

NATIONAL MOTORCYCLE DEALERS ASSOCIATION NEWSLETTER JULY 2019



Honda, leading manufacturer in June

- **MOTORCYCLE MARKET**

Motorcycle registrations declined -11% in June for the second consecutive month this year.

A total of 11,643 machines were put on UK roads last month – 1,446 less registrations than the same period last year.

- **NMDA MEMBER MEETING – THURSDAY 26 SEPTEMBER 2019**

The NMDA meets every quarter to update and discuss the future direction of policy, plus review issues affecting dealers. To attend the next meeting, please email louise.woods@rmif.co.uk

A reminder that the NFDA 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 NFDA helpline 01788 538303.

JUNE MOTORCYCLE REGISTRATIONS CONTINUE DOWNWARD TREND

Motorcycle registrations declined -11% in June for the second consecutive month this year.

A total of 11,643 machines were put on UK roads last month – 1,446 less registrations than the same period last year.

Most power sectors saw sales decline, with the only exceptions in the 50cc moped market which continued its upward trend for 2019 with sales up 1.7% in June, and sales of the popular trail/enduro bikes up 15.8%.

Registrations in the 0-50cc sector also increased 10% and in the 126-650cc sector, sales saw a minimal increase of just 1.0%. All other power ranges declined between -11.7% and -19.5% in June.

Honda was the leading seller registering 2,129 bikes, followed by Triumph in second place with 1,324 registrations and BMW in third place with 1,154 bikes registered. The month saw Yamaha drop down to fourth position with just 1,119 registrations.

Although motorcycle dealers are still getting plenty of footfall in their showrooms, there is still hesitation from customers who are putting off larger purchases until uncertainty around Brexit and other political concerns have been clarified.

A NOTE FROM OUR CHAIRMAN PAUL BARKSHIRE

It is discouraging when dealers are selling bikes for very little in order to meet their sales targets and trigger potential manufacturer bonuses. Clearly this is not a profitable way to run a business, just take stock of the impact a potential part exchange is going to have on your ability to trade profitably.

After speaking to a few dealers, it was interesting to see the levels of profitability dealers expected to see varied enormously, and whatever the figure, it seemed acceptable and when pushed for an idea on how this could be improved, sadly ideas were lacking.

The moral of this month's blog is simple. If you really want to race to the bottom on price because that is how you have always done it and have always sold purely on price, then sadly you are letting yourself and your business down. This said, the future could potentially turn very bleak indeed for our industry, and yes manufacturers you do have a part to play!

Just take a moment and think of one idea within your business that could increase your profitability, set a goal for your business and involve everyone on the customer frontline with brainstorming some ideas. It just might surprise you where that business changing moment comes from!

Happy Selling!

NEW VIDEOS TO HELP LEARNER DRIVERS IMPROVE MOTORCYCLIST AWARENESS

Thought-provoking new videos are being launched to encourage learner drivers to be more aware of motorcyclists.

The Driver and Vehicle Standards Agency (DVSA) has made the realistic computer-generated (CGI) videos to encourage learner drivers to be more aware of motorcyclists. They've been made with the help of road safety campaigner and keen biker Ria Brisland.

The videos will become part of DVSA's official learning materials and education products. They will help to improve the safety of motorcyclists, by encouraging learner drivers to be more aware of them when driving.

Why the clips are being introduced

In 2017, motorcyclists accounted for 19% of all deaths of Great Britain's roads, despite only making up around 1% of all road traffic.

During the year, 2,656 motorcyclists were involved in accidents resulting from a driver or rider failing to look properly. This was 17% of all accidents involving motorcycles.

19% of road deaths were motorcyclists in 2017

It's vital that all drivers know how to spot motorcyclists and other vulnerable road users and take appropriate action. This is particularly important for learners, which is why the clips are being made part of the learning materials.

The new videos show how easily motorcyclists can be missed by road users, resulting in tragic consequences.

Videos will be seen by millions of learner drivers

Michael Ellis, Road Safety Minister, said:

"Britain's roads are among the safest in the world, but still far too many vulnerable people are involved in fatal and serious injury collisions each year.

After reading Ria's story and her concerns for fellow bikers, I was determined to help her and I am delighted that these clips will now be seen by millions of learners, helping improve road safety."

Mark Winn, DVSA's Chief Driving Examiner, said:

"DVSA's priority is to help everyone through a lifetime of safe driving.

These important new clips, created with Ria, will aid driver and rider training and protect vulnerable motorcyclists. We'll be using them in our educational products and on social media to help drivers keep a lookout for motorcyclists."

Looking out for vulnerable road users when driving

The Highway Code section on road users requiring extra care explains what all road users should do to look out for vulnerable road users.

It includes:

- always looking for motorcyclists before you emerge from a junction

- when turning right across a line of slow-moving or stationary traffic, looking out for motorcyclists on the inside of the traffic you are crossing
- checking mirrors and blind spots carefully

The THINK! website has more advice for all road users and more information about motorcycle safety.

Watch an example video here: <https://bit.ly/2xTvm2F>

MOT INSPECTION MANUAL FOR MOTORCYCLES: CHANGES FROM 20 JUNE 2019

The MOT inspection manuals for motorcycles (class 1 and 2) was updated when changes to the MOT were introduced on 20 May 2018.

The Driver and Vehicle Standards Agency (DVSA) has monitored how the new test is working. Following feedback from MOT testers, DVSA is making changes to the MOT inspection manual from Thursday 20 June 2019.

The sections that will change are:

- section 1: brakes
- section 4: lamps, reflectors and electrical equipment
- section 5: wheels, tyres and suspension

For the full updated manual, please click here: <https://bit.ly/2M2lzzB>

PORTABLE APPLIANCE TESTING (PAT)

Bust the myths on the inspection and testing of portable appliance equipment...

Portable appliance testing (PAT) is the term used to describe the examination of electrical appliances and equipment to ensure they are safe to use.

There are many common myths about PAT - use our website's [Frequently Asked Questions](#) to find the key facts about the inspection and testing of portable electrical equipment.

You can also download a copy of our leaflet [Maintaining portable electric equipment in low-risk environments](#), which explains the simple and sensible precautions that need to be taken to prevent danger from portable or movable electrical equipment in low-risk environments.

NMDA MEMBER MEETING – THURSDAY 26 SEPTEMBER 2019

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

The next meeting will be held on Thursday 26 September at our London office on 201 Great Portland Street. The meeting will begin at 10.30 followed by lunch at 1pm.

For more information and or to confirm your attendance, please email louise.woods@rmif.co.uk
