

NMDA Newsletter December 2020



Keeway Superlight - the highest registering model in the Custom category in November

NMDA DEALER ATTITUDE SURVEY

We have recently published the results of the latest NMDA Autumn 2020 Dealer Attitude Survey. This edition of the survey received the highest ever response rate demonstrating that more and more dealers see the DAS as a key channel to provide feedback on the business relationship with their manufacturers. Please see further details in the news.

MOTORCYCLE MARKET

November's registration figures confirmed a fantastic year-on-year performance as the motorcycle market was only marginally down from last year despite the lockdown, -0.4%. These results pay testament to the resilience and flexibility of motorcycle dealers.

'HANDS-ON' GUIDES

We have published additional NMDA 'hands-on' guides on distance selling terms and conditions, GDPR and marketing consent. Through the guides, we aim to provide you with user-friendly, easy-to-digest guidance to support you with day-to-day operational issues. Please find more information below.

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.

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RECORD RESPONSE RATE TO NMDA DEALER ATTITUDE SURVEY SHOWS MOTORCYCLE DEALERS' SATISFACTION

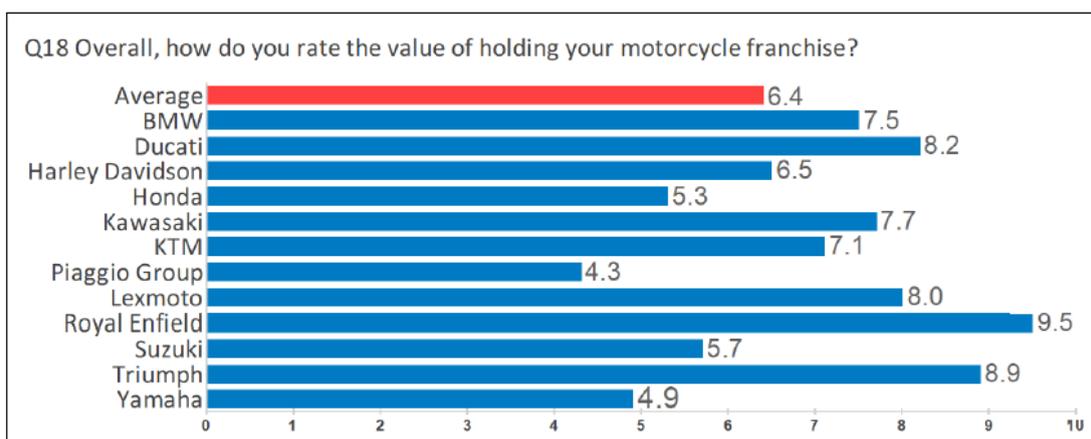
The latest NMDA Autumn 2020 Dealer Attitude Survey was published on Monday 23 November 2020.

The NMDA Autumn 2020 Dealer Attitude Survey has received the highest ever response rate (31%) demonstrating that a growing number of dealers see the survey as an important and useful channel to provide feedback on the business relationship with their manufacturers.

The results of the DAS indicate how dealers view the issues that are currently affecting their relationship with respective manufacturers, and how these change over time.

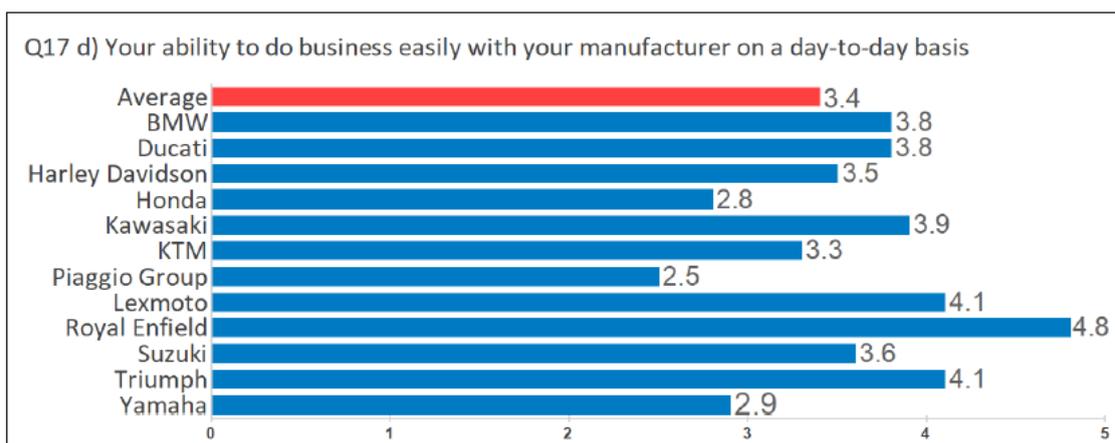
Findings showed that the all dealer average when asked about the **'overall value of the franchise'**, grew significantly from 5.6 points out of 10 in spring 2020 to 6.4 now.

- Royal Enfield (9.5), Triumph (8.9) and Ducati (8.2) were the top three franchises
- The franchises with the lowest ratings were Honda (5.3), Yamaha (4.9) and Piaggio Group (4.3)



When we asked dealers about their **'ability to do business with manufacturers on a day-to-day basis'**, the average score remained static at 3.4 out of 5 points.

- Piaggio Group dealers were the most dissatisfied for the fifth time in a row, with an average score of 2.5, a slight 0.1 improvement from the previous edition of the survey
- Royal Enfield (4.8), Triumph and Lexmoto (both at 4.1) were the top scoring brands



Two key aspects analysed in the survey, **profit** and **future profitability**, both saw an increase in terms of dealer satisfaction.

- When rating the profit return by representing their franchise, dealers gave an average score of 2.9, an increase of 0.2 from the spring survey
- The average score for dealers' satisfaction with future profitability rose significantly from 2.6 to 3.0

The findings of the survey show a general increase in dealers' satisfaction levels, supported by the inclusion in the survey of a number of brands which have not previously participated. Overall, dealers are fairly satisfied with the business relationship they have with their manufacturers. In particular, dealers' satisfaction levels with the overall value of their franchise saw a significant average increase from six months ago.

Positively, a key business aspect, especially during these times, such as businesses' future profitability, saw an increase in score showing dealers' resilience and optimism. Most respondents showed high levels of satisfaction also with other elements such as the image, price and value of their brand, as well as manufacturers' warranty policy.

We thank our members for their continued support and we hope manufacturers will find the results useful to identify and address any issues affecting the relationship with their dealer network.

BIKE DEALERS OVERTAKE LOCKDOWN 2.0 WITH STRONG PERFORMANCE

November's motorcycle sales figures confirmed a fantastic year on year performance, during a challenging trading period, with dealers embracing the use of click and collect to meet consumer demand through the second lockdown.

Powered Two Wheels (PTW) registrations were only marginally down compared to November 2019, -0.4%, a real figure of just 22 units according to MCIA's latest registration figures. Year to date, the motorcycle market is just 5.6% down from 2019.

The scooter market remains strong, up 3.0% year to date, despite some dealers reporting a lack of stock availability from manufacturers. In November, sales driven by new riders using motorcycles for first and last mile delivery services were hampered by the fact that Compulsory Basic Training could not be undertaken during the lockdown.

Sales increases in custom (up 49.4% in November), supersport (up 18%) and trail/endure (up 23.2%) indicate that many are still turning to PTWs for their leisure time as travel and expenditure on many other hobbies are severely restricted.

Honda retained the top spot with the gap between themselves and Lexmoto narrowing. The wallet-friendly Keeway superlight was the outstanding winner in November with 176 units registered.

The growth in the electric motorcycles segment of the market does not seem to slow down: up 15.3% compared to November 2019 with an overall 45.7% increase year to date. Continuing to support the transition to electric vehicles, NFDA's Government-backed Electric Vehicle Approved (EVA) scheme reopened in October. EVA has recently received the first applications from motorcycle dealers, showing motorcycle dealers' growing expertise in the EV sector*.

November's strong results pay testament to the resilience and flexibility of motorcycle dealers. Our members' performance shone through and we will continue to work closely with you to offer assistance and support.

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

A MESSAGE FROM PHILIP YOULES, NMDA CHAIRMAN

“I am thankful to be a motorcycle dealer, there is no better industry to be in”.

Here we go again! As I write this, we are just out of the second lockdown. Closing the economy down can never be a good thing but I suppose if it had to happen, it was probably the best time for our industry. Having said that, the full might of the NFDA and NMDA was employed to lobby the government, trying to keep car, LCV, truck and motorcycle dealerships open. In my opinion, there was absolutely no reason that we all needed to shut. In the main, we all operate from spacious premises, take sensible precautions and have actively established Covid secure environments. Unfortunately, on this occasion, the lobbying was unsuccessful, as it was for the majority of other industries. But as the old adage goes: “better to try and fail than not try at all”.



The effort however, was not wasted. If (God forbid), we are forced into another lockdown next year, we have made our point and contacts have been established and we might just seek out an exemption next time around.

The motor trade is hugely important to the UK economy. The motorcycle industry alone employs approximately 81,500 people. These jobs are important in normal times, but during the pandemic, our sector has also provided Covid-Safe transport for key workers and the booming last mile delivery services.

The decision to stop the provision of CBTs is not one that we agree with. Jobs depend on riders having a current CBT, where training is taken outside, with a crash helmet on your head! What could be more COVID secure than that? On a positive note, should we be in this position again, we (NMDA) have cultivated a considerable amount of support to re-apply pressure.

MILS provided a comprehensive lockdown update which made for uncomfortable reading. To summarise: workshops can stay open; you can offer ‘Click and Collect’ but not in the showroom and offering a demo is a no-no. It appears locally to me, that other businesses in a similar industry are doing whatever they like.

My business is essential to me and also directly and indirectly, feeds a lot of mouths. Furlough helps but can be likened to a drug that we need to get off asap. By that, I mean the country, not just the motorcycle trade.

We are aware that some businesses are doing what they can to survive and we certainly don’t advocate breaking the law. But when all the various Covid loans don’t get repaid, we know who will end up being the ones paying for it.

Looking around though, I am thankful to be a motorcycle dealer, there is no better industry to be in, particularly at the minute. You wouldn’t want a hotel, a pub or even a strip club. You would be losing you a fortune. The motorcycle industry is so complicated that the large corporations have always struggled to roll it out in any scale. The complexities of retailing a mechanical product that is wrapped in huge amounts of emotion make a strange and alien business model. In fact, I can’t think of a more complex business. Maybe that’s what makes it so interesting.

At the NMDA we are compiling some ‘Hands-On Guides’ for members to help understand parts of the business, from the operational level. We welcome any feedback from our members on areas like this, so that we can better help motorcycle dealers. On a personal note, I am continuing my campaign to allow Motorcycles to use bus lanes in by writing a letter to all the committee members and councillors of Transport for Greater Manchester (TFGM). The current lockdown will likely slow this down but that will not stop me pushing the matter.

Above all don’t catch COVID, keep safe, ride safe and make the best of what’s left of twenty-twenty.

NMDA 'HANDS-ON' GUIDES: DISTANCE SELLING & GDPR

NMDA has 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.



After analysing daily legal enquiry reports, NMDA has launched a new series of operational guides covering 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

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.

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

DVLA opening hours: Christmas and New Year 2020

Please find below the opening times for DVLA's contact centre over Christmas and the New Year. You will be able to use DVLA's **online services** throughout the Christmas and New Year period.

Date	Contact centre opening times
Monday 21 December	8am to 8pm
Tuesday 22 December	8am to 8pm
Wednesday 23 December	8am to 8pm
Christmas Eve 24 December	closed
Christmas Day 25 December	closed
Boxing Day 26 December	closed
Sunday 27 December	closed

Date	Contact centre opening times
Monday 28 December	closed
Tuesday 29 December	10am to 4pm
Wednesday 30 December	10am to 4pm
New Year's Eve 31 December	10am to 4pm
New Year's Day 1 January 2021	closed
Saturday 2 January	8am to 4pm
Sunday 3 January	closed
Monday 4 January	8am to 8pm

GREEN NUMBER PLATES LAUNCHED

From Tuesday 8 December, green number plates may be legally fitted on Zero Emission Vehicles throughout UK. Green number plates are non-mandatory and aim to increase awareness of cleaner vehicles. Please find below an information brief from the DVLA on the introduction of Green Number Plates for Zero Emission Vehicles.

This note summarises the requirements and approach to rollout, for the introduction of green number plates (GNP) for zero emission vehicles.

GNP provide a UK-wide awareness raising mechanism which will enable people to spot and differentiate vehicles based on their environmental impact. **Green number plates are set to be available from 8 December 2020**, following government [laying an amendment](#) to legislation governing number plate design. This follows the [public consultation and government response](#) earlier in 2020.

Eligibility

Only vehicles with **zero tailpipe emissions** (e.g. fully battery electric, or hydrogen fuel cell) will have the option of displaying the plates. Hybrids and plug-in hybrids (including range extenders) are not eligible. This applies to all vehicle types including motorcycles.

Design

The regulations will prescribe the dimensions and specifications for displaying a green background on the left-hand side of a registration plate on eligible zero emission vehicles. The green background must be no less than **40mm in width**, and no more than **50mm in width**. It must be **retro-reflective** and be matching or of an equivalent green to the **Pantone 7481c** colour reference.

Front plate



Rear plate



Motorcycle plate with GNP GB flag



The green background **can be combined with any permitted flags and national / regional identifiers** already permitted by the regulations.

Accessing the plates

GNP are **non-mandatory** and **opt-out**.

GNP should be supplied with **new eligible vehicles**, unless the customer does not want them. Vehicle retailers and dealers should therefore implement a process that provides for this. The specifics of the process are likely to vary given the different existing processes between retailers (and where the vehicle is leased or purchased for example) but should ensure the consumer is informed and has an easy way to opt out if they want to.

For **existing eligible vehicles**, the vehicle keeper can approach a [Registered Number Plate Supplier](#) with original documents to prove their name and address and show they're allowed to use the registration number on their vehicle, to purchase a new set of plates. Further details about the documents that can be accepted to purchase new number plates can be found at [Displaying Number Plates](#).

Enforcement

The onus is on the keeper of the vehicle to be satisfied that their vehicle is eligible to display GNP. Offences covering the display of an incorrect number plate will now apply to GNP – such as where the plates are displayed on a non-eligible vehicle.

GNP will help local authorities visually identify zero emission vehicles for the purposes of locally led policies and incentives. However, local authorities will have to continue to use systems such as Automatic Number Plate Recognition (ANPR) cameras to enforce the locally led measures, like Zero Emission Zones and Clean Air Zones.

Q&A

What is the purpose of the green number plates?

To provide a mechanism to enable people to spot and differentiate vehicles based on their environmental impact, help inform road users and normalise the idea of clean vehicles on roads. It will consist of a green flash on the left hand side of the number plate, will be only available to fully zero (tailpipe) emission vehicles (e.g. full battery electric or Hydrogen fuel), and be optional

How do I get a green number plate?

OLEV will be encouraging the fitting of green number plates to newly registered eligible vehicles from the 8th December 2020. Customers that have vehicles that are eligible, but already registered, can get them from a RNPS supplier. For more information on buying a number plate see <https://www.gov.uk/number-plate-supplier>

Is it mandatory to display a green number plate?

It is not mandatory, but OLEV will be encouraging that they be fitted to newly registered vehicles from 8 December 2020

Do I have to prove my vehicle is eligible at the time I buy one?

The onus is on the keeper of the vehicle to be satisfied that their vehicle is eligible to display a green number plate. Customers will still have to provide documents to the number plate supplier that prove their identity and that they are the keeper of the vehicle. For information on buying a number plate see <https://www.gov.uk/number-plate-supplier>

How do I find out if my vehicle is eligible for a green number plate?

The Vehicle Registration Certificate (V5C) for newly registered Zero Emissions Vehicles will display a fuel type of 'Electric'. Only vehicles that produce zero emissions are eligible, which means that hybrid electric vehicles are not able to display a green number plate.

What are the regulations that specify the allowed design of the green number plates?

The Road Vehicles (Display of Registration Marks) (Amendment) Regulations 2020

My vehicle has been converted to electric/hydrogen, is it eligible?

If your V5C is showing a fuel type of 'Electric' then it would be eligible (Field P.3 in Section A of the V5C (Type of fuel) should read either Electric or Fuel Cell(s), exclusively.) Any queries around entitlement should be directed to the Office of Low Emission Vehicles (OLEV) at olev.enquiries@olev.gov.uk. If you have converted your vehicle from petrol or diesel to fully electric, you may not be able to change the fuel type depending on the age of the vehicle but you should have documentation provided by the convertor to be able to demonstrate eligibility if challenged. For further information see <https://www.gov.uk/change-vehicle-details-registration-certificate>

My vehicle is a commercial type, can I display a green number plate? Yes

I have a class 3 mobility scooter, do I need to display a green number plate?

The display of a green number plate is not mandatory, but mobility scooters are eligible if they have the fuel type 'Electric' displayed on the V5C

My vehicle is eligible, but I don't want to pay for a new number plate. Is it mandatory?

No. At present, the display of green number plates is encouraged but not mandatory

How will the regulations be enforced? The responsibility for enforcing the number plate regulations lies with the Police

I am displaying a green number plate but I am being charged for my vehicle not being eligible for a Clean Air Zone or Ultra Low Emission Zone

Green number plates are not used to enforce these schemes. Questions about charges or fixed penalty notices should be directed to the authority that issued them. Questions about entitlement to display green number plates should be directed to OLEV on olev.enquiries@olev.gov.uk

MILS LEGAL UPDATE



Be Aware: Covid Alert Levels (England)

Following the Government's announcement regarding the end of lockdown and the re-introduction of a tier system in England from 12.01am on Wednesday 02 December, the Government has now produced, and is currently debating draft Regulations.

It is important to note that the situation is very fluid and Government guidance is being updated regularly, and so this is guidance only and subject to change.

What tier am I in?

Members will be aware that the allocation of Tiers has been controversial. These are scheduled to be reviewed fortnightly between now and March. Details for your area can be found [here](#)

Tier 1: Medium

This means:

- Businesses and venues can remain open, in a COVID secure manner, other than those which remain closed by law, such as nightclubs.

Individuals:

- Must wear a face covering in those areas where this is mandated.
- Must not socialise in groups larger than 6 people, indoors or outdoors, other than where a legal exemption applies. This is called the 'rule of 6'.

Find out more about the measures that apply in Tier 1 areas [here](#)

Tier 2: High alert

This is for areas with a higher or rapidly rising level of infections, where some additional restrictions need to be in place.

In Tier 2:

- Businesses and venues can continue to operate, in a COVID-Secure manner, other than those which remain closed by law, such as nightclubs.

Individuals:

- Must wear a face covering in those areas where this is mandated.
- Must not socialise with anyone they do not live with or who is not in their support bubble in any indoor setting, whether at home or in a public place.
- Must not socialise in a group of more than 6 people outside, including in a garden or a public space – this is called the 'rule of 6'.

Find out more about the measures that apply in Tier 2 areas [here](#)

Tier-3: Very High

This is for areas with a very high or very rapidly rising level of infections, where tighter restrictions are in place.

- retail premises may open, other than shops situated inside closed premises that cannot be accessed directly from the street – retail premises within accommodation may also stay open

Find out more about the measures that apply in Tier 3 areas [here](#)

What do these Tiers mean for business?

Whilst the Regulations as drafted have a significant impact on the hospitality industry and selected sectors of the economy, on this occasion the Government has decided to lessen controls in other areas and particularly not to continue to close retail businesses generally, preferring instead social distancing measures.

We strongly recommend that businesses undertake a risk assessment and that they have a plan in place to ensure that they can react and adjust their business practices should their local area transit to another Tier (either higher or lower).

The Government has provided very little practical guidance as to what this means for businesses (other than hospitality).

Covid Secure Standards

Covid secure standards are now mandatory and all businesses and organisations now face stricter rules to make their premises COVID Secure. Government guidance can be found [here](#). Further guidance, including templates and resources have been produced by the HSE which can be found [here](#).

Businesses in the Medium tier

As members of the public can meet indoors subject to the rule of 6, businesses are advised to implement and maintain social distancing measures. The standard 2 metre rule is in force; however, businesses can maintain 1 metre distancing provided further precautions such as face coverings are in use.

Businesses in the High tier

As there is a higher risk of infection, businesses should consider additional precautions such as reducing the number of staff and limiting the visitors present on site, as well as enhanced cleaning processes, etc. Consideration should be given to additional checks on staff and visitors upon entry, such as temperature checks. Provision of alcohol gel and hand-washing facilities should be increased. Whilst not mandatory, consideration should be given to contact tracing and whether to display the NHS QR code to aid track and trace.

Members of the public are advised to reduce travel and not to travel outside of the area but this is not mandatory.

Businesses in the Very High tier

As there is a very high risk of infection businesses should pay close attention to the information and controls in their area. Whilst 'Covid-secure' businesses can remain open consideration should be given as to whether business closure should be implemented to protect staff and visitors.

Where businesses remain open, additional precautions such as reducing the number of staff and limiting the visitors present on site, as well as enhanced cleaning processes, etc, are highly recommended. Consideration should be given to conducting business outside and at a distance where possible. Visitors to the site should be limited and where possible additional checks should be undertaken upon entry such as temperature checks. Staff should be closely monitored and removed from the workplace where possible.

Members of the public are advised to reduce travel and not to travel outside of the area but this is not mandatory.

General Note

Don't forget, the current Regulations are in draft only. At the time of writing, the Government is still debating them and so this is guidance only and subject to change. As an NMDA member you have access to the NMDA Legal advice line, as well as a number of industry experts for your assistance. Should you find yourself in the situation above, contact us at any stage for advice and assistance as appropriate.

Full MILS guidance on this is available [here](#)

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.

'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.

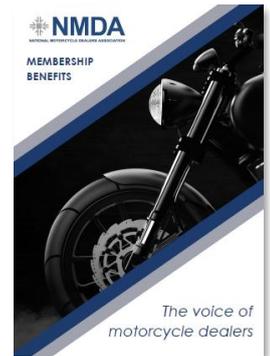
Motorcycles offer a 'COVID-safe' way to get from A to B, they are cheap to run, environmentally friendly, easy to park and, being able to avoid traffic jams, they give you freedom and a fun way to travel or commute.

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.

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.