

NATIONAL MOTORCYCLE DEALERS ASSOCIATION NEWSLETTER DECEMBER 2019



MOTORCYCLE MARKET

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NMDA MEMBER MEETING – WEDNESDAY 18 DECEMBER 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 Rohima.Alam@rmif.co.uk.

NMDA DEALER ATTITUDE SURVEY

This year's Autumn 2019 Dealer Attitude Survey shows that overall dealers are fairly satisfied with the business relationship they have with their manufacturer, however there is still scope with certain manufacturers to develop their relationships with their dealer networks as some still fall well below average in certain areas of the survey. Please see full comments below and results attached to this month's news.

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, on behalf of everyone here at the NMDA, we would like to wish you all a very Merry Christmas and a Happy New Year. We look forward to working with you all in 2020!

Stephen Latham
Head of NMDA

NOVEMBER SEES SLOWDOWN OF MOTORCYCLE REGISTRATIONS

With poor weather and being out-of-season for motorcycling, the sales this November equated to only 5.9% of the 102,413 motorcycles registered year-to-date in 2019.

6,004 new motorcycles were registered in November, seeing a reduction of -2.4% or 147 less units than the same period last year in what is typically a quiet month for the industry.

Growth was seen in registrations of low powered scooters and motorcycles, with 456 new vehicles showing a 5.8% change on last year. However, the pure motorcycle registrations reduced by -2.8%, continuing the slowdown of the leisure market.

Brand trends continued unchanged, with Honda again topping sales with 1,396 units sold, followed by Yamaha with 667, with budget brand Lexmoto in third with 506.

The highest selling individual unit in November was the Yamaha NMAX 125, seeing 203 registrations, with the Honda CB 125 F following with 132 units.

Overall, year-to-date sales are up 1.7% on the previous year, with 102,413 registrations in 2019 compared to 100,674 in 2018.

Motorcycle dealers are hoping this positive position will continue in December and through into the next year, in what could prove to be a very challenging year.

A NOTE FROM OUR CHAIRMAN PAUL BARKSHIRE

As we approach that time of year again, it is vital that we do all we can go keep our staff motivated and remain engaged in all opportunities. It is important that customers are aware of all your latest offers (some dealers I know do this really well), and text is probably the quickest, cheapest and most efficient way to keep in touch with those lapsed customers.

I have discussed with a few dealers about doing a pre-Christmas event and making the most of free tools such as social media to promote these and get people into your dealerships. Again, text and email works for your existing databases and it is not hard to make your own customers feel special by offering a little incentive for them attending and bringing a friend.

Pay extra attention to the products you are looking to sell on the night such as ex-demo models and those used motorcycles that have been keeping watch all summer. Revisit your websites and make sure they are they fit for purpose, inviting, east to navigate and that special offers are defined and clear.

Research tells us that our customers will spend anything up to 12 hours researching online before they purchase a motorcycle....FACTS that cannot be ignored!

Merry Christmas!

NMDA DEALER ATTITUDE SURVEY AUTUMN 2019 RESULTS REVEALED

The NMDA is encouraged to see that this year's Autumn 2019 Dealer Attitude Survey received a response rate of 18% made up of nine brands. Participants in this survey were made up of 82% of independently owned franchise dealers, and 16% privately owned groups. 52% were single brand dealer's whist the remainder of 48% were multi-franchised.

The survey, published earlier this month shows that the all dealer average when asked about the overall value of the franchise remained static at 6.2 since the last survey in Spring 2019

- Kawasaki, Triumph and Ducati were recorded as the top 3 franchises
- The least valued franchises by respondents were Piaggio Group, Yamaha and Honda

When asked about their ability to do business with their manufacturer on a day-to-day basis, the score average increased by 0.2 points since the last survey

- The partnership dealers have with their manufacturer scored an all dealer average of 3.4
- Piaggio Group dealers were the most dissatisfied for a third survey in a row with the partnership they have with their manufacturer, having reported a score of 2.4 since the last survey (where they scored 2.1) and fall to 9th position in the ratings chart
- Kawasaki and Suzuki were the top scoring dealers with a score of 4.3 and 3.9

Dealer profit and future profitability both increased in this survey from Spring 2019

- When rating the profit return by representing their franchise, the all dealer average went up by 0.1 points from 2.6 to 2.7
- Ducati, Triumph and Kawasaki were recorded as the top 3 franchises
- When asked about the future profitability of their business, the all dealer average went up by 0.1 points from 2.9 to 3.0
- Again, Ducati, Triumph and Kawasaki were all jointly recorded as the top 3 franchises

This year's survey shows that overall dealers are fairly satisfied with the business relationship they have with their manufacturer. The two manufacturers who saw their scores across all questions improve were Kawasaki and Ducati. Both saw a significant increase and stood out as the main manufacturers making positive progress in the eyes of their dealers.

Dealers are on average most satisfied with the image of the brands they represent and products they sell. This suggests that dealers are brand patriotic and confident in how the consumer views their manufacturer. Particularly, dealers were satisfied with the costs and quality of manufacturer training, dealer standards and retail sales and promotions.

With the declines in scores for certain key questions, there is still scope with certain manufacturers to develop their relationships with their dealer networks as some still fall well below average in certain areas of the survey.

- ***Please find a PDF of the NMDA Autumn 2019 Dealer Attitude Survey Results attached to this email.***
- ***In this year's survey, we have included off-road and ATV franchises of some Japanese brands***
- ***Due to differing levels of participation from motorcycle dealers taking part in the NMDA survey, we have decided to eliminate the restriction of a minimum 15% brand participation from this survey and all future surveys.***

- ***Overall the survey has been well supported by most brands and manufacturers therefore we believe it would be unfair to restrict the input from some dealers who participate in the survey, even if in small numbers.***

MOTORCYCLE & SCOOTER THEFT

While theft of power-2-wheelers has decreased over the last three years it still represents a distressing proportion of vehicle thefts and particularly in London where 63% of all scooters are stolen and to a lesser degree 20% of all motorcycle in the UK are taken.

So far up to October 2019 just under 20,000 machines have been stolen in the UK, by the end of this year the thefts are predicted to be around 24,000, the current police recorded recovery rate is 49%. Last year 2018 27,000 machines were taken, that being circa 12,000 scooters and 15,000 motorcycles stolen.

One of the actions that seems to have been a modest intervention to slowing the thefts of power-2-wheelers was the introduction of the MCIA Master Scheme run by DataTag. So far out of 314,000 machines protected by this programme only 1% have been stolen leaving the criminals targeting the older motorcycles.

The 'Motorcycle Crime Reduction Group' (MCRG) facilitated by the MCIA and made up of interested parties such as manufacturers, dealers, insurance companies and the police have put together a leaflet and poster that can be used by motorcycle shops to promote the sale and usage of security devices to better protect riders from becoming theft victims.

The attached pdfs can be downloaded and printed for use by NMDA dealers and workshops.

MOT ANNUAL TRAINING WORKBOOK FOR CLASS 1 & 2



All MOT testers must complete at least three hours of MOT training and pass an assessment between 1 April and 31 March each year to keep their tester status.

The RMI offers 2 annual training packages for class 1 & 2 testers to help them complete their training.

Annual training workbooks are a popular, cost-effective option as they allow you to train in your own time. There is a form to sign within the book to record your training and keep on file. RMI annual training workbooks can be posted out to testers to complete at their own pace. Books contain all the information needed to undertake the required training, a logbook and declaration form to document work completed, and login details to access the online assessment. The workbook contains clearly

labelled diagrams and images to help support the theory, as well as a checklist to help track the candidate's progress.

The courses are held over three days and include the practical assessment.

To find out more or to book a package please call 0845 305 4230.

NMDA MEMBER MEETING – WEDNESDAY 18 DECEMBER 2019

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

The final meeting of 2019 will be held next week on Wednesday 18 December at our London office on 201 Great Portland Street. The meeting will begin at 10.30.

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