cap hpi
FOR SMARTER AUTOMOTIVE DECISIONS™

April 2018

Green Book Editorial

The motorcycle industry in Europe body the ACEM, has recently released the full year new registration figures for 2017. Total sales figures for motorcycles across Europe reduced by 9.5%, not as bad as the 18.5% decline we saw in the UK domestic registrations. The motorcycle registrations of 913,723 were down from 1,009,678. On the Moped front, we have seen a steady decline in the UK numbers over a period of years, (over 12% last year), which compared to the European 26.1% growth is dismal. As far as Motorcycle numbers in the top five market, only Germany with 19.4% less, had a slightly worse year than the UK with Spain slightly better 12.1% down and France virtually the same as 2017 only 0.3% reduced. The only growth in the big boys league was Italy with 204,579 sold units a 4.7% increase. Back to the small capacity and France - the biggest market for Moped - saw 107,322 sold for an increase of 19.6%. Italy's 26,031 up 5.8%, Germany 33,322 a 10.4% increase and Spain 21,713 up 26.4%. Other big Moped markets all had a growth, with the UK in eleventh position, the only shrinking market in the top twelve.

New Market

The scores on the doors for the second month of the year and the total registrations of 3,943 is better than 2017 by 45 or 1.2%. The year to date, 619 more registrations than the same point last year, up 7%. The hope is and many conversations around the subject, is that the emission standards effect on the market have now washed out and we will see the real market with some clarity as the year unfolds. As touched on above the Moped market is still under pressure and this month or the Y-T-D it is showing little sign of improvement. Motorcycle does though and the 5.3% increase for February is 183 better than last year and when joined with the good start from the beginning of the year, the improvement is just shy of a double figure percentage increase. Although the numbers pre reg plate change are small, it is still encouraging that generally there are positives down the styles, although Sport/Tour is continuing the poor start and continuing the quarter less in numbers that was a similar story to the styles full 2017 return.

February 2018 and Year to Date - New Registrations by Style

Mopeds	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-18	Feb-17	Change	Feb-18	Feb-17	2018	2017	% Change	2018	2017
Scooter	253	408	-38.0%	83.2%	92.7%	600	781	-23.2%	83.3%	93.4%
Other	51	32	59.4%	16.8%	7.3%	120	55	118.2%	16.7%	6.6%
Totals	304	440	-30.9%	100.0%	100.0%	720	836	-13.9%	100.0%	100.0%

Motorcycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-18	Feb-17	Change	Feb-18	Feb-17	2018	2017	% Change	2018	2017
Adventure Sport	561	483	16.1%	15.5%	14.1%	1,362	1,176	15.8%	15.8%	15.0%
Custom	314	230	36.5%	8.7%	6.7%	663	570	16.3%	7.7%	7.2%
Naked	960	896	7.1%	26.6%	26.1%	2,453	2,107	16.4%	28.5%	26.8%
Scooter	992	987	0.5%	27.5%	28.8%	2,032	2,076	-2.1%	23.6%	26.4%
Sport/Tour	60	110	-45.5%	1.7%	3.2%	173	226	-23.5%	2.0%	2.9%
Supersport	257	274	-6.2%	7.1%	8.0%	652	657	-0.8%	7.6%	8.4%
Touring	76	68	11.8%	2.1%	2.0%	204	154	32.5%	2.4%	2.0%
Trail/Enduro	373	381	-2.1%	10.3%	11.1%	1,056	894	18.1%	12.3%	11.4%
Unspecified	20	1	1900.0%	0.6%	0.0%	23	5	360.0%	0.3%	0.1%
Totals	3,613	3,430	5.3%	100.0%	100.0%	8,618	7,865	9.6%	100.0%	100.0%

Tricycles	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-18	Feb-17	Change	Feb-18	Feb-17	2018	2017	% Change	2018	2017
Scooter	17	20	-15.0%	0.4%	0.5%	38	58	-34.5%	0.4%	0.7%
Other	9	8	12.5%	0.2%	0.2%	25	23	8.7%	0.3%	0.3%
Total Registrations	26	28	-7.1%	0.7%	0.7%	63	81	-22.2%	0.7%	0.9%

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-18	Feb-17	Change	Feb-18	Feb-17	2018	2017	% Change	2018	2017
Total Moped, Motorcycle & Tricycles (exc Scooters)	2,681	2,483	8.0%	68.0%	63.7%	6,731	5,867	14.7%	71.6%	66.8%
Total Scooters	1,262	1,415	-10.8%	32.0%	36.3%	2,670	2,915	-8.4%	28.4%	33.2%
Total Registrations	3,943	3,898	1.2%	100.0%	100.0%	9,401	8,782	7.0%	100.0%	100.0%

After a bad year with less than a third of the market share, the learner legal engine capacity has returned to something like the position we are used to, after the full year last year at 30% moved back to similar numbers seen in 2016 hovering around the 40% mark.

cap hpi

FOR SMARTER AUTOMOTIVE DECISIONS™

February 2018 and Year to Date - New Registrations by Engine Band

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Feb-18	Feb-17	Change	Feb-18	Feb-17	2018	2017	% Change	2018	2017
0-50cc	311	445	-30.1%	7.9%	11.4%	734	849	-13.5%	7.8%	9.7%
51-125cc	1,678	1,608	4.4%	42.6%	41.3%	3,560	3,485	2.2%	37.9%	39.7%
126-650cc	806	664	21.4%	20.4%	17.0%	2,085	1,578	32.1%	22.2%	18.0%
651-1000cc	592	667	-11.2%	15.0%	17.1%	1,509	1,597	-5.5%	16.1%	18.2%
Over 1000cc	556	514	8.2%	14.1%	13.2%	1,513	1,273	18.9%	16.1%	14.5%
Total Registrations	3,943	3,898	1.2%	100.0%	100.0%	9,401	8,782	7.0%	100.0%	100.0%

The charts for the best-selling models again see the 125cc theme having a showing with three models in there, but the rest of the numbers have little to report away from what we could consider to be normal. Mid-size engine band has had a good start to the year being close to a third up on last year. Bear in mind that the Euro 3 rush did take some away from the 2017 numbers and many in the 126-650cc range.

February 2018 and Year to Date - Highest Registering Model by Style

Mopeds	Highest Registering Model by style	Feb-18
Scooter	Longjia LJ 50 QT-3L ECHO 50	17
Other	Lexmoto HUNTER 50 TD 50 Q	12

Motorcycles	Highest Registering Model by style	Feb-18
Adventure Sport	Honda CRF 1000	59
Custom	Keeway SUPERLIGHT	34
Naked	Honda CB 125 F	83
Scooter	Honda PCX 125	139
Sport/Tour	Kawasaki NINJA 650	16
Supersport	Yamaha YZF R125 ABS	29
Touring	BMW R 1200 RT	25
TRAIL/ENDURO	Husqvarna TE 300	22

Tricycles	Highest Registering Model by style	Feb-18
SCOOTER	Multiple Items	7
OTHER	Multiple Items	2

February 2018 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Feb-18
0-50cc	Longjia LJ 50 QT-3L ECHO 50	17
51-125cc	Honda PCX 125	139
126-650cc	Honda CB 500 XA	34
651-1000cc	Honda CRF 1000	59
Over 1000cc	BMW R 1200 GS	44

February 2018 - New Registrations by Brand

Major Brands	Feb-18
Honda	840
Yamaha	455
BMW	233
Lexmoto	233
KTM	219
Triumph	189
Harley-Davidson	168
Kawasaki	164
Suzuki	152
Sym	101

Next month is eagerly anticipated as the new plate figures will be available and if the word on the street of good activity is anything to go on, a strong positive will continue the good vibes circulating in most places. One spanner in the works in the last month has been the cold weather sweeping in from the Northern European area. This has moved opinion to more of a rollercoaster description. Just as the March plate deliveries should have started, the country was blanketed in snow, which caused a lot of planned deliveries to be postponed and in what could be described as a solar powered industry also caused a blip in further sales. Further problems could be the knock on effect of dealers paying for bikes, which are subsequently subject to delayed payment from customers, leaving possible holes in bank accounts at the back end of the low part of the cash-flow cycle. As the days draw out and the clocks have moved, there is light at the end of the tunnel.

Used Market

As normal, the used market is close to new as far as activity, with the weather blip having some effect. There are still words of encouragement coming from retailers. Stock has started to be spoken of in hushed tones as the season rolls on to the real start of retail activity, with availability beginning to raise some eyebrows. There are no drastic stock shortages as yet, but apparently moving into mild difficulty for some to source. There are machines leaving these shores into the Euro Zone, perhaps not at the rapid rate from the height of exporting, but many dealers are still reporting selling abroad, whether to existing contacts or via internet selling sites. With this in mind, dealer research and results from auctions, there has again been a general lift to prices this month. What is noticeable when discussing stock, is the chase for ready-to-retail examples are attracting good prices, as waiting time and reconditioning costs delay the opportunity to place on sale to the public.

Auction

The first Black Horse disposal of the year as always, attracted the crowds and the buying mood was evident. 227 entries of which the main vendor contributed 163 finished with 195 (86%) falling under the hammer and all the Black Horse lots finding new owners. Strong bidding was also seen on-line with the result of 100% of mileage/condition adjusted CAP figures. The smaller mid-month BCA sale with some other finance house and dealer group entries was dominated by a large entry from former DSA chase bikes in a condition and mileage reflecting the heavy use, as did the realised prices. The MAG sale at Rotherham which took place at the time the last editorial was being compiled (and therefore the full final results unavailable), returned 106% of CAP reported. As the prices increased in the following month, this became closer to reported numbers. 85 from 98 entries sold (87%) and as with most dealer entered bikes at this time of year, the quality reduced slightly as quality bikes are being kept in stock generally, but big group entries for over age and part-ex examples, in ready for retail condition, performed very well. The March sale saw lots of buyers willing to pay strong money for some models, particularly the entries from a large dealer group, that in the main were ready for retail. 90 from the 111 (81%) entries sold, but due to deadline dates the final tabulation and analysis is not available, but after attending the sale as always, they will be strong performing against CAP reported figures.

End Notes

We always look for reasons causing the market to not perform how expected or desired and over the last few years Brexit, referendum and elections have been high on the list as well as emission changes. Well recently politics have again reared their ugly heads again with widely reported US increases tariffs on imported steel and aluminium. Potential retaliation by the EU beyond metal imports, could turn into other areas and a trade war. This included a mention that the motorcycle industry would be severely damaged if brought into this dispute. Harley-Davidson, was mentioned amongst possible targets by European authorities. Potential increase of customs duties on American exports of motorcycles would not only hurt American companies but also impact European economies and jobs. This then could lead to the US retaliating with increased tariffs on European exports and all European manufacturers see the states as a major market.

As the good news finish to this month, it’s racing season again and what many could consider even better news, Valentino Rossi has signed a further two year deal to keep riding Yamaha. Big names in the sport attract fans and fans are riders.