

NATIONAL MOTORCYCLE DEALERS ASSOCIATION NEWSLETTER FEBRUARY 2020



Royal Enfield Interceptor 650 – the best-selling naked of January

JANUARY SEES GOOD GROWTH OF MOTORCYCLE REGISTRATIONS

With motorcycle registrations improving by 2.8% on the previous January, the start of the new year is heading in the right direction. A total of 6,146 new motorcycles were registered throughout January 2020, an increase from 5,976 in January 2019.

NMDA MEMBER MEETING REMINDER – TUESDAY 24 MARCH 2020

The NMDA meets every quarter to update and discuss the future direction of policy, plus review issues affecting dealers, and the first meeting of 2020 is on 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.

Stephen Latham
Head of NMDA

JANUARY SEES GOOD GROWTH OF MOTORCYCLE REGISTRATIONS

Much of the growth came from the higher powered 651-1000cc and over 1000cc sectors, with increases of 22.1% and 15.4% respectively. This is not unusual for a January when bikers of the higher powered prestigious and performance machines want a registration in the new year and not in the tail-end of 2019, thus ensuring that the second-hand residual value is maximised when the bike is next part-exchanged.

In style terms, the naked motorcycle sector showed impressive volume growth with an increase of 22.8% to 1,791 units, no doubt assisted with the introduction of new models such as the Royal Enfield Interceptor 650. Although much lower in volume terms, strong growth of 35.1% was seen from the supersport sector.

The Honda PCX 125 saw the highest number of registrations in January with 216, followed by the BMW R 1250 GS with 98, and the Royal Enfield Interceptor 650 in third with 72 sold.

There were also changes in brand positioning, with Lexmoto up to third position, and Royal Enfield entering the top-ten brands in tenth. However, Honda remained at the top with 1,280 registrations, while Italian make Ducati and Piaggio has fallen from January's top-ten list with less than 148 registrations in the month.

While dealers are optimistic that improved political stability will increase customer footfall, they are still concerned about future price increases that could affect them due to economic changes. Nevertheless, we look forward to seeing the direction the market goes in the February results.

A NOTE FROM OUR CHAIRMAN PAUL BARKSHIRE

It is with a heavy heart that I write my last blog as chairman of the NMDA, as I have accepted a new challenge outside of the industry.

Having been involved in the motorcycle business for over 30 years I have faced almost every challenge you could imagine, and I have met some amazing people - it has been an honour and a real privilege.

My last message is simple - be prepared for change. Dealers and manufacturers need to work closer together to understand each other's needs. Manufacturers must stop trying to force the market, which in turn is forcing dealers to a race to the bottom on prices to ensure the demands of the manufacturers targets are met. This can only damage the market and potentially the future of our industry, as it will make dealers' businesses unsustainable. Investing in people and premises is expensive, and the unrealistic franchise standards is pushing several well-known dealers to extinction.

Remember - you are business partners and only through a real understanding of each other's businesses and the pressures you all have can there be a future. At this time, like no other, you REALLY do need each other.

I wish you all every success for the future. As a keen motorcyclist, I obviously will never be far away from the industry that has given me the best years of my life. To the people who supported me on my incredible and unique journey, I salute you and thank you all from the bottom of my heart.

Best regards,

Paul Barkshire

LOOKALIKE FAKE HELMETS HAVE NEVER BEEN MORE DANGEROUS



Counterfeit goods are nothing new but the problem is now worse than ever. Not only are the copies looking better, making it harder to distinguish a fake at first glance, but online retailing makes it easier for scammers to get their products out there.

In fact we posted the above picture online and out of thousands who responded, 25% thought the genuine was the fake! Gary McKay, an MCN reader, recently bought a new lid and was horrified to discover that things were not what they seemed.

"I've had a few AGVs before and was looking at a new helmet over Christmas," Gary told MCN. "I searched about a bit and then an advert came up on social media. They were listing the AGV Pista GP R for 90% off. I couldn't believe my eyes – I don't have lots of spare cash so it was nice to see what I thought was a bargain."

Gary looked at photos online and everything looked legit, so he ordered it and it turned up a little while later. He first realised something was up when it arrived wrapped in bubble wrap without a box. He looked inside and key features were missing, as well as kitemarks and ECE labels.

"My heart just sank," said Gary. "At this point I realised it was a fake. This is the first helmet I've bought online and I won't be doing it again. I'm lucky because I'm experienced enough to spot this was counterfeit but a young person who's new to biking might not be so fortunate and could get hurt."

To find out just how bad the problem is, we compared the helmet to the genuine article and showed them to AGV Brand Manager Stuart Millington.

"This is easily one of the worst helmets I have seen," said Millington. "In a proper helmet, the EPS is one piece and formed inside the shell but in this one it's in two parts. There's no EPS at the cheeks. I've never seen anything like it – if you crashed it would provide almost no projection. This could easily kill someone.

"AGV does all it can to prevent counterfeit products reaching the market but for every listing that we get removed, another appears. We recommend only buying from your local dealer but if you prefer online, look for a proper address. AGV helmets are only available online when the retailer has a proper shop, so if there's no address, look elsewhere."

Source: [Motorcycle News – click to see the full article](#)

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.

STEPHEN LATHAM FEATURED IN BRITISH DEALER NEWS PRINT EDITION FEBRUARY 2020

Fall in December sales 'not unexpected', says NMDA

ADDRESSING THE 2.9% drop in December registrations, the National Motorcycle Dealers Association said some shortfall had been expected in "a month of economic uncertainty over Brexit and a General Election – the first December poll in 100 years".

The association, which represents UK dealers, said the fall reflected the low volume of business transacted but only equated to 147 motorcycles fewer than in December 2018.

"Ironically, 2019 saw a resurgence in the entry-level sub-50cc moped market, with growth of 18.5% in December and 19.9% for the year," wrote NMDA chief Stephen Latham (pictured right). "Throughout 2019 most other power sectors have declined with the exception of machines with engines 126-650cc that grew 9.5% in December and 12.2% for the year.

"December is always a low-volume month as the weather closes

in, so it was not surprising to see all brands record low registration, with Honda leading the pack, registering 767 new bikes, followed by BMW, which shifted 515 machines, and in third place Yamaha, taxing 461 units.

"Most dealers have commented on how challenging 2019 has been but – unlike the car market – at least motorcycle sales/registrations moved up, albeit modestly, from 105,816 units in 2018 up to 107,408 last year a growth of 1.5%. Many dealers have reported more competitive customer dealing that has reduced their retained profitability.

"Overall, 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."



NMDA DEALER ATTITUDE SURVEY SPRING 2020 – ADVANCED NOTICE

We are issuing advanced notice that the NMDA Dealer Attitude Survey questionnaire will be sent out in the coming months. This is your chance to pass comment on the industry and current issues that affects you. All entries are handled confidentially to ensure the sentiment is averaged across the country to get a balanced picture of what really is affecting your business. For more information please contact Jordi Skilbeck – jordi.skilbeck@rmif.co.uk

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.