

NMDA Newsletter April – May 2021



BMW R 1250 GS Adventure, the highest registering new motorcycle in March (356 units)

Dear NMDA member,

With dealerships re-opening on 12 April, the industry is looking forward to the promise of pent up demand. March 2021 results displayed an overall reduction year on year, of 6.2% (807 Units) in new Powered Two Wheeler (PTW) registrations. When considered in perspective to the restrictions in place around Click & Collect for March 2021, dealers can take some solace in their own resilience to continue serving customers. Although it seems a lifetime ago, March 2020 brought the first round of lockdowns and a reduced time to sell within the month. See below for further details on the market, including the Autotrader Insight.

NMDA Dealer Attitude Survey

The latest NMDA Dealer Attitude Survey is now closed and results will be available from Tuesday 4 May. This was a great opportunity for dealers to give feedback to manufacturers and industry colleagues. If you would like to discuss the results further, please do not hesitate to contact us.

Guidance & Contact

As your trade body, the NMDA continues to work hard to support you and your businesses. Please do get in touch with us - If you have any legal, employment or questions concerning business advice please contact our helpline on 01788 538303 or email me directly. Our new “Engage” initiative will help you grow your online presence and directly affect your business performance. More information below.

We are your trade body, here to help and advise you on regulatory and operational issues facing your business. If there are issues that we have not covered, or you have concerns about, please do contact us.

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Your Monthly Note from PHILIP YOUSLES, NMDA Chairman

By the time you read this, we will be past 12 April and the date that showrooms are set to open. The significance of this date is massive, it should be a light bulb moment... a switching on of our industry. For the majority of the last twelve months, we have navigated through a raft of restrictions; managed to perform click and collect; altered websites; increased our online presence by both sending customers video content and sometimes even going the full hog through selling bikes online.



Some staff have been working, some not working, some furloughed and everyone has done their best to ensure that when, we are in a position to crack on with business. Many customers have tried their best to browse dealerships in-store with a “Covid won’t catch me attitude”. I have to say that this has been a difficult call, as it goes against our instincts to turn someone away. However, in line with Government Guidance, we have all had to do the right thing.

At Youles Motorcycles, we have one customer in particular who is disabled, lives on his own and has no relatives. We took the difficult decision to allow him onto the premises and share a coffee. Obviously, we have he been exceptionally careful to safely distance and he has really appreciated this, saying that it has kept him sane. It has often been difficult to see outside of our own little worlds but God alone knows what would have become of him, without his regular counselling sessions!!

We will I’m sure have a rush as the gates re-open. However, I’m mindful that there will be customers, particularly those older or vulnerable, that have been cooped up for so long they may take some coaxing to remove themselves from the safety of their home and back into our showrooms. Manufacturers in particular need to be mindful of this. Whilst I fully understand the need to return to business as usual, some of these more cautious customers are often well healed and we need staff and customers to remain safe.

At our last NMDA meeting, Tony Campbell presented the MCIA vision for micro transport titled “The Route to Tomorrow’s Journeys”. The policy document encourages both national and local

Government to adopt an exclusive policy to all L category vehicles. The document includes a full description of L category vehicles and a lot of positive reasons why Government should encourage their usage. There is debate around electric step-on scooters or Personal Light Electric Vehicles (PLEVs) and their future place as a transport solution. The belief is that they should be regulated as a sub L1 category vehicle, therefore requiring a level of insurance and regulation. The NMDA and our members are in agreement of the objectives of this document.

The shared objective is to get the government to see PTWs as a viable alternative to both the car and public transport. Millions of pounds have been spent on promoting cycling as a safe form of transport, which is essentially a PTW without the P. In comparison, the expenditure on motorcycle safety has been minimal. With the government chasing to hit emissions targets, this should be seen as the perfect time to encourage more people to PTWs.

The PLEV is already here, there are thousands of them currently being used illegally. Legalising their use and ownership, around a framework is the only long-term sensible solution. With this in place, maybe a small sit on electric Scooter can then be legalised for fourteen-year-olds. By thinking about things in this way, perhaps we can bring more youngsters in on our PTW. This surely is an opportunity not to be missed.

NMDA ENCOURAGES DEALERS TO PROMOTE #DESTINATION DEALER

The National Motorcycle Dealers Association (NMDA), alongside its sister organisation's NFDA Engage initiative, is encouraging dealers to use their social media platforms to reconnect with past customers and encourage new ones to ride out for #DestinationDealer. As we approach the long-awaited reopening of motorcycle dealerships on 12 April in England, dealers will once again be able to welcome customers back into their showrooms.



While restrictions are being eased, the Government are still urging people to stay local. Naturally, motorcycle Covid-safe premises are the ideal place for riders to go. Please note that customers should consume food and beverages outdoors, with social distancing measures being respected.

Paddy O'Connell, Head of NMDA, commented: "Our members have long acted as hubs for their communities. This scheme is designed to reconnect the deep bonds between these communities and dealerships. It provides riders with the opportunities to see the new models, talk with old friends, have a cup of tea and enjoy the sunshine with like-minded people."

We are encouraging dealers to share photos, events and customer testimonials as we aim to increase your social media output and help you engage directly with customers.

Phil Youles, NMDA Chairman added "It's time to reconnect with our customers, they have missed us as much as we have missed them. We have always been more than just a place to buy bikes from, let's make sure we make the very best of the rest of 2021."

MARKET DOWN SLIGHTLY AHEAD OF REOPENING

March 2021 results displayed an overall reduction year on year, of 6.2% (807 Units) in new Powered Two Wheeler (PTW) registrations. Dealers can take some solace in their own resilience to continue serving customers in the face of restrictions in place around Click & Collect during March 2021.

With showrooms being permitted to open again, in one form or another across the UK, dealers are expecting a release of pent-up demand. While uncertainty remains around getting the industry to recover from a year-to-date drop of 20.4% (4858 Units), confidence amongst dealers remains high.

The big winners in March were ePTWs. 151.5% growth in electric powertrains was bolstered by 1-4KW units almost tripling (265.2%) in registration volumes. The Yadea S-LIKE achieving the top moped spot with 91 registrations. The ease of accessibility to ePTWs following completion of the CBT, all adding to the attractiveness for consumers as a form of commuting and mobility.

Sports Tourers (-59.7%), Supersport (-27.0%), Trail/Enduro (-16.4%) and Naked (-14.0%) motorcycles have all suffered with registrations year on year. As we know though, these bikes more often ridden for pleasure follow a change cycle that is built firmly on riders trying the newer alternatives. However, the Triumph Trident still managed 306 registrations in March, based on favourable consumer and press reviews on this new to market model.

The BMW R 1250 GS Adventure remains the highest registering new motorcycle (356 units) with Honda holding onto their top spot for overall manufacturer registrations (1,768 units).

Press Statistics March 2021		
March 2021 Top Registering Vehicles		
MOPED	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH STYLE	Mar 2021
SCOOTER	Yadea S-LIKE	91
OTHER	Surron LIGHT BEE	23
MOTORCYCLE	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH STYLE	Mar 2021
ADVENTURE SPORT	BMW R 1250 GS ADVENTURE	356
CUSTOM	Honda CMX 500 REBEL	66
NAKED	Triumph TRIDENT	306
SCOOTER	Yamaha NMAX 125	813
SPORT/TOUR	Kawasaki NINJA 1000 SX	64
SUPERSPORT	Multiple Items	115
TOURING	BMW R 1250 RT	181
TRAIL/ENDURO	Gas Gas EC 300	44
TRICYCLE	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH STYLE	Mar 2021
SCOOTER	Piaggio MP3 300 SPORT	41
OTHER	Multiple Items	6
ENGINE BAND	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH ENGINE BAND	Mar 2021
0-50cc	Vmoto SUPER SOCO CPX	107
51-125cc	Yamaha NMAX 125	813
126-650cc	Royal Enfield INTERCEPTOR INT 650	171
651-1000cc	Triumph TRIDENT	306
Over 1000cc	BMW R 1250 GS ADVENTURE	356
MAJOR BRANDS		Mar 2021
Honda		1,768
BMW		1,637
Yamaha		1,529
Triumph		1,175
Kawasaki		605
KTM		502
Lexmoto		488
Ducati		463
Royal Enfield		403
Suzuki		365

Image source: [MCIA](#)

NMDA CALL TO ACTION – WE NEED YOUR INPUT on PLEVS and Apprenticeships

As your trade association, the NMDA represents your views and opinions within the industry. We are currently asking for input and your point of view on the below:

1. Trailblazer Scheme

Over the last few years, your Association along with a number of industry peers helped to create the Trailblazer standard for PTW apprenticeships. After the challenges of the last 12 months, we are now in the position where we need to reconvene the group and ensure that the standards remain current and relevant. Please contact Patrick.oconnell@rmif.co.uk for more information and to be part of the Trailblazer team in association with the Institute for Apprenticeships & Technical Education. We expect the group to meet once every 6 months, virtually, with a set agenda as standards and the groundwork have already been achieved.

2. Dealers perspective on PLEVS

In response to concerns raised at our NMDA committee meeting, your association requires your input in order to form a balanced position concerning the use and (potentially) further regulation of the step on, e-scooters (PLEV). This is an important topic in the PTW world and we ask that you take part in the conversation. At this point we are asking for you to register your interest in contributing by contacting Patrick.oconnell@rmif.co.uk.

Autotrader April PTW Insights

Autotrader Bikes Insight team report that they reached a record high in March, with visits up 66% compared to March 2019 (to almost 3 million). With sales enquiries also growing 33% compared to February, the outlook is positive for the next few months. Click here [\[PDF\]](#) to download the full insight report. If you would like to see any further or specific insights, please contact Patrick.oconnell@rmif.co.uk.

Auto Trader Bikes audience reached a record high in March, with visits to the site 66% up versus March 2020 and 45% up versus March 2019

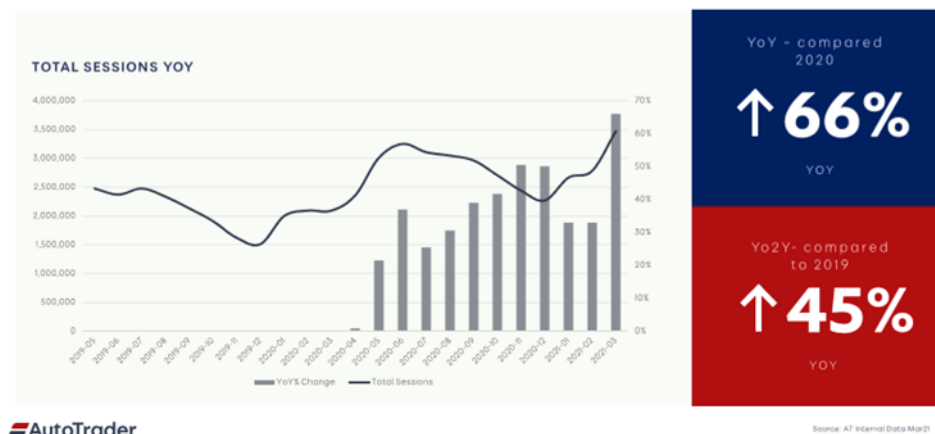


Image source: Autotrader Bike Insight report for NMDA, April 2021

THINK BIKE WEEK MOTORCYCLE SAFETY CAMPAIGN, SPRING 2021

**THINK
BIKE WEEK**

The National Fire Chiefs Council (NFCC) and Fire and Rescue Services across the country will be working in partnership with more than 40 other agencies to spearhead a motorcycle safety campaign this spring.

Think Bike Week is aimed at motorcyclists nationally and will highlight key safety messages, including the importance of bike maintenance and the wearing of proper riding kit. Riders will also be encouraged to 'brush up' their riding skills at a time when many will be returning to riding after a significant break. The campaign will run from 23rd April – 3rd May.



Covid restrictions allowing, representatives from fire and rescue services will visit local motorcycle dealers, accessory retailers and meeting places to engage with riders. The campaign will also highlight the wide range of courses available to riders such as the award-winning 'Biker Down' initiative, the police BikeSafe course and various advanced rider training sessions and other safety advice.

The campaign Facebook page can be found here <https://www.facebook.com/Think-Bike-Week-100773498761378> or #thinkbikeweek

Other partner organisations that will be supporting the campaign include the National Police Chiefs Council, the Motorcycle Industry Association, Trading Standards England, Highways England, the National Young Riders Forum, RoSPA, IAM and the Motorcycle Action Group.

Tony Crook, NFCC Lead for Road Safety said:

"Motorcyclists are over-represented in collision and casualty statistics nationally. With increasing numbers of people taking to two wheels, our aim is to encourage riders to do all they can to stay safe. This campaign at the beginning of the motorcycling season as a great opportunity for all partners to deliver a range of safety messages across the UK."

[Please download the full 'Motorcycle Safety Working Group' letter here](#)

Japanese OEMs agree to standard to share electric motorcycle batteries between brands

A consortium of Japanese vehicle OEMs will make batteries and replacement systems that can be swapped between all four of the members' electric motorcycles.

The Swappable Battery Consortium for Electric Motorcycles has reached an agreement to allow battery sharing across brands to pave the way for the increased adoption of electric motorcycles in Japan.

The Consortium was established in 2019 by Honda Motor, Kawasaki Heavy Industries, Suzuki Motor Corporation and Yamaha Motor.

The Consortium will conduct technical verification and standardisation of mutual-use swappable batteries, based on whether previously agreed common specifications are compliant with the Society of Automotive Engineers of Japan, Inc. Organization (JASO) technical paper TP21003, issued on 19 March.

The Consortium has been formulating the standards for mutual-use swappable batteries and their replacement systems as a solution to the issues— namely range and charge time— that have prevented widespread adoption of electric motorcycles.

To establish the convenience and effectiveness of mutual-use swappable batteries, the Consortium has been cooperating with the “e-Yan OSAKA” field tests.

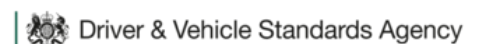
The tests were conducted by the Japan Automobile Manufacturers Association's Electric Motorcycle Promotion Subcommittee in collaboration with Osaka Prefecture and Osaka University.

The Consortium will now work with the Japan Automobile Manufacturers Association to realise international mutual-use (international standardisation) batteries.

Noriaki Abe, Consortium representative secretary, and managing officer, motorcycle operations at Honda Motor, said: “We will continue cooperation to build an environment allowing battery mutual-use based on our agreement, we will also be competing with each other to develop attractive products that meet the needs of our customers. Through our efforts in both cooperation and competition, we will work towards the widespread adoption of electric motorcycles to realise a sustainable society.”



MOT connected equipment: Emissions testing



**Published: 19 April 2021 – Must be acknowledged by
1 May 2021**

1. About MOT connected equipment

Some types of equipment can connect directly to the service you use to record MOT test results. This means that test results can be automatically transferred to service without the need for manual data entry.

From 1 May 2021, exhaust gas analysers and diesel smoke meters will be able to connect directly to the MOT testing service.

2. Who the rules apply to

From 1 May 2021, any MOT centres that test class 4,5 and 7 vehicles, must have this connected equipment installed if they are:

- opening a new MOT centre

- reopening a closed MOT centre (this applies regardless of how long it's been closed)
- changing ownership (where the MOT centre moves from one authorised examiner (AE) to another)
- replacing emissions testing equipment

2.1 Who the rules do not apply to

The rules on this type of connected equipment do not apply if:

- you are making a change to an existing AE (for example, where you add a new partner and keep the same AE number)
- your application to open, run or change an MOT centre was received by DVSA before 1 May 2021 – you can use any emissions equipment that was shown in the list of approved equipment when you applied
- your MOT centre only tests class 1,2 and 3 vehicles

3. How you connect equipment

You need a software code (called a 'key') to connect equipment to the MOT testing service.

Read the guidance on [how to connect equipment including how to get a key and what to do with it](#)

3.1 After the equipment is installed

Connected equipment only sends results for live MOT tests – it does not have a trial mode. You and the tester need to check that the results have been sent through on the first test after the equipment is installed.

Contact the equipment supplier immediately if results are not sent through.

AEDMs and site managers should regularly check test logs to ensure connected equipment is sending results through correctly.

3.2 Connecting existing compatible emissions equipment

You may be able to install software on existing emission testing equipment to allow them to connect to the MOT testing service. Check with your supplier to see if your equipment is compatible.

4. What happens if equipment fails

The rules about equipment failing are not changing. Read section B4, paragraph 4 of the [MOT testing guide](#).

You must stop testing immediately if the emissions testing equipment fails. Only restart the test when the equipment is repaired.

However, if the problem is only with connecting to the MOT testing service, you have 7 calendar days to fix the problem. After this, you must stop testing.

The [MOT testing guide](#) will be updated to reflect this.

5. Other types of connected equipment

DVSA plans to introduce other types of connected equipment following on from successful trials. This includes headlamp beam testers.

DVSA will issue a special notice when this equipment is introduced into the test. This should be later in 2021.

“ENGAGE” is available to NMDA members: free website report & social media support available

Given the increasing importance for businesses to have a strong digital strategy in place, mostly due to the forced closure of physical premises, NMDA's sister association, NFDA, has recently launched “Engage”, a new programme aimed at supporting members’ marketing and communication activities. Engage can be of particular benefit to those who may not have their own communications team.



You can benefit from FREE services as part of your NMDA membership:

- **Website:** Engage has partnered with digital agency *Blue Mantis* who, on request, can produce for NMDA members a FOC tailored performance report of your website. It gives an overall score to the website with further details for five sections: website speed, links, technical aspects, content and Google My Business.
- **Social media:** if you do not have a social media presence or would like to improve your current activity, please contact nfdaengage@rmif.co.uk and our team will assist.
- **Press releases:** we help you writing and sending press releases to local news outlets.

To learn more about Engage and request your free website report or any other support, please email nfdaengage@rmif.co.uk

London’s Mayoral Candidates Invited to Virtual Hustings on Motorcycling

The National Motorcycle Council (NMC) has written to the candidates for Mayor of London inviting them to attend a virtual hustings. NMC founding member organisation, the Motorcycle Action Group (MAG) called for riders to get stuck into the May election debates and this event is part of full NMC member support for that initiative. The NMC is working with MAG to provide a platform for debate, and calls on the next London Mayor to fully recognise and support motorcycling in London’s transport policies.

The hustings on 27 April will cover road transport policies for the capital with an emphasis on issues that affect motorcyclists.

Motorcycles of all varieties make up four to seven percent of registered vehicles in London boroughs. Used as daily transport, for leisure and for deliveries they represent a significant proportion of traffic but help ease gridlock and reduce emissions.

Riders are affected by mayoral transport policies. Good policy will increase access, safety and journey efficiency for all by recognising the role of motorcycling and supporting those who ride. How will the next London Mayor commit to creating better outcomes for riders in London? How will the candidates embrace the benefits that motorcycling offers for London’s future transport vitality?

The NMC was launched on 5 March 2021 with the stated aim to work with government and create a new motorcycling strategy. The NMC seeks the same approach from London's chief policy maker.

One in every 27 vehicles licensed in Greater London is a motorcycle. Thus, riders form a significant section of the electorate. The hustings will give candidates the opportunity to tell this important constituency why they should vote for them on 6 May.

London based riders are invited to attend the hustings and take part in the Q&A session which will follow candidate addresses. To register, riders should email info@uknmc.org with 'HUSTINGS' in the subject line, advising their full name and in which London borough they are resident. Attendee numbers are restricted, so register early

MILS UPDATE



Dismissing an Employee Due to Age

My Business has changed due to coronavirus and I now don't have enough work going forward. I have an aging technician (Jeff) who isn't as quick and has started to make a few mistakes. I wondered whether I should just suggest it might be time for him to retire? I wouldn't mind offering him a small sum of money to go so I can get someone younger and quicker on the job. He has been a good employee but I think enough is enough?"

Prior to the Age Discrimination Legislation being introduced in 2006, the above scenario provided Jeff (over 65), he simply couldn't claim unfair dismissal. The law these days is very different and it would be age discrimination to dismiss him simply because he is getting too old for the job, or to imply or accuse him of the same. Employers need to be particularly careful about making assumptions based on peoples age even if factually it is correct that people as they go into their 70s and 80s may slow down and be less capable (in some cases, not all) making decisions on that basis is likely to land the employer in the tribunal.

Whilst there is no national retirement age any more, employers can set a default retirement age if the same can be objectively justified. This is a very high test in law and very risky so we would advise that most employers steer clear of this.

In the above situation, Jeff has to be treated like any other employee with capability problems. If he is not performing then clearly that can be a matter for disciplinary/capability procedures which is likely to involve investigation and medical evidence. If it transpires after investigation and a reasonable period of procedure including potentially warnings and any adjustments that Jeff really isn't capable of performing the job any more, then the employer, provided he's laid a solid paper trail to that effect, may be able to fairly dismiss Jeff or to select him for redundancy on those grounds alone.

In the motor industry of course, there are certain jobs which require a high degree of technical skill and care and often driving abilities and therefore an employer faced with the situation of

employee making increasing errors and encountering capability problems it may be wise to monitor the situation more closely and if there are doubts as to health/eyesight etc., then the appropriate medical evidence should be sought to justify potential dismissal if failing health is resulting in the capability to perform the role.

Motor Industry Legal Services Limited

Motor Industry Legal Services Limited provides fully comprehensive legal advice and representation to UK motor retailers for one annual fee. It is the only law firm in the UK which specialises in motor law and motor trade law. MILS currently advises over 1,000 individual businesses within the sector as well as the Retail Motor Industry Federation (RMI) and its members.

DVSA launch “Safe Driving For Life” online platform



Take official practice theory tests - **FOR FREE**

The Driving and Vehicle Standards Agency have launched an information and advice portal with elements highly relevant to new and existing riders. The website helps with practical advice and guidance on getting onto, or back onto Powered Two Wheelers. It also offers help on pre and post-test Rider Training, with the aim to making the transition as simple as possible.

Click [Here](#) and make your customers aware today.

IT'S COVID SAFE TO RIDE



We continue to support dealers with the 'Safe to Ride' campaign promoting the use of motorcycles as an ideal alternative to public transport. Powered Two Wheelers (PTWs) are not only a great way to keep 'COVID safe', they offer the public much more:

- **Safe to ride:** social distancing and 'face coverings' are always required
- **Affordable ownership with very low running costs**
- **Quicker journey times:** avoid traffic jams (in some cities and towns PTWs are permitted to use bus lanes. Riders should check with their local authority).
- **Parking made easy and often free**
- **Low emissions combined with incredible fuel economy**
- **Freedom and fun**

Motorcycles represent the best option for those who want to avoid public transport and with just a single day of Compulsory Basic Training needed, the transition to Power Two Wheelers is very easy. With just a single day of CBT Training, anyone from the age of 16 (with at least a provisional license) can be out and riding at least a 50cc/4kw moped.

Unfortunately, due to the current restrictions, at the moment CBT is suspended. NMDA continues to liaise with the relevant Government departments to ensure training can resume as soon as possible.

Click [NMDA Safe to Ride images.zip](#) for further graphics which you can use to support the campaign

WHAT YOU GET FOR YOUR MEMBERSHIP FEE

- **Legal services** – Free legal advice from in-house lawyers
- **HR & Employment advice** – Resources for providing HR documentation
- **Trading Standards** – Guidance advice handling legislation
- **MOT Training** – Training centres to update and instruct MOT testers
- **Conciliation & Arbitration** – Resolving trade and consumer disputes
- **Government Lobbying** – Ensuring we are in consultation over law changes
- **FCA Advice** – Keeping up to date with F&I knowledge
- **DVLA Partner** – Working with DVLA to assist future projects
- **DVSA Advisor** – Advising on MOT test requirements
- **Utility packages** – Reviewing potential on saving energy costs
- **Banking & Credit Cards** – Possible savings on banking charges
- **Business advice** – On call to assist dealers with day-to-day issues
- **BDN EXPO Trade Show** – Attend the annual motorcycle trade show
- **Monthly Sales Report** – Review of monthly motorcycle registrations
- **Monthly Newsletter** – Updating on issues, trends & results affecting your business
- **Quarterly member meeting** – Reviewing issues affecting the industry
- **Biannual Attitude Survey** – Monitoring dealer/manufacturer relationship
- **NMDA Website** – Easy way to check on updates



For more information, please contact Ed Buckley (Membership Manager) on 07919576306 mobile or email ed.buckley@rmif.co.uk.

NMDA MEMBER MEETING

The next NMDA member meeting will take place on **23 June 2021**, further details will follow but pencil a trip to our London offices in your diary! All members are welcome to attend. Please call Lena on 07341 396125 or email lena.patel@rmif.co.uk to confirm your attendance.