

NMDA Newsletter January 2021



Lexmoto ENIGMA ZS 125 T-48he highest registering model in December

Welcome from Paddy O'Connell

Dear NMDA member,

2020 has undeniably been the most challenging trading year in almost every sector of the world economy. Motorcycle retailers have endured a torrid time, but you have shown extreme resilience, innovation and a sense of community that many other sectors could learn from. The year's registration figures for 2020 are testament to all of you.

My message at the beginning of this New Year would be to thank Philip Youles for his Chairmanship of the NMDA, to thank Stephen Latham, my predecessor for his advice and guidance and to thank all of our NMDA members for welcoming me into the fold!

Guidance & Contact

At your NMDA, we will continue to support you and your businesses in the future. Please remember that we appreciate and rely on your attendance and contributions to our regular meetings and communications. The more voices we hear, the further we can go to support you. If you have any legal, employment or questions concerning business advice please contact our helpline on 01788 538303 or email me directly.

I am always available if you need me and very much looking forward to meeting as many of you, in person, as I can when all the restrictions are lifted.

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.

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A MESSAGE FROM PHILIP YOULES, NMDA CHAIRMAN

I hope that everyone is well and refreshed after the Christmas break. The start of 2021 like all years, begins with anticipation of what lies ahead. Will it be a good year? Will sales be brisk? Will we sell more than last year? These are just the industry questions, each of us will also have our own new year resolutions: stopping smoking, cutting back on the booze, doing more exercise etc etc.



Well, I think that there is one thing that we can all do in our industry this year to ensure that 2021 is the best year ever. My suggestion is that in 2021 we just all try to be kind to each other. A little care, a little humility, a please a thank you here and there... that's all. In essence, let's get back to the basics of retail.

We already know that if we treat our customers well and show them some kindness, they will return. We all do that, of course we do, but we can always try harder to do better. Our industry is one where working from home isn't really an option, certainly at the retail end. Like most people that I speak to, we have had to furlough some staff and juggle things around to find the balance overhead to keep the whole operation ticking over. As the restrictions lift, there will be some members of your team that need that arm around them to get them back up to speed and maybe encouragement to feel like they really belong with you.

Be kind to them as well.

STAGGERING GROWTH IN DECEMBER CLOSES POSITIVE YEAR FOR MOTORCYCLE DEALERS

Just for a moment, transport yourself back to the confusion and disarray of the first lockdown in March. If you had asked whether dealers would be happy with registrations declining by -2.6% for the year, there would have been much scoffing and speak of 'wishful thinking', but that is exactly where we ended the year: dealers' performance exceeded all expectations.

Despite the multiple challenges that faced businesses in 2020, the motorcycle market ended 2020 with a marginal -2.6% decline from the previous year, according to the latest MCIA's figures.. A total of 104,612 units were registered, just 2,796 less than in 2019. Even with the additional restrictions and changes in regulations, motorcycle sales saw a 'staggering' 58.1% growth in December.

Throughout the whole of 2020, motorcycle dealers have shown resilience and flexibility to meet the Government's closure of foot traffic to their sites. With the lockdowns, tier changes, restricted business practices and all the other obstacles that PTW dealers took into the end of 2020, a 58.1% growth in December is simply staggering.

As consumers continued to choose two wheels to stay 'Covid safe' in their commuting, many last-mile delivery businesses required additional scooters and mopeds to meet the rising demand. All of this led to a 10.5% rise in scooter registrations for the year and only a 6.7% drop for motorcycles.

Continually strong performance through the year for adventure sport (-9.9%), sport/tour (-9.5%) and naked bike (-7.9%) segments, indicated that both new and old riders alike were still engaged and wanting to get onto new PTWs. BMW once again showed great traction with the R 1250 GS Adventure and the touring RT.

With no travel, less opportunity to eat/drink out, hardly any live sports or music to watch, one of the biggest winners were the Trail/Enduro bikes (-0.6%). With the KTM 300 EXC outselling the competition in this segment for December, it is encouraging to see that this side of the hobby and leisure market remained strong at the end of the year.

Total registrations for electric motorcycles increased by 51.2% compared to 2019. A final surge in December (+1111.9%) showed that consumers are starting to adopt ePTWs as the technology improves and more models become available*.

***If you are interested in obtaining your Electric Vehicle Approved (EVA) motorcycle dealer accreditation, please email eva@rmif.co.uk**

Month and Year to Date Comparisons for New Registrations by Style

MOPEDS	Dec 2020	Dec 2019	% Change	Dec 2020 YTD	Dec 2019 YTD	% Change
SCOOTER	604	321	88.2%	5,331	4,909	8.6%
OTHER	162	74	118.9%	1,795	1,307	37.3%
TOTAL MOPEDS	766	395	93.9%	7,126	6,216	14.6%

MOTORCYCLES	Dec 2020	Dec 2019	% Change	Dec 2020 YTD	Dec 2019 YTD	% Change
ADVENTURE SPORT	1,079	785	37.5%	17,047	18,914	-9.9%
CUSTOM	502	286	75.5%	7,187	7,535	-4.6%
NAKED	2,164	1,427	51.6%	31,794	34,505	-7.9%
SCOOTER	1,916	1,058	81.1%	22,232	20,175	10.2%
SPORT/TOUR	68	146	-53.4%	2,320	2,564	-9.5%
SUPERSPORT	654	385	69.9%	7,746	8,094	-4.3%
TOURING	84	85	-1.2%	1,614	2,151	-25.0%
TRAIL/ENDURO	567	400	41.8%	6,443	6,480	-0.6%
UNSPECIFIED	8	1	700.0%	156	54	188.9%
TOTAL MOTORCYCLES	7,042	4,573	54.0%	96,539	100,472	-3.9%

TRICYCLES	Dec 2020	Dec 2019	% Change	Dec 2020 YTD	Dec 2019 YTD	% Change
SCOOTER	56	11	409.1%	530	349	51.9%
OTHER	34	16	112.5%	417	371	12.4%
TOTAL TRICYCLES	90	27	233.3%	947	720	31.5%

SUMMARY	Dec 2020	Dec 2019	% Change	Dec 2020 YTD	Dec 2019 YTD	% Change
Total Mopeds, Motorcycles & Tricycles (excluding Scooters)	5,322	3,605	47.6%	76,519	81,975	-6.7%
Total Scooters	2,576	1,390	85.3%	28,093	25,433	10.5%
TOTAL REGISTRATIONS	7,898	4,995	58.1%	104,612	107,408	-2.6%

Image source: [MCIA](#)

FOLLOW LATEST LOCKDOWN REGULATIONS AND CONTACT US – NMDA IS HERE FOR YOU!

Throughout 2020, motorcycle dealers showed spectacular resilience, keeping the bulk of their businesses open for servicing, 'click & collect' and deliveries to customers. We know our sector is understandably weary after many months of setbacks but with the vaccines now being rolled out across the UK, there is daylight at the end of the tunnel.



With the 2021 lockdown passed into law on 6 January, the NMDA has been sharing updates with members to remind them of the restrictions they face around their everyday business.

The NMDA helpline is just one of the many member benefits. Giving access to legal, employment and general business advice, there are also a number of papers offering guidance, including information on what business support and grants may be available during the current lockdown.

The regulations may be confusing and you may be missing out on some of the resources currently available to support businesses, both from NMDA as well as from the Government.

If you are unsure of what is and is not permissible in this latest lockdown and what support measures are currently available to you, please contact us by calling our member helpline on 01788 538303 or emailing patrick.oconnell@rmif.co.uk.

FINANCIAL SUPPORT FOR BUSINESSES FOLLOWING NEW LOCKDOWN

Chancellor of the Exchequer Rishi Sunak has confirmed that businesses will be able to access one-off “top-up” grants worth up to £9,000 per property, to support businesses through to the Spring. Money has also been made available to Local Authorities and Devolved Governments to deliver business support across the UK.

The one-off top-ups will be granted to closed businesses as follows:

- £4,000 for businesses with a rateable value of £15,000 or under
- £6,000 for businesses with a rateable value between £15,000 and £51,000
- £9,000 for businesses with a rateable value of over £51,000

Grants are awarded on a per-property basis. Businesses should apply to their Local Authorities to access these grants.

Government Grants for Businesses

[Coronavirus Job Retention Scheme](#) (UK-wide)

The Coronavirus Job Retention Scheme has been extended until 30 April 2021. You can claim 80% of an employee’s usual salary for hours not worked, up to a maximum of £2,500 per month.

[Local Restriction Support Grants \(for closed businesses\)](#) (England)

Funding of up to £1,500 (based on rateable value) for each 14-day period of closure.

[Strategic Framework Business Fund](#) (Scotland)

Grants of up to £3,000 (based on rateable value) to be paid every 4 weeks in arrears as long as restrictions last.

[ERF Restrictions Business Fund](#) (Wales)

Hospitality and non-essential retail businesses with a rateable value of between £12,001 and £150,000 may be eligible for a £5,000 payment if impacted by restrictions.

[Coronavirus: Localised Restrictions Support Scheme](#) (Northern Ireland)

Payments of up to £1,600 (based on Net Annual Valuation) for each week that restrictions apply for.

UK-wide Government Loan Schemes

[Coronavirus Business Interruption Loan Scheme](#)

[Bounce Back Loan Scheme](#)

Business Support Websites

- [Business Support](#) (England)

- [Find Business Support Scotland](#)
- [Business Wales](#)
- [Northern Ireland Business Info](#)

CORONAVIRUS: UPDATED DVSA MOT CENTRE AND TESTER GUIDANCE

DVSA has updated the guidance for MOT managers and testers on providing MOT tests during coronavirus (COVID-19).



Rules on opening

You can continue to provide MOT tests in all parts of Great Britain.

MOT extensions

Vehicle owners were given a 6-month extension to their MOT if it was due between 30 March 2020 and 31 July 2020. People must book an MOT as normal if their MOT is due from 1 August 2020.

If someone becomes unwell in your MOT centre

If anyone has [coronavirus symptoms](#), they should be sent home and advised to follow the [stay at home guidance](#). Refuse to carry out a test if the customer has symptoms and should be in self-isolation.

Before the MOT test: Reception staff should wear single-use gloves to handle keys.

Viewing and waiting areas

If you can follow social distancing rules, you can allow customers to view the MOT test or wait in reception. You can limit or close these areas if you want to.

During the MOT test:

Using single-use gloves

Use a new pair of single-use gloves for every test. You should change them after each test. This includes the tester and any assistant.

Motorcycles (class 1 and 2 vehicles)

Follow social distancing rules wherever possible when carrying out motorcycle tests. However, this will not be possible for some parts of the test.

You must use an assistant for all parts of the test that need one. However, you should:

- minimise the time you spend near each other
- carry out the test to the right quality

At the end of the MOT test: Dispose of single-use gloves in a suitable container and wash your hands.

MOT certificates

Do not print MOT certificates unless the customer needs it for a specific reason. Tell customers they can download and print the certificate when they get home and [check their MOT history](#).

Taking payments

Avoid handling cash. Use mobile or contactless card payments where possible.

[View the full guidance online](#)

MILS UPDATE



Coronavirus: English Lockdown

With the announcement of a lockdown in England from 06 January the English Government has produced clear guidance on the current lockdown which can be found at: <https://www.gov.uk/guidance/national-lockdown-stay-at-home>

What is the current position in England? You must not leave, or be outside of your home except where necessary.

What is reasonably necessary? There are over 24 separate 'reasonable excuses' for a person to leave their home. The most relevant for our purposes are :

- to buy goods or obtain services from any business or service allowed to remain open;
- to collect food, drink or other goods which have been ordered from a business, or to access goods or services which are provided in any way permitted;
- for the purposes of work or to provide voluntary or charitable services, where it is not reasonably possible to work, or to provide those services, from home.

What businesses are entitled to remain open?

As with tier 1, 2 and 3, a number of businesses are entitled to remain open, these include

- food retailers, including food markets, supermarkets, convenience stores and corner shops,
- petrol stations,
- vehicle repair and MOT services,
- bicycle shops,
- taxi or vehicle hire businesses,
- car parks,
- automatic car washes,
- mobility and disability support shops.

Customers can continue to travel to obtain goods and services from these businesses.

In addition to the above, all businesses offering goods and services can continue only where it is necessary to make deliveries or otherwise providing services in response to orders received:

- i) through a website, or otherwise by on-line communication,
- ii) by telephone, including orders by text message, or
- iii) by post;

Can customers travel to collect vehicles ordered online or over the phone?

Unlike other parts of the United Kingdom, in England goods do not have to be 'essential' for customers to leave their homes. Where businesses are entitled to remain open customers can travel to them.

This same reasonable excuse *is not* extended to those businesses in the second category that are only able to offer goods and services through a website, or otherwise by on-line communication, by telephone, including orders by text message, or by post. These businesses are entitled to deliver these goods or to allow them to be collected, provided they have been pre-ordered and the purchaser does not enter "inside the premises" to do so.

Whilst it is a little unclear, it is and remains our opinion that customers in England can travel to collect cars under Click and Collect. Whilst customers cannot expressly travel to collect goods as a reasonable excuse, they can collect goods provided they do not enter inside the premises to do so and as such it would be very difficult for enforcement to prevent customers from utilising Click and Collect.

What counts as entering 'inside premises'?

This is not clear, and members will have to decide what risk to take. If you wish to minimise the risk completely then vehicles should be delivered or collected away from business premises, including any outdoor areas.

The concept of 'premises' is not defined within the Regulations. Given that the risk of infection increases in enclosed spaces the requirement not to enter *inside* the premises is highly suggestive of an enclosed space with walls and a ceiling. It is unlikely that an open space or a roofed but open area (i.e. no walls) will be deemed as 'inside'.

It is our opinion that the risk of collection is minimal provided all customers have committed to purchasing the vehicles through a website, or otherwise by on-line communication, by telephone, including orders by text message, or by post prior to attending and the only action being undertaken is the handover of the same.

This risk can be reduced further if other Covid secure measures are taken and a clear and detailed risk assessment is followed and maintained.

Are there any businesses that *must* close?

Yes.

- showrooms and other premises, including outdoor areas, used for the sale or hire of caravans, boats or any vehicle which can be propelled by mechanical means;
- car washes (except for automatic car washes);
- auction houses (except for auctions of livestock or agricultural equipment);

Conclusion

It is important to note that the legal situation is still in flux. Members need to consider what risks they wish to take. Whilst these Regulations have minimal effect on petrol stations, car repairs and MOT services, they do have significant effect on customers' ability to travel and restrict car showrooms, forecourts and auction houses.

The Regulations continue to allow any business to provide goods and services at a distance. However, where businesses wish to offer vehicles at a distance, it is vital that they fully understand the implications of distance sales and fully comply with their legal requirements, including clearly written terms and conditions regarding any cooling off periods as appropriate.

Motor Industry Legal Services Limited

Motor Industry Legal Services Limited provides fully comprehensive legal advice and representation to UK motor retailers for one annual fee. It is the only law firm in the UK which specialises in motor law and motor trade law. MILS currently advises over 1,000 individual businesses within the sector as well as the Retail Motor Industry Federation (RMI) and its members.

AUTOMOTIVE CHARITY LAUNCHES BREAKOUT FOR BEN - Road To £1 Million

Automotive charity Ben encourages the whole automotive industry to get involved in new virtual challenge to address £1m fundraising shortfall.

Automotive charity, Ben, has announced the launch of its new active virtual challenge for the whole industry, called [Breakout for Ben - road to £1 million](#).

This new challenge follows on from Ben's rallying cry last year asking industry leaders for urgent support, following a 50% increase in service demand against a £1m income shortfall. An incredible £530,000 has been pledged so far by automotive industry companies to help address Ben's fundraising shortfall, however there is still some way to go to ensure Ben can be there for everyone who needs support.



Therefore, Breakout for Ben is the latest challenge to launch as part of the [Do It 4 Ben](#) fundraising programme, to help ensure no-one in automotive faces life's toughest challenges alone. Originally an annual fundraising challenge for Ben by TrustFord, Breakout for Ben has now been opened up so the whole automotive industry can get involved and show their support, even during lockdown.

This year, Breakout for Ben will run from 5th - 14th February with socially-distanced teams of up to 10 covering 1,722 miles by exercising in their own way to fundraise for Ben. The event will see teams embark on a virtual journey visiting motor circuits across the UK, starting at Pembrey Circuit in north Wales and taking in all four home nations, before ending at Silverstone. Using an app, teams can track their progress together meaning they don't need to be physically together with other team members during the challenge.

Breakout for Ben promises some healthy competition between automotive companies, as well as being a positive way to kickstart the New Year by focusing on health and fitness. There will be prizes awarded for the winners of various categories, including 'Furthest in the first 24 hours' and 'Most raised'. Participants can choose to walk, run, cycle or exercise in any way they choose to progress along the route.

To find out more and sign up, visit: <http://ben.org.uk/BreakoutForBen>

All funds raised through Breakout for Ben will support automotive industry people to look after their mental health, physical health and wellbeing. It means Ben will be there to help in a crisis or if someone needs help with stress, anxiety, depression, money worries, or anything else.

NMDA 'HANDS-ON' GUIDES AVAILABLE

NMDA has recently launched a new series of 'hands-on' guides to provide motorcycle dealers with user-friendly, easy to digest guidance aimed at supporting you with the day-to-day operational issues facing your business.

The operational guides cover some of the key areas which have been of particular concern to members:

- **Distance selling**
- **Distance selling: contract terms and conditions**
- **GDPR**
- **GDPR: marketing and consent**

The guides are broken down into the following sections:

- What the issue is
- What businesses need to do



- What happens if businesses do not follow the guidance
- Summary and conclusions
- Helpful terms
- Links to additional guidance available online

[Visit our website to download the NMDA Hands-on Guide on Distance Selling](#)

Whilst the guides are designed for the easy access of dealers, NMDA offers additional, detailed guidance and case studies through a dedicated member area on the website as well as regular, member bulletins. NMDA members have access to our free legal helpline, as well as a number of industry experts they can contact whenever they require further assistance or information.

‘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/manufacture 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 MEETING

The next NMDA member meeting will take place in February 2021, further details will follow. All members are welcome to attend. Please call Lena on 020 7307 1409 or email lena.patel@rmif.co.uk to confirm your attendance.