	0.0%	0.2%	0.2%
Total Registrations	30	25	20.0%	0.7%	0.6%	69	50	38.0%	0.6%	0.5%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-20	Feb-19	Change	Feb-20	Feb-19	2020	2019	% Change	2020	2019
Total Moped, Motorcycle & Tricycles (exc Scooters)	3,253	3,003	8.3%	70.6%	67.1%	7,742	7,249	6.8%	72.0%	69.4%
Total Scooters	1,354	1,470	-7.9%	29.4%	32.9%	3,011	3,200	-5.9%	28.0%	30.6%
Total Registrations	4,607	4,473	3.0%	100.0%	100.0%	10,753	10,449	2.9%	100.0%	100.0%

February 2020 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-20	Feb-19	Change	Feb-20	Feb-19	2020	2019	% Change	2020	2019
0-50cc	359	343	4.7%	7.8%	7.7%	793	723	9.7%	7.4%	6.9%
51-125cc	1,815	1,805	0.6%	39.4%	40.4%	3,870	3,987	-2.9%	36.0%	38.2%
126-650cc	955	1,078	-11.4%	20.7%	24.1%	2,346	2,585	-9.2%	21.8%	24.7%
651-1000cc	877	687	27.7%	19.0%	15.4%	2,069	1,663	24.4%	19.2%	15.9%
Over 1000cc	601	560	7.3%	13.0%	12.5%	1,675	1,491	12.3%	15.6%	14.3%
Total Registrations	4,607	4,473	3.0%	100.0%	100.0%	10,753	10,449	2.9%	100.0%	100.0%

February 2020 and Year to Date - Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Feb-20
Scooter	Lexmoto ECHO 50	39
Other	Lexmoto ASPIRE 50 TD 50 Q-2	19

Motorcycles	Highest Registering Model by style	Feb-20
Adventure Sport	Yamaha TRACER 700	40
Custom	Keeway SUPERLIGHT	27
Naked	Honda Z 125 MA	85
Scooter	Honda PCX 125	190
Sport/Tour	Kawasaki NINJA 650	27
Supersport	Lexmoto LXR 125 SY 125-10	51
Touring	BMW R 1250 RT	13
TRAIL/ENDURO	Honda CRF 250 LA	30

Tricycles	Highest Registering Model by style	Feb-20
SCOOTER	Piaggio MP3 300 HPE	10
OTHER	Multiple Items	3

February 2020 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Feb-20
0-50cc	Lexmoto ECHO 50	39
51-125cc	Honda PCX 125	190
126-650cc	Honda CB 500 F	44
651-1000cc	Honda CB 1000 R	42
Over 1000cc	Honda CRF 1100	39

February 2020 - New Registrations by Brand

Major Brands	Feb-20
Honda	1,124
Yamaha	591
Lexmoto	425
KTM	313
Triumph	261
BMW	224
Kawasaki	215
Harley-Davidson	135
Piaggio	111
SYM	86

Used Market

The brisk start to the year has according to feedback, turned into more sporadic busy/not as busy moments. There has still been a thirst for stock happening in the first quarter, but as mentioned above and every minute on the news, other things are going to come into play over the next few months and probably for the rest of the peak buying season. If new product is difficult to get, is there a possibility that nearly new and ex-demo examples will find a new home easier? Current research is suggesting the reported prices are very close generally for the last month, but with little evidence some are feeling that there will be a downward trend as the health situation kicks in. Dealers spoken to are saying stock is being bought within the trade but where bids would receive a counter, they are being bought with little fighting if cashflow is anything but robust in the selling dealer. Showroom traffic is a bit down, but the big kick will come from customers who are in a position due to continued working could come into question, this is inevitable as we have seen on many occasions before, unrest makes people put off major purchases. As time moves on it has been mentioned that not only sales will suffer, but buying in from customers will increase as some will try to release funds for living expenses and this might be a source of cheaper stock.

Auction

As detailed in the problems affecting the country at the moment, it is not really relevant to take into account the BCA sale from the end of February as the trade has changed so much. But it did 102% of CAP adjusted and sold 88 of the 100 entries. More relevant to the coming month is the MAG sale in Rotherham. There was a reduced list of 70 entries of which 43 sold. Prices were down but the few attending paid for the clean ready to retail items and noticeable that re-entries from last sale also sold as the possible changes over the coming weeks made the decision to hold or fold easier.

End Notes

Royal Enfield's 2019 global sales dropped by 18%, this despite large growths in virtually every motorcycle market outside of the Indian sub-continent, particularly a huge increase in European markets, most notably the United Kingdom, where there has been a 221% increase year-on-year and several appearances in the top ten manufacturer list. The drop in their domestic market is similar to the whole market in the Indian sub-continent, 97% of its sales come from India. European sales rose by +82% overall.

The "Future of Transport" programme is the biggest review of transport laws in this country for a long time. Including in it The Department for Transport is consulting on what rules are required to allow stand-up electric e-scooters to be trialled on UK roads. It is currently illegal to use e-scooters on public roads and pavements in the UK.

It is a large task and will no doubt take a while to complete as it involves areas relating to the safe use of e-scooters, minimum age for riders, speed limits, licensing, insurance and helmets. And then minimum design standards, should they be allowed in cycle lanes and no doubt many more yet to be thought up. E-scooters will initially be trialled in four Future Transport Zones, Portsmouth and Southampton; the West of England Combined Authority (WECA); Derby and Nottingham; and the West Midlands.