



**Kawasaki Z1000 SX. Best-selling +1000cc motorcycle in May with 172 registrations**

- **MOTORCYCLE MARKET**

Motorcycle registrations declined -0.6% in May for the first time this year, however the overall market is still up 7% year to date.

A total of 47,822 machines have been put on UK roads this year – 3,187 more registrations than the same period last year.

- **NMDA MEMBER MEETING – WEDNESDAY 26 JUNE 2019**

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## **SALES OF LARGER MOTORCYCLES DECREASE IN MAY**

It was disappointing to see that motorcycle registrations declined by a modest -0.6% in May for the first time this year, however, the overall market is still up 7% year to date. A total of 47,822 machines have been put on UK roads this year – 3,187 more registrations than the same period last year.

This month's decline came from sales of larger engine bikes in the 651-1000cc sector that were down -11.9%, and the over 1000cc sector that was down -7.0%. Both the large custom bikes and touring bikes were also down -24.9 and -25.4%.

The 50cc moped market continued its upward trend for 2019 with sales up 7% in May and up 21.6% so far this year.

Whilst dealers reported a buoyant first quarter last month, there is continued caution amongst motorcycle retailers surrounding economic uncertainty which could see the market stabilising over the coming months.

In May, Honda led the market with 2,102 registrations, followed by Yamaha with 1,201 machines going on the road and with Triumph in third place 1,010 motorcycles being registered.

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## **A NOTE FROM OUR CHAIRMAN PAUL BARKSHIRE**

The Motorcycle business never fails to amaze me!

The majority of dealers work extremely hard at making their businesses work successfully. Some take it beyond simply being just a business and turn it into a lifestyle and a way of life, and for that I salute you.

Increasingly, we cannot ignore the politics and legislation and we need to stand united more now than ever. Relationships between dealers and manufacturers need to be strong, and whilst we know we are not all going to agree all the time, we must be united in a common cause to protect and grow our industry.

The recent NMDA survey is a great example of where certain manufacturers have tried to discourage dealers from filling out the survey and I struggle to understand why. Surely a dealer has the right to voice an opinion which sometimes can be hard to communicate directly for fear of potential rebuke.

As for the manufacturers, take the survey in the spirit it is intended to allow some valued understanding of your relationship with your network and a view of how your dealer network relationship feels about YOU.

A failure to do so will not help what we are all working so hard to achieve, so please remember we ALL need to work together in our common goals and at this time more than ever our industry needs us to be united.

Happy Selling!

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## CLASSIC BRITISH MOTORCYCLE BRAND DRIVES UP UK SALES AFTER BEING REBORN IN INDIA

Royal Enfield, the motorcycle manufacturer founded in Worcestershire in 1901, is set to hit the comeback trail in Britain.

The original company from Redditch was dissolved in 1971 as it lost out to Japanese rivals, enjoyed a renaissance in India and having been pulled back from the brink yet again, a return to its home market is now on the cards.

Royal Enfield supplied motorcycles to the British Army during the First World War and to the Indian army in the early 1950s. By the mid-1950s it was assembling its Bullet motorbike in India, using components imported from England, and in the decades that followed it earned cult status in the sub-continent. Its customers included the Indian police, but by the late 1990s the business was loss-making and had fallen out of favour once more.

Siddhartha Lal, a biker, engineer and executive at Eicher Motors, an Indian manufacturing group, took over at Royal Enfield in 2000 at the age of 27. He hadn't planned to join the family business but stepped in to save Royal Enfield.

"My dad's successor was thinking of selling it off," he said. "It was that or just shut it down, it was on its knees. So I made a pitch to take it on. It was a case of OK, as long as it stopped costing [the group] money," Mr Lal, 45, who represented India at the EY Entrepreneur of the Year competition, said.

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It took a decade to get the business back on track, cutting costs and closing a factory before the bikes could be improved and prices raised. "Eicher were in Delhi and we were in Chennai. We were insulated, far away. No one looked at us as long as we didn't ask for big cheques. It was ten years of building the business in the right way without the pressure of the short term."

The company made 823,000 bikes last year, up from about 10,000 a year when Mr Lal took over. It has 858 stores in more than 600 Indian cities, employs almost 8,000 people and exports to 50 countries. Now based in London, Mr Lal has handed over the day-to-day running of Royal Enfield and focuses on product development.

Royal Enfield is on an export drive to Latin America, southeast Asia and Europe, including Britain. "In the richer countries, there's a trend towards downsizing from extremely fast, heavy and expensive bikes," Mr Lal said. "Enough people say they want something old school, simple and characterful and that's where we come in. We're seeing a surge of demand in France and the UK is catching up."

For five years the company has had a research and development base in Leicestershire, where it employs 150 people, mostly in engineering roles. "We've worked with consultants around the world

to improve our bikes and we like the ones in the UK. The R&D ecosystem in the Midlands for testing, prototyping and engineering is robust.”

While Mr Lal has made Royal Enfield a manufacturer of scale again, he says that he would have been satisfied with a more modest success.

“I’d be fine if it was just bumbling on. What else do I want to do? I just wanted to run a motorcycle company. If we were doing 35,000 units a year, I’d be perfectly happy.”

**Source: The Times 10/06/19**

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## **CARDIFF IS THE WORST AND COVENTRY THE BEST PLACES TO OWN A MOTORBIKE**

A recent study of 16 prominent U.K cities has found that Welsh capital Cardiff is the worst place to live as a motorbike owner, due to a number of factors identified through data analysis.

With sunnier days finally on their way, a collection of studies and data sets have been summarised by insurance broker Brightside Insurance, to demonstrate some of the unexpected positive factors and negative repercussions of towns and cities in the U.K, including vehicle theft, hours stuck in traffic, rainfall, motorbike test pass rates, speed limits, petrol prices, frequency of accidents and the number of motorbike clubs in the area.

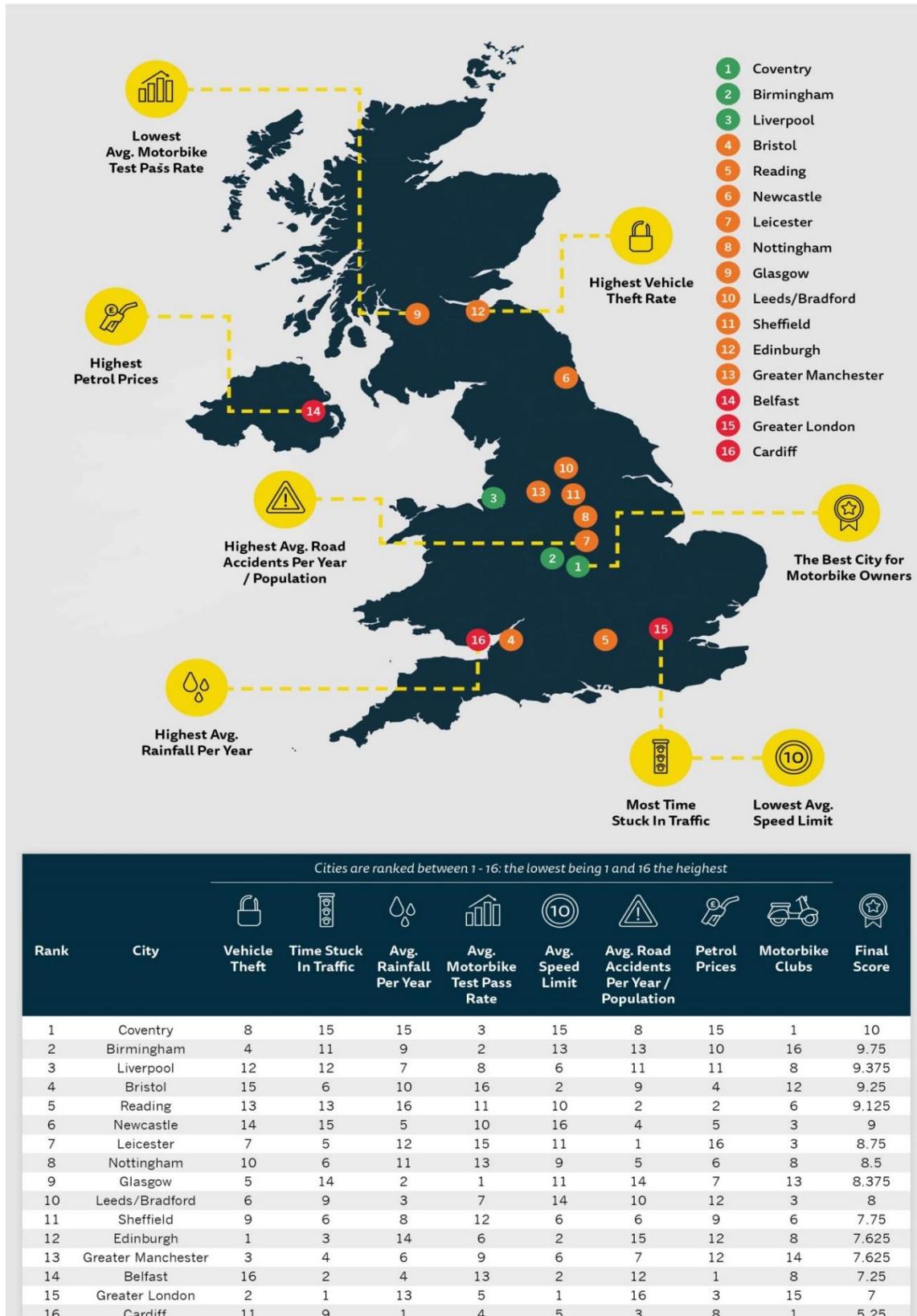
The data was collected from numerous sources – certain sets were averaged out per capita to create a more even comparison – this included data sets such as vehicle theft in areas and average road accidents per year. Each city was given a ranking score from 1 to 16 for each of the unique data sets investigated, which acted as a points system. The city with the most points on average came out victorious, whilst the least points indicated the least desirable place to live as a motorcyclist.

Cardiff was found the motorbike owner’s worst nightmare due to a number of factors the city scored particularly low on (with an average score of 4.75), in particular they were the lowest scoring for both rainfall per year and bike clubs. In the U.K many bike owners are familiar with rain and can experience increased stopping distances and slippery surfaces. Rain can also cause reduced visibility as well as the chance of other effects from inclement weather making it more dangerous to be out on the road – it was reported that almost 3,000 people were killed or seriously injured when driving in the rain in 2016.

Another factor that lost the city points was the number of motorbike clubs in the area. Cardiff only has 4 motorbike clubs according to data from Motorcycle.org. Whilst a motorcycle club is not the be-all and end off a motorbike owner’s checklist, many riders prefer the opportunity to socialise with other like-minded people with a similar passion to theirs.

Whilst Cardiff did score relatively higher for Vehicle Thefts and Petrol Prices, it was still set back by the city’s low scores for Motorbike Test Pass Rates and Average Road Accidents Per Year. Unsurprisingly, Greater London was the second lowest scoring city in Brightside Insurance’s research, with an average score of 6.1. Not only are drivers stuck for longest in traffic per year, the average speed limit is also the lowest – not great when motorbikes are known for their speed and agility moving through traffic. London is also the place which scored the worst for road traffic accidents.

The city that came out on top was Coventry – the midlands city proved best in terms of the least hours stuck in traffic per year, and scored highly in the rainfall, average speed limit and petrol prices categories. Interestingly, Coventry had the same amount of motorbike clubs as Cardiff, however its other factors more than made up for the smaller selection of clubs to pick from.



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**NMDA MEMBER MEETING – WEDNESDAY 26 JUNE 2019**

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

The next meeting will be held on Wednesday 26 June at our London office on 201 Great Portland Street. The meeting will begin at 10.30 followed by lunch at 1pm.

For more information and or to confirm your attendance, please email [louise.woods@rmif.co.uk](mailto:louise.woods@rmif.co.uk)

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