

NMDA Newsletter July 2021



Yamaha NMAX 125, the highest registering new motorcycle in July (781 units)

Dear NMDA member,

With dealerships back open and trade returning to a degree of normality, PTW sales have seen a sharp increase year-on-year. Early figures are indicating that 2021 will be a buoyant year for dealers and the industry. With order banks continuing to grow, the main issue to consider will be manufacturer supply. With all major brands largely being in the same situation, this may seem like a favourable situation for dealers to hold on to margins.

Guidance & Contact

As your trade body, the NMDA continues to work hard to support you and your businesses. Please do get in touch with us - If you have any legal, employment or questions concerning business advice please contact our helpline on 01788 538303 or email me directly. NMDA has engaged with Motorcycle News (MCN) in a way that could help promote member businesses to the public. Please refer to page 6 and take action today!.

We are your trade body, 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.

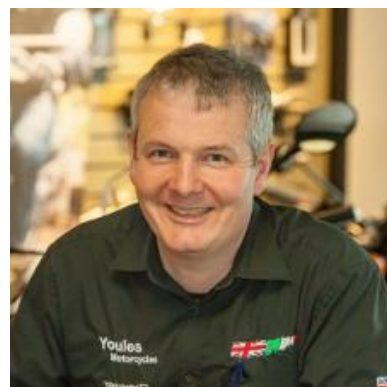
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Your Monthly Note from PHILIP YOULES, NMDA Chairman

Since I last wrote, freedom day came and went. I resisted the temptation to join my two teenage children at the local night club and have thrown my mask in the bin. I've quite simply had enough. If I haven't had the virus already, I must have been exposed to it? Seeing as we have two showrooms in the most Covid-19 ridden regions of the country!



I've made it quite clear to our customers that it is their choice whether or not they wear a mask in our showrooms. I am certainly not going to enforce the wearing of them. I was getting a bit fed up of wearing them myself, in the weeks leading up to their removal. I do not like being told what to do at the best of times, I still like being a bit of a rebel. I always have done. This is why I left school with no qualifications and ended up in the motorcycle industry! But the rebellious non-conforming side has served me well. I have avoided a criminal record and other than a few speeding fines I've never been in any major trouble. After many years of ducking and diving, I feel I have managed to carve quite a nice living out of our fine industry.

When I left school, I tried like mad to get a job as an apprentice motorcycle mechanic. It was the only thing that ignited my brain. Whilst other kids were reading Janet and John, I was reading Haynes. After much searching for an opening, there just were not any. So straight off the school bus, I set up a small business breaking bikes. THAT was an apprenticeship! Working hard from day one, led me to where we are now. However, it does make me think about how young and naive I was back then. I was a quick learner if something interested me... and all the better if it paid for a few beers with a packet of pork scratchings.

As it was back then, our industry is currently in crisis. We simply do not have enough young people coming into the trade. I often speak to people in the industry that complain and moan that they can't find technicians or after sales advisors. They seem to expect to place an advert and immediately have a queue of people knocking on their door, wanting to work on the latest Honsukiyamtri machines that they are purveyors of.

I have also spoken to those that have grasped that the youngsters are the way forward. There are some exceptionally bright teenagers out there that just need a chance and a bit of encouragement. They will be the super stars of the future. When I look at my own teams, I have some key people that started out with me as apprentices. I suppose you could say that it may not be immediately that you see a return on your investment in an apprentice. But mark my words, with the right person and

the right coaching, you will likely have an important, valuable and productive member of your business. At Youles, we very quickly train our apprentices on some of the easy jobs and once they are competent, they very quickly become a real asset.

My own struggles and successes with apprenticeships is exactly why I am so enthused by the creation of the Motorcycle "Trailblazer", the modern name for apprenticeships. NMDA last looked at this back in 2019 and it now needs reviewing.

I'm going to challenge you as a reader and NMDA member, not to be apathetical and join in with the updating of the Trailblazer. I promise you that this won't take all your life up, it is a small amount of commitment mainly online, with the first (twice yearly) virtual meeting on Wednesday 11 August (for details, please email rohima.alam@rmif.co.uk). But if you can't do this then please try to employ an apprentice.

Motorcycle registrations continue upward trend

Power Two Wheelers (PTWs) have shown a positive year-on-year increase of 11.2% (14,863 units) in June. However, the most significant numbers come when comparing to June 2019, where sales were up 28% (11,643 units) , at which time dealers were not working under any covid-19 related restrictions.

Once again, sales of Electric Powered Two-Wheeled Vehicles (EPTWs) continued their upward trend in June with an increase of 153% (633 units), both overachieving year on year and adding to the 2,619 registrations year to date for 2021. This increasingly important mode of transport is helping to raise the profile of the PTW industry, as government and consumers look to sustainable, carbon neutral forms of mobility. A reminder of EVA (Electric Vehicle Approved), the accreditation scheme developed by NFDA to certify retailers' excellence in the electric vehicle sector. The scheme has been endorsed by the Government's Office for Zero Emission Vehicles (OZEV) and the Energy Saving Trust (EST).

In June, larger engine scooters (51-125cc) were dominated by the Yamaha NMAX 125 with 781 registered units, more than doubling the numbers for any other single model, from any category. Naked bikes continue to lead the motorcycle sector with 3,101 registrations in June. Adventure bikes closed the gap with a 40.7% increase year on year to 2,999 units. 251 of these registrations came from BMW with their R1250 GS Adventure model.

Honda was the brand leader in June with 2,661 units registered, followed by Yamaha (1,901 units) and BMW (1,464 units) completing the top three spots.

With the PTW finally being recognised by Government as a viable option for mobility, the main issue to consider now remains manufacturer supply. With all major brands largely being in the same situation, managing customer expectations becomes paramount.

The NMDA continues to encourage members to join our quarterly NMDA meetings to share experiences of all the support that NMDA membership can offer, and to get behind the #DestinationDealer campaign. This initiative is to help dealers reconnect with their customers and remind them that motorcycle and scooter showrooms are not just a place to transact, they are also a place to chat, have a coffee, look at the new products and meet up with like-minded people.

NMDA comments on Transport Decarbonisation Plan

It is encouraging to see that the Government is supporting the use of Powered Two wheelers and L category vehicles within their decarbonisation plan, as these were not part of the plans previously.

The plan provides further details on how it aims to 'decarbonise all modes of domestic transport by 2050' and recognises the motorcycle sector as a clean and efficient mode of transport.

Zero emission motorcycles and other powered two wheelers are an efficient and clean form of mobility that can reduce congestion, improve air quality and reduce noise, especially in urban areas where PTWs are perceived as a preferred option for first and last mile deliveries.

We welcome the Government's commitment to take forward measures to remove these emissions, including consulting on a date to end the sale of new non-zero emission motorbikes, and ensuring they support the development of new industrial opportunities for the UK.

The NMDA will continue to engage with Government, and we will respond to all relevant consultations over the coming months.

NMDA - MOT class 1 & 2 motorcycles training



The RMI Academy of Automotive Skills will be opening a new training facility in Lincoln, broadening the reach of its high-quality automotive training, including MOT class 1 and 2 motorcycle training.

The NMDA is a federated association of The Retail Motor Industry (RMI).

The new site joins three existing locations in Southam, Runcorn and Winchester, and is the first of a number of additional academies planned as part of the trade body's wider strategy to provide training for garages on a more local basis. A wide array of MOT and technical courses will be available when the site opens in July.

The opening of the fourth training academy is part of the RMI mission to provide affordable, high-quality training for the automotive sector, including the motorcycle industry.

The expansion of the RMI training facilities in the UK is positive news and will be of benefit to NMDA members and all of those in the region that require Class 1 & 2 motorcycle MOT training."

Call 01788 538 399 to enquire or book a course, or visit [RMItrainingAcademy.co.uk](https://www.RMItrainingAcademy.co.uk) for course details.



The UK's largest MOT training provider

The RMI Academy of Automotive Skills provides all the training you need to run your MOT station effectively. We deliver high quality, cost effective training across the country at prices that cannot be beaten. All sites are COVID-Secure and strict social distancing and hygiene measures are in place.

- MOT Tester Training Class 4 & 7
- MOT Tester Training Class 5
- Motorcycle Tester Training
- MOT Centre Management
- Vehicle Technician Accredited Assessment
- Refrigerant Handling (F-Gas)
- MOT Annual Training
- ADAS Training
- Hybrid/Electric Training
- Technical Training



BOOK A COURSE with our friendly team on **01788 538 399**
or find out more at RMItrainingAcademy.co.uk

NMDA Members given access to MCN readership through promoting their dealership

Since showrooms have re-opened and various restrictions throughout the UK continue to be lifted, we know that you have been welcoming back existing customers and building relationships with new.

To help support our members through this exciting time, we have agreed with MCN to promote your business in conjunction with their ride5000 campaign.

To be featured across MCN platforms and highlight , please complete the attached form ASAP and return by email to Patrick.oconnell@rmif.co.uk

Please note, MCN will require a nice photo (or photos!) to accompany the features, please send one along with the completed form.

| |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name of your dealership: (If you have multiple sites, please complete a different form for each) |
| |
| Membership Number: |
| Brands offered: Please include main PTW brands and accessories if applicable |
| |
| Location: Town/County/Postcode for Sat Nav |
| |
| Facilities available: E.G. Sales New/Used, service, accessories, coffee shop etc. |
| |
| Unique MCN focussed offer: Be creative! Can you offer a warranty work check/health check/post-test rider training/special product promos etc. e.g 10% off weekend on gloves? Free branded bandana? |
| |
| Test ride process: (pre-book or turn up and ride) |
| |
| Short description of dealership and culture: Meet the team/owner etc. |
| |
| A Local route for ride 5000: taking in points of interest, good roads to ride, great views/burger vans SEE BELOW FOR HELP WITH ROUTE PLANNING* |
| |

***Route planning** – you may have paid for apps or be able to create in google maps but I found this handy website that can do it for you if you don't use any of that: <https://www.routeyou.com>
 Put your dealership in as a start point, choose "motorcycle route" and "round trip". It will map one out for you if you choose from the drop down "Routing" then "Motor – nicest" you can then zoom in and click & drag the green circles to change the route if you wish, change distance etc. and make it bespoke. Maybe even call it a name relevant to your dealership?? "[insert business name]'s scenic knee-down" or "Powering through the Pennines"??

The benefits of NMDA member dealers: The National Motorcycle Dealers Association (NMDA) represent PTW retailers in the UK. NMDA members are provided with a platform to network extensively, engage with industry best practice guidance and have their collective voice heard, in governmental policy making. Among the many benefits, members are given access to Conciliation and Arbitration services and a legal helpline, always there to ensure that they are continuously treating customers and staff fairly. NMDA members always have the rider's interests at the core of their business. Check with your local dealer, to make sure they are a member of the NMDA.

MCN support #DestinationDealer - "PROMOTE YOUR BUSINESS"



The National Motorcycle Dealers Association (NMDA), alongside its sister organisation's NFDA Engage initiative, is encouraging dealers to use their social media platforms to reconnect with past customers and encourage new ones to ride out for #DestinationDealer. As we approach the long-awaited reopening of motorcycle dealerships on 12 April in England, dealers will once again be able to welcome customers back into their showrooms.

While restrictions are being eased, the Government are still urging people to stay local. Naturally, motorcycle Covid-safe premises are the ideal place for riders to go. Please note that customers should consume food and beverages outdoors, with social distancing measures being respected.

The NMDA's #DestinationDealer campaign will be supported by MCN and their "Ride5000 Miles" busy Facebook/print group. If you have something going on in your dealership, be that the best coffee, the best bacon butty or a specific sales campaign, let us know. MCN have asked NMDA members to share this information along with a local route for riders to reach their "Ride5000 miles" goal. **Send your information in to Patrick.OConnell@RMIF.co.uk** and we will ensure other readers consider you as their next #DestinationDealer.



Flexible Furlough

RMI members will have noted the recent changes in furlough and the amount that can be claimed towards employees' wages.

According to Government information 11.6 million jobs have been supported since the scheme began. The priority now is not only to support jobs but to incentivise employers to bring back staff as the economy returns to normal. The Government has produced the table below to summarise the changes

| | July | August | September |
|---------------------------------------------------------------------------------------------------|----------------------------|----------------------------|----------------------------|
| Government contribution: wages for hours not worked | 70% up to £2,187.50 | 60% up to £1,875 | 60% up to £1,875 |
| Employer contribution: employer National Insurance contributions and pension contributions | Yes | Yes | Yes |
| Employer contribution wages for hours not worked | 10% up to £312.50 | 20% up to £625 | 20% up to £625 |
| For hours not worked employee receives | 80% up to £2,500 per month | 80% up to £2,500 per month | 80% up to £2,500 per month |

You can continue to choose to top up your employees' wages above the 80% total and £2,500 cap for the hours not worked at your own expense.

Further guidance can be found at: <https://www.gov.uk/government/publications/changes-to-the-coronavirus-job-retention-scheme/changes-to-the-coronavirus-job-retention-scheme>

The scheme will end 30 September 2021.

In Conclusion

Whilst the current variant of Coronavirus has already amended the plans out of lockdown, the Government is not currently expecting any further changes. However, it is important to note that the situation remains fluid.

The information in this note is based on updated information released by the Government as at 02 July 2021.

Motor Industry Legal Services Limited

It's Covid safe to ride



We continue to support dealers with the 'Safe to Ride' campaign promoting the use of motorcycles as an ideal alternative to public transport. Powered Two Wheelers (PTWs) are not only a great way to keep 'COVID safe', they offer the public much more:

- **Safe to ride:** social distancing and 'face coverings' are always required
- **Affordable ownership with very low running costs**
- **Quicker journey times:** avoid traffic jams (in some cities and towns PTWs are permitted to use bus lanes. Riders should check with their local authority).
- **Parking made easy and often free**
- **Low emissions combined with incredible fuel economy**
- **Freedom and fun**

Motorcycles represent the best option for those who want to avoid public transport and with just a single day of Compulsory Basic Training needed, the transition to Power Two Wheelers is very easy. With just a single day of CBT Training, anyone from the age of 16 (with at least a provisional license) can be out and riding at least a 50cc/4kw moped.

Unfortunately, due to the current restrictions, at the moment CBT is suspended. NMDA continues to liaise with the relevant Government departments to ensure training can resume as soon as possible.

Click [NMDA Safe to Ride images.zip](#) for further graphics which you can use to support the campaign

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.

