

## NATIONAL MOTORCYCLE DEALERS ASSOCIATION NEWSLETTER JUNE 2020



*Yamaha NMAX 125, best-selling scooter in May*

### MOTORCYCLE MARKET

Considering that dealerships remained closed in May, it is remarkable that 5,394 new machines were put on the road in May. That is about half the number of units registered a year ago when motorcycle dealerships were fully open, and customers were not asked to remain at home.

#### **'IT'S COVID SAFE TO RIDE'**

As lockdown rules continue to be gradually relaxed, the Government issued guidance that recommends avoiding public transport, and walking, cycling or driving instead, as alternative means of commuting. Motorcycles were not mentioned, despite their comparative safety, convenience, and regulated features.

Following this omission from the Government the MCIA and NMDA got together with other motorcycle associations to work on developing messages promoting the benefits of using a motorcycle as a safe way of avoiding Covid-19. Philip Youles, as well as George Dennison and Michael Todd, members of the MCIA, were involved in this group and digital images will be produced to communicate this message.

As part of this campaign, NMDA has also produced the strapline **'IT'S COVID SAFE TO RIDE'** which we recommend you use in your email signatures and communications to encourage all customers to consider the safety of motorcycling. We suggest you may want to download this attached PDF to apply to your emails.



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.

Stephen Latham  
Head of NMDA

**Stephen Latham, Head of NMDA**

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## **MOTORCYCLE REGISTRATIONS SHOW SIGNS OF IMPROVEMENT IN MAY**

Considering that motorcycle dealerships remained closed in May and taking into account all the pandemic related challenges, motorcycles and particularly scooter sales have shown clear signs of improvement.

Motorcycle showrooms had to stay closed in May although workshops could remain open to facilitate repair. As a result, it is remarkable that 5,394 new machines were put on the road in May, the latest MCIA figures show. That is about half the number of units registered a year ago when motorcycle dealerships were fully open, and customers were not asked to remain at home.

The decline of -50.4% in motorcycle and scooters sales sounds poor, but considering the challenges faced by the sector and comparing this figure to the decrease in new car registrations, down 89%, there are a number of positive signs. Overall, after ten weeks of pandemic-driven decline, the motorcycle market is down -35.5% at 30,845 registrations year to date, compared with 47,822 this time last year.

Lightweight 50cc and 125cc motorcycles performed better than their heavier counterparts with declines of -23.3% and -26.6% respectively, clearly indicating the new direction of consumer demand. Sales of motorcycles in the heavier power range did not fare as positively as these tend to be purchased as leisure products. Motorcycles above 650cc and 1,000cc were -67.5% and -65.5% below last year's monthly sales.

As expected, Honda and Yamaha sold most bikes with 844 and 692 units sold respectively. In third place, was the budget value brand Lexmoto with 634 sales, Triumph was in fourth place with 365 registrations.

Although dealerships remained closed, the ability of many motorcycle dealers to offer an online sales facility for new and used machines has proved its worth with many customers using the 'click & collect' option to acquire their new form of two-wheeled commuter transport in May.

Offering the opportunity to avoid traffic congestion and save on parking charges, motorcycles will continue to represent a valid alternative to public transport going forward. The motorcycle industry has been promoting the safe use of power two wheelers as a viable option to commute and current rider licence holders, as well as new riders, have responded positively by acquiring lower-powered motorcycles and scooters.

There is optimism that the worst is over and as parts of the UK come out of lockdown, demand for both new and used commuter size motorcycles and scooters is bound to increase.

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## **NMDA DEALER ATTITUDE SURVEY SPRING 2020 RESULTS REVEALED**

NMDA is pleased to see that 2020's Spring Dealer Attitude Survey. The survey attracted a 20% response rate from ten brands, which is slightly higher than Autumn 2019 despite being conducted just as the UK was placed into lockdown. Overall, 77% of respondents were independent dealers with 23% privately owned, and 71% were single-brand dealers with 29% multi-franchised.

The NMDA Spring 2020 Dealer Attitude Survey gives an indication of how dealers view the major issues that are currently affecting them, and how these change over time. It also gives dealers and their manufacturers an idea of the balance of opinion held on a range of views within their networks.



NATIONAL MOTORCYCLE DEALERS ASSOCIATION  
DEALER ATTITUDE SURVEY RESULTS

When asked about the overall value of their franchise, the average score of all respondents was 5.6/10, down from 6.2 in Autumn 2019:

- Ducati, Triumph and Royal Enfield were the top 3 brands on this metric
- The bottom three were Harley Davidson, Piaggio Group and Kawasaki

Dealers were asked about how realistic their target and performance related bonus in terms of achievement, with an average of 3.0/5. Ducati dealers were by far the most receptive to this, with a score of 4.6. In terms of the dealers new motorcycle target negotiating process, Ducati were also top with a score of 4.3 against an average of 2.7.

Dealership partnership with their manufacturers and the ability to do business with them has remained stable, maintaining an average of 3.4:

- Piaggio Group dealers have, for the fourth survey in a row, been the most dissatisfied with their partnership. Their score remained at 2.4.
- Royal Enfield dealers were the most satisfied, with a score of 4.4, with Ducati close behind with 4.3.

In terms of satisfaction of dealer profitability, the average response was 2.5, down from 2.7 in Autumn 2019, with Triumph dealers feeling most satisfied with a response of 4.0. When looking at future profitability, the average score was 2.6, again down from 3.0 in the previous survey. Ducati had the top score on this category with 4.0, with Royal Enfield and Triumph making up the top three.

Another key question was the standards expected of dealers by manufacturers, and how realistic these standards are.

- The average score of standards expected of manufacturers was 2.8, with Ducati and Royal Enfield close in top scores with 4.3 and 4.2 respectively.
- Royal Enfield dealers felt these standards were the most realistic with a response of 3.8. Kawasaki dealers gave the lowest score on this metric of 1.8.

Dealers were also asked about the management of their manufacturers, and whether they take dealers views and opinions into account. Ducati once again topped this category with 4.0, with the average being 2.9. Most dealers were under average on this category, however, with Harley Davidson scoring 1.4 and Kawasaki 2.0 among others.

The twice-yearly NMDA Dealer Attitude Survey is valuable in giving direction on trends and attitudes in the industry. These often move around dependent on the opinion of dealers rating new models, profitability, product supply and relationships with their brand and its policies. This can often change over a few surveys as one issue or another takes precedent.

This is the first time that Royal Enfield have taken part in the survey and their results were the most interesting.

We were also both very pleased and surprised that we had such a good response for dealers considering the survey was carried out at a time that business was on hold due to the pandemic. This was helped by a bigger percentage than normal completing the survey online.

[Please visit this page to download the full PDF of the NMDA Spring 2020 Dealer Attitude Survey](#)

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## 'IT'S COVID SAFE TO RIDE'



← Use the strapline in your email footer and customer communications

'IT'S COVID SAFE TO RIDE' is the campaign developed by NMDA which shows scooters and motorcycles offer a safe method of commuting to isolate from COVID-19, but with advantages over walking, cycling or driving.

**Speed** – typical 125cc motorbikes can reach up to 60mph, which is ideal for longer commutes on A-roads, and much faster than a push-bike.

**Economic to run** – the fuel economy of a motorbike can reach around 90mpg.

**Only 1 day of training needed** – to ride a scooter or motorbike solo on the road, only one day of training is needed once you have a provisional licence. The compulsory basic training (CBT) course, once taken, allows anyone over the age of 17 to ride a motorbike up to 125cc with L plates on the road.

**Ease of parking** – many car parks will have dedicated motorbike parking spaces, which will usually be quieter than the car spaces.

**Environmentally friendly** – as they have smaller engines and complete the journey time faster, motorbikes emit far less CO2 than cars.

**Freedom** – motorbikes have you as close to nature as a push-bike does, and access to all the same areas as cars, but with all of the advantages above.

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## CORONAVIRUS: TRIUMPH MOTORCYCLES TO CUT 400 JOBS - BBC News

**1 June 2020 - The largest British motorcycle manufacturer is to cut 400 jobs due to the Covid-19 pandemic.**

Triumph Motorcycles, based in Hinckley, Leicestershire, which employs 2,500 people worldwide, said 240 of those redundancies would be in the UK. It said sales in some countries have fallen up to 65% in the last three months.



Chief Executive Nick Bloor said the crisis has caused "significant damage" to the global motorcycle market.

The company said sales in the 500cc plus motorcycle segment in France, Italy, Germany, USA and UK have fallen between 40% and 65% during the peak season.

[...]

Source: [BBC News](#)

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## **MOTORCYCLE LIVE SHOW CANCELLED FOR 2020**

The 2020 Motorcycle Live show will not go ahead this year as a result of the ongoing COVID-19 crisis.

The event, which takes place annually in November, is considered one of the centrepieces for the motorcycle show circuit with a number of world premieres and motorsport announcements traditionally taking place.

However, 'concern for public safety and well-being of industry colleagues' has led to this year's event being postponed until 2021.

Read more at: [Visor Down](#)

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## **CAN I RIDE MY MOTORCYCLE DURING THE CORONAVIRUS PANDEMIC? - Bennetts**

Read the full story at: [Bennetts.co.uk](#)

Please continue to follow Government guidance to ensure you stay within the law as you take your bike out again.

### **What do I need to know where riding is allowed?**

Where people are allowed to travel anywhere to relax, there's no obvious not to ride your motorbike, though we'd urge ALL riders to consider these important points:

- The pandemic is NOT over – the lives of our families and friends are still in the balance
- Maintain social distancing of two metres at all times
- Check your bike over carefully when it's been unused for a while
- If you put your bike on SORN, be sure to update it with the DVLA
- If you didn't renew your bike insurance policy during lock down, do it now
- Do you have an MoT? The six month extension only applies to bikes that were due an MoT AFTER 30 March.
- Do NOT ride in groups – the government states that we must not meet more than one other person from outside our household, and we must maintain social distancing
- Try to avoid rush hour if possible

- The government has clarified that ‘people may drive [riding a motorcycle comes under this term] to outdoor open spaces irrespective of distance so long as they respect social distancing guidance while they are there’ but it’s important that we don’t see large groups of motorcyclists congregating at single spots
- You are an ambassador for motorcycling – ride with care and consideration
- Be respectful of all other road users
- Do not ride across the Scottish and Welsh borders unless necessary until those countries change their rules

Read the full story at: [Bennetts.co.uk](https://www.bennetts.co.uk)

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## THIS IS WHY THESE 15 MOTORCYCLES CHANGED THE GAME

Source: *HotCars*, read the full story [here](#)

15. 1975 Honda Goldwing

14. Royal Enfield Bullet

13. Honda CBR 600F

12. Kawasaki Z1

11. Original Ducati Monster

10. 1969 Triumph Bonneville

9. Honda Africa Twin

8. Suzuki Hayabusa

7. 1940 Indian Chief

6. 2015 Kawasaki H2

5. Britten V1000

4. Harley-Davidson V Rod

**3. Vincent Black Shadow**





## 2. 1960 BMW R60



## 1. Honda Super Cub



Source: HotCars, read the full story [here](#)

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## WHAT YOU GET FOR YOUR MEMBERSHIP FEE

- **Legal services** – Free legal advice from in-house lawyers
- **HR & Employment advise** – 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 Advise** – 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
- **Bi-annual 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](mailto:ed.buckley@rmif.co.uk).

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**NMDA MEMBER CALL – WEDNESDAY 24 JUNE 2020**

The next NMDA conference call will take place on Wednesday 24 June at 11am.

Please dial **08444 737630** and use the PIN **201 157** to join the call.