

NATIONAL MOTORCYCLE DEALERS ASSOCIATION NEWSLETTER JANUARY 2020



2019 best-sellers – Honda PCX 125 (2,840), Yamaha NMAX 125 (1,924) and BMW R1250GS (1,827)

2019 MOTORCYCLE MARKET

As December is always a low volume month as the weather closes in it was not surprising to see all brands record low registration, with sales falling 2.9% compared to December 2018. However, across the year we saw a modest 1.5% increase in registrations compared to the 2018 year-end figures.

NEW DATE FOR NMDA MEMBER MEETING – TUESDAY 24 MARCH 2020

The NMDA meets every quarter to update and discuss the future direction of policy, plus review issues affecting dealers. Due to staff shortages, the first meeting of 2020 has been moved from 4 March to Tuesday 24 March. To attend this meeting, please email Rohima.Alam@rmif.co.uk.

A reminder that the NMDA is your trade body and here to help and advise you on regulatory and operational issues that affect your business. However, if there are issues that we have not covered, or you have concerns about, please do contact us on the NMDA helpline 01788 538303.

Finally, I would like to take this opportunity to wish you all a very Happy New Year. We look forward to working with you all in 2020!

Stephen Latham
Head of NMDA

MOTORCYCLE REGISTRATIONS DOWN IN DECEMBER BUT STRONG FOR THE YEAR

4,995 new motorcycles were registered in December, a reduction of -2.9% or 147 less units than the same period last year in what was an economically uncertain month due to the first December General Election in 100 years.

Growth was seen in registrations of sub-50cc mopeds, with 461 new vehicles showing a 18.5% increase on December 2019, with similar change seen in 126-650cc engine units up 9.5%. 51-125cc engine motorcycles fared differently, with a 17.9% decrease in registrations.

Honda again topped sales in December with 767 units sold, followed by BMW with 515, with Yamaha in third with 461.

The highest selling individual unit in December continued to be the Yamaha NMAX 125, seeing 194 registrations, with the BMW R 1250 GS following with 91 units.

2019 overall saw year-end registrations up modestly on 2018, with 107,408 units registered in 2019 compared to 105,816 in 2018 – a 1.5% growth. The biggest increases came from 0-50cc units, growing 19.9% with 6,764 registrations in 2019, and 126-650cc motorcycles increasing by 12.2% with 22,451.

Dealers are hoping the improvement in economic and political stability will improve consumer confidence in 2020, releasing some of the pent-up demand that is believed to have held customers back from ordering a new motorcycle.

TOP BEST-SELLING MODELS FOR 2019

Model	Registrations	Market share
1 Honda PCX 125	2,840	2.6%
2 Yamaha NMAX 125	1,924	1.8%
3 BMW R1250GS	1,827	1.7%
4 BMW R1250GS ADVENTURE	1,773	1.7%
5 Honda CB125F	1,572	1.5%
6 Honda Vision 110	1,546	1.4%
7 Royal Enfield Interceptor 650	1,472	1.4%
8 Honda CRF1000L Africa Twin	1,276	1.2%
9 Honda CB125R	1,106	1.0%
10 Yamaha MT-07	1,037	1.0%

A NOTE FROM OUR CHAIRMAN PAUL BARKSHIRE

The NMDA meet every quarter, and as volunteers that are committed to discussing the issues of our times and getting an insight into legislation and subjects that could directly or indirectly affect our industry now and in the future, we pride ourselves on supporting our members to help in any way we can.

At our last meeting Tony Campbell, MCIA Board Director, very kindly updated us on the momentum that is gaining real support from the powers that be in and around parliament on “powered two wheelers (PTWs)” and the sustainability and growth in the EV (electric vehicle) market. The plan is to develop new growth in the ability to offer fairer regulation that could pave the way for younger

customers to engage in a transport solution with fewer barriers than we have now, and make it a savvy mode of freedom.

Further to this, Tony had a stark warning which seemed to me a real wake up call for the industry. In this brave new world, if they do not take seriously the shifting winds of change that are coming within our industry and invest in offering a range of viable EV PTW solutions, we could potentially see some of our manufacturers we all know becoming dinosaurs. Interestingly, a few of the London dealers are already seeing more EV two wheelers on the streets, partly due to the growth of no-go areas for four wheeled vehicles, and they are more than convinced this area is set to grow with pace.

There are always going to be negatives about all of this and one of the issues will of course be the costs of these EVs and the range they offer. However, those that can remember the first electronic gadgets of the 70s and 80s will recall that many people found them cost prohibitive, but that changed very quickly - just take a look at what is happening within our car industry. All food for thought and potentially very exciting for the future of our industry, but businesses must be prepared to be a part of this.

On a lighter note, I would like to thank you all personally for all of your continued support and to the committee that give up their valuable time to attend our meetings with their much valued input. I wish you all every success for 2020.

Kind regards,

Paul - NMDA Chairman

ARE BIKE MANUFACTURERS DOING ENOUGH TO STOP BIKE THEFT?

Bikes are pretty easy to steal. A vehicle with no windows or doors that can be picked up by a few strong people is easier to steal than, say, a car.

Steering locks are defeated by a firm kick and immobilisers can be bypassed using a cheap circuit board and a few wires. So what are bike manufacturers, who make money out of selling their machines, doing to help keep them safe? Quite a bit, actually.

BMW and Yamaha have been exploring new ways to keep their models in the hands of the people who have paid for them.

Patent drawings have been filed by BMW (see below) showing a new way of locking a motorbike's gearbox to prevent it from being wheeled away. A solenoid will drop a metal pin into one of several holes in the universal joint on the driveshaft at the gearbox end.

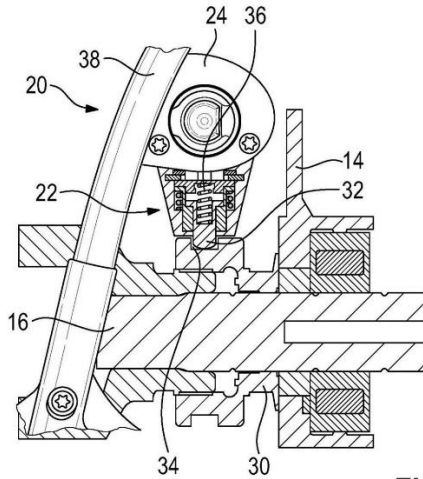


Fig. 5

The TMAX's combination of twist-and-go rideability and large-capacity grunt have made it a target for criminals who use it as a getaway vehicle and bike thieves who use them to push another stolen bike away.

Having the centrestand locked in position makes it impossible for the bike to be wheeled away by an opportunist thief and would be a real pain for a more professional criminal, too.

The Motorcycle Industry Association (MCIA) recently launched a star rating system for manufacturers to make it clear how much factory-fitted security you get with a motorbike model.

As of last month, none of the ten manufacturers who have signed up sell a maximum five-star rated model. Harley-Davidson's entire range receives four stars, along with a smattering of bikes from other manufacturers.

Honda are not signed up to the MCIA scheme but made the move in 2019 to offer a free security tracker on all of their road bikes – which is a major step forward for theft prevention and detection. They remain the only company to offer free security trackers.

The MCIA secured star ratings are determined by how many of the following features a bike leaves the showroom with:

- A steering lock that meets the UNECE 62 standard
- An ignition immobiliser system
- A vehicle marking system
- An alarm system
- A vehicle tracking system with subscription



Source: Motorcycle News

NMDA MEMBER MEETING – TUESDAY 24 MARCH 2020

The NMDA meets every quarter to update and discuss the future direction of policy, plus review issues affecting dealers.

The first meeting of 2020 will be held on Tuesday 24 March at our London office on 201 Great Portland Street. The meeting will begin at 10.30.

For more information and to confirm your attendance, please email Rohima.Alam@rmif.co.uk.

PAUL BARKSHIRE'S BLOG FOR BRITISH DEALER NEWS

Well there are some very welcome green shoots that seem to be appearing. Dealers are certainly a bit more positive that the phones are ringing again albeit nowhere near the levels they would really like, but we have to take what we can, or do we?

Have we got a robust way of communicating with our customers to bring some winter workshop customers in to our businesses given the incredibly mild conditions we are having and the mount of motorcyclists are still riding - we need to grab the opportunity while we can.

Ensuring outbound calls are made by your customer facing staff will pay dividends and can be used in so many positive ways to engage with your customers and keep your staff motivated. Set them some simple targets, discuss and put together a simple script they can follow and don't forget if you are unable to talk to your customers use other methods - texting and Facebook worked for me.

As it still early in the season and I appreciate the weather can turn at any point, plan a meet and greet coffee and snack evening event you will be surprised how successful these mini evening events can be. Ensure you get the buy in from your team, as I have always been pleasantly surprised how the best ideas came from my own team...

Another little trick I used on Saturdays was to buy £5 worth of doughnuts and offer these free with a hot drink, you will be surprised how quickly word spreads with customers and soon becomes really cost effective.

Happy Selling!

HELP YOUR CUSTOMERS BE AWARE

Just a reminder that the Motorcycle Crime Reduction Group (MCRG) - which comprises of insurance companies, police forces and security suppliers and is facilitated by the MCIA - have produced useful posters and leaflets to alert customers to the risks of not protecting their pride and joy when parking.

These posters and leaflets are available to download attached alongside this newsletter to use in your motorcycle showrooms.