

NATIONAL MOTORCYCLE DEALERS ASSOCIATION NEWSLETTER JULY 2020



Honda PCX 125 was the best seller in June

MOTORCYCLE MARKET

The Government's message to not use public transport, supported by our industry's efforts to promote motorcycles, is clearly benefitting the market as sales of bikes saw a 14.8% rise in June compared with the same period last year. There is cautious optimism in the sector for the coming months.

MOT

Earlier this month, the Department for Transport (DfT) announced the MOT extension currently in place will be stopped for vehicles, including motorcycles, whose MOT is due on or after 1 August 2020.

'IT'S COVID SAFE TO RIDE'

As lockdown measures gradually ease and the Government recommends avoiding public transport, NMDA continues to promote that 'IT'S COVID SAFE TO RIDE'.

As part of this campaign, we have produced the below 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 (*download the attached PDF to apply it to your emails*).



NMDA is your trade body and 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 on the NMDA helpline 01788 538303.

Stephen Latham
Head of NMDA

Stephen Latham, Head of NMDA

MOTORCYCLE MARKET BOUNCES BACK WITH 14.8% GROWTH IN JUNE

The Government's message to not use public transport is clearly benefitting scooters and motorcycles sales as the market saw a 14.8% rise in June compared with the same period last year, according to the latest MCIA figures.

Motorcycle sales grew by 14.8% to a total of 13,361 units registered in June. Except for the heavier machines in the 'touring and naked' sectors, all other variants showed increases in registrations.

Scooter sales rose by over 46%, an increase of 835 units from last year, showing that these machines are becoming more popular among commuters as a valid alternative to train, underground or bus.

The rise in popularity for scooters follows the campaign NMDA and MCIA have been running over the past weeks to spread the message 'unlock your freedom' advising that it is 'COVID-safe to ride'.

As expected, all lower powered machines up to 650cc experienced an increase while the larger powered motorcycles showed modest declines. The 651-1000cc segment was down -9.3% and motorcycles over 1000cc declined marginally -1.6%.

The biggest selling model in June was the Honda PCX125 with 445 registrations. Overall, Honda outsold all other brands with 1,992 bikes put on the road, followed by Yamaha with 1,295 registrations and, not too far behind, Triumph with 1,282 new machines hitting the tarmac.

Overall, scooter and motorcycle retailers are optimistic that they are in a good position to benefit from the gradual return to work as lockdown measures continue to ease. However, businesses remain cautious as they are aware more challenging times may lie ahead.

GREEN NUMBER PLATES

Earlier this year, Government consulted on the introduction of green number plates to identify zero emission vehicles.

It has now been announced that these plates will be introduced from the Autumn, with the actual date subject to available parliamentary time to amend legislation.

The plates are not mandatory, so riders can choose whether or not to have one and can be fitted to new or existing PTWs. They can, however, only be fitted to zero-emission vehicles.

An example of a car plate is shown above, the green area goes where a country marker is currently found.

Country identities (e.g. a GB plate) can still be used on the green background.

Front plate:



Rear plate:



'IT'S COVID SAFE TO RIDE'



← Use the strapline in your email footer and customer communications

NMDA continues to promote the **'IT'S COVID SAFE TO RIDE'** campaign to show scooters and motorcycles offer a safe way to avoid public transport, 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 free motorbike parking spaces, which will usually be quieter than the car spaces.

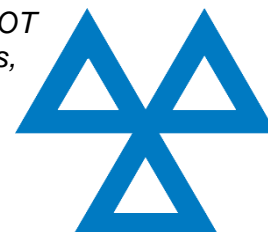
Environmentally friendly – as they have smaller engines and complete the journey time faster, motorbikes emit far less CO2 than cars.

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.

MOT EXTENSION FOR LIGHT VAN ENDS

The Department for Transport has recently announced the six-month MOT extension currently in place will be stopped for vehicles, including motorcycles, cars and light vans, whose MOT is due on or after 1 August 2020.

The MOT certificate will not be extended if a vehicle's MOT expires on or after 1 August 2020. In this case, motorists "must book an MOT as usual". Motorists are reminded that they can take their MOT test up to a month (minus a day) prior to the date due without losing their current expiry date



The six-month extension remains in place for cars, vans or motorcycles whose MOT expiry date is between 30 March 2020 and 31 July 2020.

BIKE CRIMINALS BUSTED BY POLICE CRACKDOWN

Motorcycle News, 2 July 2020

A police taskforce targeting bike thieves and antisocial riders has reported huge success. The unit was set up to combat a spike in bike theft as lockdown measures eased.

Officers were also determined to clamp down on activity where a bike or moped was used to commit a crime after a surge in reports of teenage thieves targeting bikes left on driveways and in car parks across Northumbria. There were also reports that armed offenders were resorting to violence to take bikes by force.



Summonses have now been issued to offenders and 14 bikes have been seized, two of which are suspected to have been stolen.

"The officers who have been working hard on this for the past six weeks have been phenomenal," said Neighbourhood Inspector Phil Baker.

"They have listened to the concerns of residents, identified where disorderly motorcycle riding has been taking place and then they have targeted those areas accordingly.

"It is community policing at its best and has yielded some fantastic results. A number of individuals riding the motorcycles have been summonsed to court and residents across South Shields are satisfied with our activity."

The special project is part of Operation Benelli, a team of experienced and specialist officers who review every incident where a bike has been used as part of a crime and try to spot patterns of behaviour.

Victims are also spoken to in a bid to build up an intelligence picture of those involved in the crimes. Antisocial riding is a blight on communities and can make the lives of those who have to put up with it a misery as well as being a real danger to people looking to use open spaces, parks and pavements legitimately.

Stolen bikes often go on to be used in further crimes and tracking down antisocial riders has led officers to discover drugs, weapons, money and other stolen property.

Sergeant Fran Joyce, who oversees Operation Benelli, added: "We continue to monitor those patterns of behaviour. A lot of this is teenagers riding at speed on their bikes and causing a nuisance but often these same individuals are involved in serious criminality.

"We won't tolerate theft or violence in our communities and if we suspect individuals are involved in criminality we seize their motorcycles and they could end up before the courts."

[Source: Motorcycle News](#)

TOP TEN MOST EXPENSIVE PRODUCTION MOTORCYCLES OF 2020

Visor Down, 3 July 2020

10. Kawasaki Ninja H2 Carbon - £28,500
9. Ariel Ace Iron Horse £29,900
8. MV Agusta Rush 1000 - £31,000 (TBC)
7. Brough Superior SS100 - £35,000
6. Energica Ego 45 Limited Edition – £56,000
5. Virus Alyen 988 - £80,000
4. Ducati Panigale V4 Superleggera - £86,000
3. Combat Motors P-51 Combat Fighter - £88,000
2. Arch KRGT-1 - £90,000
1. Combat Motors Wraith - £125,000



[Source: Visor Down](#)

OVER 90% CONVERSION IN BCA'S ONLINE MOTORBIKE AUCTION

22 June 2020

From a compact entry of 100 motorbikes on Thursday 11th June, over 90% of the bikes sold, with 420 buyers competing strongly online throughout the sale. The event generated an average sale price in excess of £5,800, achieving nearly 100% of guide prices.

The sale featured a great selection of road and sports bikes from a range of manufacturers, including a number of desirable low mileage, high performance examples.

Strong sellers on the day included a 2018 Ducati 959 Panigale in red and white that realised £11,300 and a 19-plate BMW Motorrad R1250 that also sold for £11,300.



The entire sale was staged online, with buyers logging in safely via BCA Online or the BCA Buyer app to compete for stock.

BCA COO Stuart Pearson commented “With BCA staging the only regular programme of motorbike, scooter, moped and ATV auctions anywhere in the UK, this event attracted a large audience of buyers. Bidding was strong and confident throughout, with our customers competing for motorbike stock safely and remotely via BCA Online or the BCA Buyer app, from wherever they may be located.”

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 CALL – WEDNESDAY 16 SEPTEMBER 2020

Next NMDA conference call - Wednesday 16 September 2020

All members are welcome to dial-in. Please dial **08444 737630** and use the PIN **201 157** to join the call.