

November 2018

Green Book Editorial

The slow season is well underway according to dealer feedback, we get it every year so no surprise. But after a couple of years of relative stability within the dealer network, talk of grim times are a common occurrence. Unfortunately it is somewhat becoming reality with the closure before the winter really kicks in, of franchised dealers in Cardiff, Daventry and Chichester. Several brands were represented in the closed sites. Conversations with franchised dealers of all brands always turn to the cost, especially when an image change is on the cards, of having the signage over the door and does the outlay have sufficient margin or returns. A point made in the media by the owner of one of the closed sites. This follows a well-known London dealer closing, sitting among overheads, the effect of criminal activities involving two-wheelers. If £5 was received after every Brexit conversation had this year, this would be being written on a yacht in the Caribbean, but the concern is understandable as the people running the whole shooting match don't know what's happening, the people in our industry are concerned to the consequences being negotiated. Many of the machines we have in the UK come from Japan, who have recently signed an Economic Partnership Agreement that will remove common EU external customs tariffs, that includes the 6% tariff affecting motorcycle imports. On top of cheaper motorbikes, EU consumers will also benefit from harmonisation of type approval on product safety as well as emissions standards, to which some have expressed concern as the free trade deal will not apply to the UK due to Brexit. Trying to find a positive in this, the deal took over ten years to negotiate and will take the next five years to implement and Japanese Prime Minister Shinzō Abe recently stated that Japan would welcome Britain with “open arms” to the Trans-Pacific Partnership (TPP), which includes 11 countries such as Japan, Australia and Canada. Perhaps one country can speed up the process slowed by twenty eight, we can only hope.

New Market

The bottom line in the latest MCIA new registration figures show a 2.2% positive for the plate change month of September. The cloudy times of Euro 4 changeover are washing out of the system so as time moves on the real market emerges from the haze. It's a positive. There were many schemes of one form or another around during August and September to encourage consumers, but around the usual, so perhaps little effect on the final outcome in real terms. The largest gain was seen in the Sport/Tour style with over a third more than the same period of 2017, although this only equates to 103 more in the small sector. The largest part of the market also showed a healthy positive with 686 more, taking naked to 4,268 of the 12,493 monthly total, a 19.2% increase and 36.4% of the market.

September 2018 and Year to Date - New Registrations by Style

Mopeds	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Sep-18	Sep-17	Change	Sep-18	Sep-17	2018	2017	% Change	2018	2017		
Scooter	571	729	-21.7%	80.1%	82.6%	3,430	4,580	-25.1%	82.9%	87.1%		
Other	142	154	-7.8%	19.9%	17.4%	709	676	4.9%	17.1%	12.9%		
Totals	713	883	-19.3%	100.0%	100.0%	4,139	5,256	-21.3%	100.0%	100.0%		

Motorcycles	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Sep-18	Sep-17	Change	Sep-18	Sep-17	2018	2017	% Change	2018	2017		
Adventure Sport	2,228	2,624	-15.1%	19.0%	23.3%	14,896	15,357	-3.0%	18.0%	19.3%		
Custom	744	846	-12.1%	6.3%	7.5%	7,156	6,674	7.2%	8.7%	8.4%		
Naked	4,268	3,582	19.2%	36.4%	31.8%	28,373	25,764	10.1%	34.4%	32.4%		
Scooter	2,245	2,165	3.7%	19.1%	19.2%	15,362	14,740	4.2%	18.6%	18.5%		
Sport/Tour	406	303	34.0%	3.5%	2.7%	2,728	2,579	5.8%	3.3%	3.2%		
Supersport	1,048	959	9.3%	8.9%	8.5%	6,999	8,062	-13.2%	8.5%	10.1%		
Touring	269	285	-5.6%	2.3%	2.5%	2,143	1,975	8.5%	2.6%	2.5%		
Trail/Enduro	512	482	6.2%	4.4%	4.3%	4,765	4,344	9.7%	5.8%	5.5%		
Unspecified	4	30	-86.7%	0.0%	0.3%	177	110	60.9%	0.2%	0.1%		
Totals	11,724	11,276	4.0%	100.0%	100.0%	82,599	79,605	3.8%	100.0%	100.0%		

Tricycles	Registrations			%		Market Share (%)		Year to date		YTD	Market Share (%)	
	Sep-18	Sep-17	Change	Sep-18	Sep-17	2018	2017	% Change	2018	2017		
Scooter	41	53	-22.6%	0.3%	0.4%	327	415	-21.2%	0.4%	0.5%		
Other	15	16	-6.3%	0.1%	0.1%	199	230	-13.5%	0.2%	0.3%		
Total Registrations	56	69	-18.8%	0.4%	0.6%	526	645	-18.4%	0.6%	0.8%		

Summary	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Sep-18	Sep-17	Change	Sep-18	Sep-17	2018	2017	% Change	2018	2017
Total Moped, Motorcycle & Tricycles (exc Scooters)	9,636	9,281	3.8%	77.1%	75.9%	68,145	65,771	3.6%	78.1%	76.9%
Total Scooters	2,857	2,947	-3.1%	22.9%	24.1%	19,119	19,735	-3.1%	21.9%	23.1%
Total Registrations	12,493	12,228	2.2%	100.0%	100.0%	87,264	85,506	2.1%	100.0%	100.0%

The 51cc-125cc engine band had a splendid month putting 17.4% more into the market more than last year, 628 on top of the 2017 number of 3,606 and taking the engine band to a tadge over a third of new registrations. The market at this time of year tends to move away from the “norm” as buying patterns change from the leisure rider to commuter and perhaps even school leavers having some effect on the engine sizes purchased. The learner legal size slightly increasing over its year to date market share and the largest sector having a bad month anyway, below the Y-T-D share.

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

Engine Band	Registrations		%	Market Share (%)		Year to date		YTD	Market Share (%)	
	Sep-18	Sep-17	Change	Sep-18	Sep-17	2018	2017	% Change	2018	2017
0-50cc	720	901	-20.1%	5.8%	7.4%	4,319	5,367	-19.5%	4.9%	6.3%
51-125cc	4,234	3,606	17.4%	33.9%	29.5%	27,028	24,804	9.0%	31.0%	29.0%
126-650cc	2,109	1,951	8.1%	16.9%	16.0%	16,364	13,690	19.5%	18.8%	16.0%
651-1000cc	3,181	3,268	-2.7%	25.5%	26.7%	21,405	23,385	-8.5%	24.5%	27.3%
Over 1000cc	2,249	2,502	-10.1%	18.0%	20.5%	18,148	18,260	-0.6%	20.8%	21.4%
Total Registrations	12,493	12,228	2.2%	100.0%	100.0%	87,264	85,506	2.1%	100.0%	100.0%

The rest of the best seller in category has thrown up little to bat an eye at away from the usual suspects, but worth noting is five of the eight style best seller spots have been filled by Honda who as usual are the top manufacturer. One point worth noting and perhaps after a long campaign is Suzuki leaping up the charts into the top five with a large 44.3% increase.

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

Mopeds	Highest Registering Model by style	Sep-18
Scooter	Lexmoto ECHO 50	118
Other	Lexmoto HUNTER 50 TD 50 Q	37

Motorcycles	Highest Registering Model by style	Sep-18
Adventure Sport	Honda CRF 1000	232
Custom	Honda CMX 500 REBEL	56
Naked	Honda CB 125 F	257
Scooter	Honda PCX 125	279
Sport/Tour	Kawasaki Z1000 SX	170
Supersport	Yamaha YZF R125 ABS	341
Touring	BMW R 1200 RT	50
TRAIL/ENDURO	Honda CRF 250 LA	50

Tricycles	Highest Registering Model by style	Sep-18
SCOOTER	Piaggio MP3 500 LT SPORT ABS	18
OTHER	Can-Am SPYDER F3 1330 ACE	4

September 2018 - Highest Registering Model by Engine Size

Engine Band	Highest Registering Model by Engine Band	Sep-18
0-50cc	Lexmoto ECHO 50	118
51-125cc	Yamaha YZF R125 ABS	341
126-650cc	Honda NSS 300 FORZA	95
651-1000cc	Honda CRF 1000	232
Over 1000cc	BMW R 1200 GS ADVENTURE	222

September 2018 - New Registrations by Brand

Major Brands	Sep-18
Honda	2,628
Yamaha	1,657
BMW	1,199
Triumph	945
Suzuki	772
Kawasaki	768
Lexmoto	582
KTM	527
Harley-Davidson	409
Piaggio	373

Used Market

The inevitable decline in the amounts of used machines finding new owners at this time of year continues, with dealers reporting difficult a trading environment. As always when the going gets tough the proactive outlets find customers, but more so at this time of year, stock mix and pricing becomes more important to keep riders buying. As the low point of both sales and cash-flow starts to bite, the inevitable change in the price a dealer is willing to pay for stock moves in the obvious direction and consequently this month the Green Book has followed in a similar downward direction.

Auction

The obvious change in dealer opinion on used prices is obviously reflected in the prices realised in the auction halls over this research period. The change between seasons is more obvious and defined in results, with both major sales performing “behind book” and less of the entries selling. Comments from buyers at auctions this month have revolved around the phrase “I’ll buy a bargain” and little desperation for stock being exhibited. BCA had 150 entries at the main sale with the usual high entry numbers from Black Horse. 100 sold with a low figure of 91% of CAP affected by large numbers of similar 15 plate models on the way back from terminated PCP deals. As always some adjustment is made by dealers for the higher purchase fees. The MAG sale in Rotherham returned on the whole sale, 94% of CAP, the average deviation equating to £200. 53 of the 121 entries changed ownership. Both auctions suffered from a lower attendance than seen during the high points of the cycle with vendors attempting to dispose of the less desirable, or lower quality stock – usually taken into stock at higher summer prices – the amount sold reflects reserves that can be a little optimistic at the moment.

End Notes

This time of year there is always a report from The Department for Transport that makes for sombre reading, but non the less is part of road use that will never go away. They have released data for reported road casualties in the UK for 2017 which unfortunately sees an increase in fatalities for motorcyclists. There were 349 motorcyclist fatalities last year, a 9% increase since 2016 and motorcycle users of all kinds accounted for 19% of all road deaths in 2017 – a high figure when considering that motorcyclists were just 4% of all road users, but understandable when compared to four-wheeled vehicles usually full of safety aids. The total casualties concerning motorbike users was 18,042, which if any positive can be taken for the stats, is a 7% drop from 2016. 91% of the total were male and 30% were aged between 17 and 24. Close to half of all casualties occurred in accidents in London and the South East. One big positive from the report is the 41% reduction in motorcyclist fatalities overall since 2007.

This month’s positive finish, in the racing world. Record setting Jonathan Rea in WSB, breaking records in what feels like every meeting, with four titles in a row, most wins, most doubles and arguably now the GOAT in the series. It will take some beating and proposed changes in the rules to stop domination of this scale might make it impossible.

And one record that will never be beaten again as Ana Carrasco has made history after becoming the first female rider to win a motorcycle world championship. The 21-year-old Spanish rider grasped the World Supersport 300 title in a race that could have seen several championship winners and live positions broadcast through tense the race did. Eventually after starting 25th and slowly riding through the pack to finish 13th, saw the victory gained for the season by one point. The “ride like a girl” tee shirts in pink has to bring a smile to most faces and cannot do any harm to getting ladies on two wheels.