

NMDA Newsletter June 2021



Yamaha NMAX 125, the highest registering new motorcycle in June (659 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. Our new “Engage” initiative will help you grow your online presence and directly affect your business performance. More information below.

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

In normal times I would have just returned from the racing at the TT. But with its cancellation this year, we're looking forward to 2022, with 2023 being billed as an even bigger and better event than ever before. We all know that at some point we have to crack on, Covid isn't going away and we are just going to have to live with it, a bit like flu. Like many of our customers, we have reached the point where we are caring less and less. I've had both jabs, am sure I've had the virus and if I haven't, I've definitely been exposed to it. With hospitals not reporting any strain on resources, the re-opening being push back from the 19 July was very disappointing.



The traffic into Manchester is still a long way from the grid locked days pre-Covid; which certainly makes commuting a lot more pleasant! Whether all the office workers will return to their desks or carry on working from home, remains to be seen. I've re-named it shirking from home. The big corporations seem to think this is the way forward, but nothing invigorates us more than human interaction. Sure, you can book time as web designer to a client's account from your spare room in Blackburn or anywhere in the world for that matter. But, do you process the ideas and the inspiration that you get from the vibe of the life in the Northern Quarter* of Manchester? I suspect not. I believe that you become too removed from your customers and other members of staff, to be really creative. *In case you didn't know: the Northern Quarter is where all the cool design offices are.

Talking of being removed, that's just where most of the motorcycle manufacturers seem to be at the moment. I've spoken to a number of dealers that have been complaining about the approach from their manufacturer partners. The consensus is that most need to wake up and smell the coffee. Many continue to receive targets based on bikes that cannot be supplied. The knock-on effect of course is that without the new product, the source of used bikes dries up... then workshop income drops, and we all follow a downward spiral. Many dealers have had to streamline their businesses to get through Covid, and in fairness so have many manufacturers. So, the remaining staff are likely to be working at full capacity. If ever there was a time to stand back from the "tick box" attitude that we get from many of our brand partners, it is now.

One thing is definite, there are employees in many larger businesses that are trying to justify their jobs, within the cushy and comfortable corporate world of shirking from home. The lack of face-to-face meetings has a negative effect. It is almost impossible to build trusting relationships without direct social interaction. The manufacturer and dealer connections will need rebuilding and should be considered like a good marriage: we both have to love each other, show mutual respect and create the opportunity for each to grow within the relationship. It's very easy for the mother-in-law to

throw stones from headquarters! From a remote address, you are removed from the reality of the relationship.

The NMDA Dealer Attitude Survey (DAS) is your platform to review the manufacturer relationship in an anonymous way. A little like Google reviews, it is your platform to question manufacturer performance. Trust me when I say that the manufacturers that care take the DAS very seriously. In fact, I'd go as far as to say that the brands that do well in the survey genuinely care about the ranking they achieve. As with most of these things in life, the poor performers tend to blame their dealer partners. They then wonder why they are bouncing consistently along the bottom of the table. Let's be honest, we are the people that have invested in the brand. If we score them low, it is almost a reflection of us having made a poor investment. Something none of truly want to admit to.

The NMDA offers so much in terms of an industry association. We represent the dealers. It's your association. With access to the support of MILs (the industry legal expert) you would likely cover the cost of your membership, with one single incident. Employment law is a minefield and I'm sure that we have all probably skirted closely to either side of a breach, at some time or another. The support that NMDA offers with employment alone is worth the subscription. Then there is the conciliation and arbitration service, a legal requirement. Hopefully, one you will never need but it's still good to know it's there. The business helpline is invaluable. The NMDA is also actively and constantly lobbying government on issues that affect our industry.

Above all enjoy the ride and keep selling!

Motorcycle registrations stabilise in May

Power Two Wheelers (PTWs) have shown a positive year-on-year increase of 340% (13,398 units), however it is important to note that dealers were in the midst of a national lockdown and restricted trading during the same period last year.

MCIA's latest registration figures showed year to date, PTWs are down almost -10% (42,242 units) compared to pre-pandemic figures in 2019 where sales totalled 47,882 units. With the first part of this year hindered by further lockdowns, a 123% month-on-month increase compared to May 2019 (10,871 units) is welcome news.

May saw sales of ePTWs carrying on their upward trend, specifically the lower power output (1-4KW) iterations, which achieved sales of 427 units. When compared to figures for their closest internal combustion engines (ICE) equivalent, the 0-50cc segment sold 927 units. ePTWs are now making up 46% of this section, in comparison to 29.2% last month.

Once again, it was Sports Tourers that have failed to catch-up so far this year. This sector is down -33.1% down on year to date figures compared to 2020. Interestingly, Supersports have made headway over the same period and have caught up and surpassed their 2020 year-to-date performance (+ 5.8%). Kawasaki's Ninja 1000 SX helped this by registering a further 118 units.

Larger engine scooters (51-125cc) were dominated by the Yamaha NMAX 125 with a stellar 659 registered units, more than doubling the numbers for any other single model, from any category. Naked bikes continue to lead the motorcycle sector with 4,567 registrations in May. Honda's commuter and learner friendly CBF125 gained 304 registrations, followed by the Royal Enfield Interceptor 650 (189 units) and Triumph's recently launched Trident 660 (163 units).

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.

The NMDA continues to encourage members 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/



Press Statistics May 2021

May 2021 Top Registering Vehicles

MOPED	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH STYLE	May 2021
SCOOTER	Horwin EK1	45
OTHER	Surron LIGHT BEE	62

MOTORCYCLE	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH STYLE	May 2021
ADVENTURE SPORT	Multiple Items	159
CUSTOM	Keeway SUPERLIGHT	141
NAKED	Honda CBF 125 M	304
SCOOTER	Yamaha NMAX 125	659
SPORT/TOUR	Multiple Items	27
SUPERSPORT	Kawasaki NINJA 1000 SX	118
TOURING	BMW R 1250 RT	81
TRAIL/ENDURO	KTM 690 ENDURO R	32

TRICYCLE	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH STYLE	May 2021
SCOOTER	Piaggio MP3 300 SPORT	27
OTHER	BRP CAN-AM RYKER RALLY ED 900 ACE	10

ENGINE BAND	HIGHEST REGISTERING MODEL THIS MONTH WITHIN EACH ENGINE BAND	May 2021
0-50cc	Vmoto SUPER SOCO CPX	148
51-125cc	Yamaha NMAX 125	659
126-650cc	Royal Enfield INTERCEPTOR INT 650	189
651-1000cc	Triumph TRIDENT	163
Over 1000cc	Multiple Items	159

MAJOR BRANDS	May 2021
Honda	2,392
Yamaha	1,717
Triumph	1,133
BMW	1,009
Kawasaki	810
KTM	652
Lexmoto	418
Harley-Davidson	404
Royal Enfield	397
Ducati	388

Image source: [MCIA](#)

Motorcycle trailblazer apprenticeship standard back on NMDA agenda

Following a turbulent 2020, the NMDA is keen to get apprenticeships back at the forefront of our agenda.

In 2018, following three years of intense work, Government signed off the motorcycle trailblazer apprenticeship standard and 'end-point assessment', which was designed by a group of dealer employers who formed as a Trailblazer Team for the development of the apprenticeship.

The need for a new employer-driven technician apprenticeship became apparent following the Government's plans to increase the number of young people learning a skill or craft in all industries, rather than either going to university or into a manual job without trained skills and, possibly, with limited prospects for the future.

The NMDA achieved this milestone alongside its members, which allows colleges and providers to use the scheme to train young people to be fully skilled motorcycle technicians.

It is also encouraging to see that the Government has announced that incentive payments for hiring a new apprentice will be available through to September 2021. A non-repayable sum of £3,000 will be paid to support organisations costs including uniforms and apprentice salaries.

We are looking forward to moving things forward this year and securing a stable workforce for our sector and offering exciting opportunities to the new generations.

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.

Currently the Academy will be running the following courses for Class 1 & 2 motorcycle MOT tester training:

- Southam: 12 July 2021

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

Don't get stressed, stay safe and RoadSmart with IAM

According to a recent survey by IAM RoadSmart there are many reasons to get stressed when riding a motorcycle or driving.

As traffic gets heavier with the ease of restrictions what are the things that are getting your blood pressure rising? In this article we address the top 10 and how to avoid them, reduce them or prepare for them.

1. The return of the traffic jam according to our poll is the top reason with 42% of people finding it stressful.
2. Getting used to busier roads again is a stress for 33%.
3. People returning to the road who might be out of practice accounts for 27%
4. Stressing to get to your location on time, is a problem for nearly ¼ of those surveyed at 24%

5. 15% of those surveyed said they are not looking forward to long car journeys to destinations.
6. Linked to the long drives, is the concern that places will be closed, there is nowhere to stop for a rest for 12% surveyed.
7. Commuting is never fun and 11% of those surveyed have concerns
8. My general fatigue while driving is affecting 11%.
9. Returning to the road when you are out of practice is relevant to 11% of respondents.
10. Finally, the 10th most stressful thing is not knowing if your car is still capable of long journeys which applies to 7%.

[Please click here to view the full survey](#)

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.

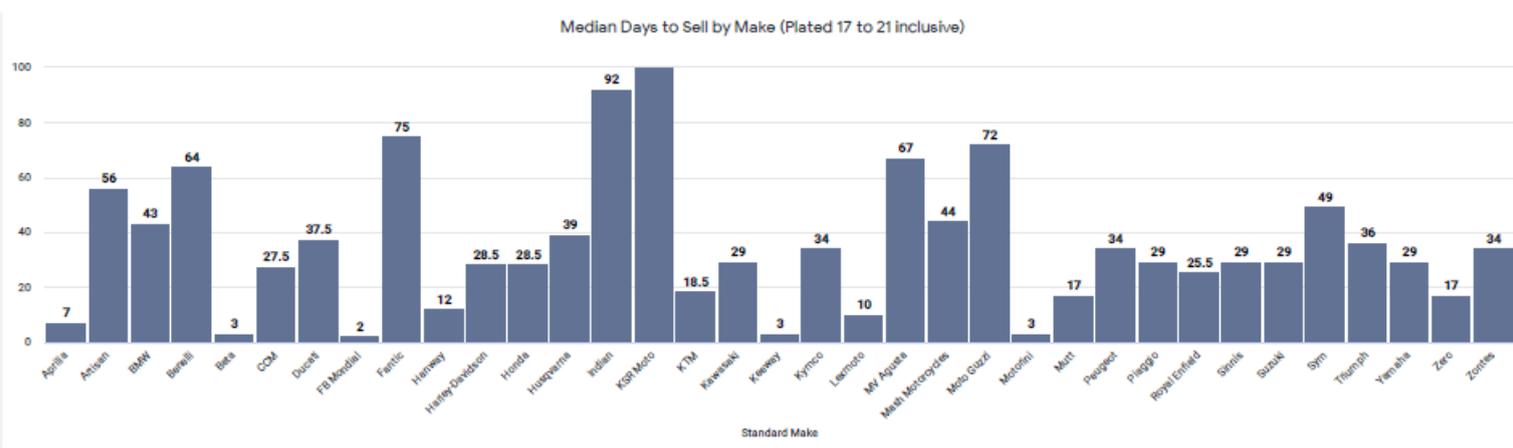
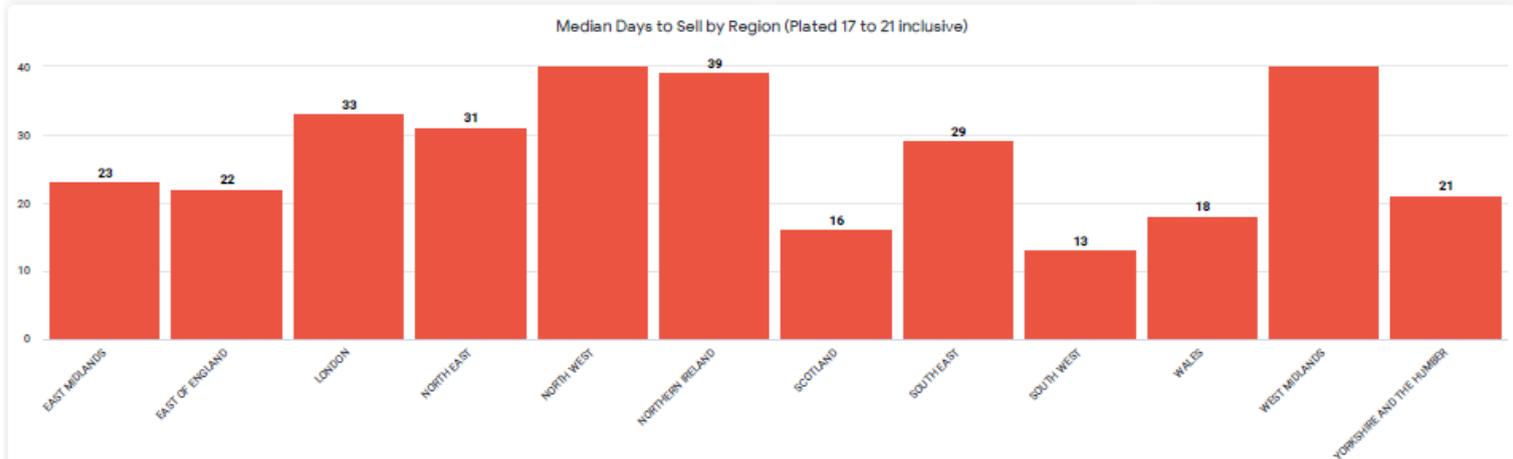
The NMDA's #DestinationDealer campaign will be supported by MCN and their "Ride5000 Miles" busy Facebook/print group. If you have something going on in your dealership, be that the best coffee, the best bacon butty or a specific sales campaign, let us know. MCN have asked NMDA members to share this information 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.

NMDA & Autotrader monthly insight report

NMDA Monthly Report



P2W - Last Months Performance, all brands.





Can I limit employees' holidays?

It will be difficult for the company to allow employees to take all of their holiday entitlement this year as we are so busy following lockdown. What are my options for managing holiday?

In relation to contractual holiday entitlement, holiday should be taken at a time ultimately determined by the employer, as the employee is obliged to obey reasonable and lawful orders from their employer. However, the employer will also be subject to an implied term not to act in a manner which is calculated to destroy or seriously damage the relationship of trust and confidence between employer and employee.

This may mean e.g. that the employer must not unreasonably refuse an employee's request to take holiday, or unreasonably direct an employee to take holiday when they do not want to do so. An employer should also bear in mind its legal duties in relation to the health, safety and welfare at work of their employees. The right to take time off from work for holidays benefits both employers and workers by allowing workers a period of relaxation and recuperation. This may be an important consideration for employers seeking to direct an employee to take their accrued holiday entitlement. The notice requirements for taking holiday are as follows: -

- An employee may elect to take holiday, by giving at least twice as many days' notice in advance of the intended holiday period as the length of the intended holiday, e.g. an employee who wishes to take one week's holiday must give at least two weeks' notice of their intention to take that holiday.
- Similarly, an employer may require the employee to take holiday on particular days, again by giving at least twice as many days' notice in advance of the intended holiday period as the length of the intended holiday.
- An employer may require the employee not to take holiday on particular days by giving at least as many days' notice in advance of the intended holiday period as the length of the intended holiday.

The government and ACAS have set out guidance for taking holiday during Covid-19. Please see the links below: -

<https://www.gov.uk/guidance/holiday-entitlement-and-pay-during-coronavirus-covid-19#taking-holiday>

<https://www.acas.org.uk/coronavirus/using-holiday>

Employees can book and take holiday during furlough although an employer is required to top up furlough pay to 100% during any period taken as holiday.

Changes to the rules governing the carrying forward, or carrying over, of holiday entitlement have been introduced to give employers more flexibility to manage statutory holiday obligations and staffing requirements during the coronavirus pandemic and allow employees to carry forward up to four weeks' basic holiday entitlement (excluding the 1.6 weeks additional holiday entitlement) into the next two leave years if they have been prevented from taking their holiday because of coronavirus.

Reasons for a worker not taking holiday because of coronavirus might include:

- where the worker is self-isolating or too sick to take holiday before the end of their leave year, or
- where the worker has had to continue working and could not take paid holiday

Don't forget, this advice is general in nature and will need to be tailored to any one particular situation. As an RMI member you have access to the RMI 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.

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**

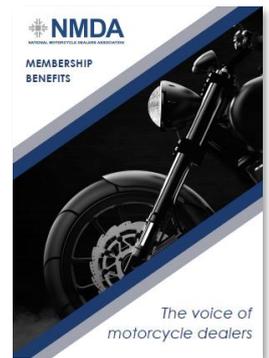
Motorcycles represent the best option for those who want to avoid public transport and with just a single day of Compulsory Basic Training needed, the transition to Power Two Wheelers is very easy. With just a single day of CBT Training, anyone from the age of 16 (with at least a provisional license)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

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.
