

Brussels, 11 February 2021

ACEM press release - Market 2020: increase for Powered Two-Wheeler registrations in Europe

2020 was a difficult year for the motorcycle sector in Europe. The national lockdowns imposed to contain the Covid-19 pandemic in Spring, when the motorcycle market usually picks up, caused a sharp drop, or even a halt, of registrations. Logistic chains were also heavily disrupted, at all levels, for manufacturers and suppliers, impacting production.

In aggregate, the largest European markets for motorcycles and mopeds recovered after Spring, reaching an overall increase of 4% compared to 2019 data, although with different results across the countries. Some as the Netherlands (+30.3%) and Germany (+27%) registered substantial increases, while others such as Italy (-5.3%) and Spain (-8.8%) still lag behind 2019 figures. Generally speaking, the market progressively recovered in the second semester, although positive figures in late 2020 are also partly linked to pre-registrations performed by importers and dealers, due to the end of validity of Euro 4 approvals (31 December 2020), for production falling outside end of series provisions.

Looking at full-year 2020 results, a total of 923,002 motorcycles were registered in 2020 in the five largest European markets (i.e. France, Germany, Italy, Spain, and the UK)¹. This represents a marginal increase of 1.1% compared to 2019 numbers.

The largest motorcycle markets in Europe in 2020 were: Germany (220,304 units), Italy (218,027 units) and France (191,231 units).

The largest European moped markets (i.e., Belgium, France, Germany, Italy, the Netherlands and Spain) rose from 252,464 units in 2019 to 287,096 in 2020. This represents an increase of 13.7% on a year-on-year basis. The largest markets for mopeds in Europe were France (98,592 units), the Netherlands (84,732 units) and Germany (35,010 units).

QUOTE

Commenting on the 2020 registration figures, ACEM Secretary General Antonio Perlot said:

“To a large extent market recovery was due to the renewed attractiveness and convenience of powered two-wheelers for urban and peri-urban commuting, within a sanitary context in which public transportation has not been deemed a safe option by many citizens. Also, with reduced opportunities for holidaying abroad, most consumers having had to delay their purchase in Spring still opted for a new motorcycle later in the year, for leisure activities such as touring closer to home”.

“All in all, the motorcycle sector seems to have coped well with a very difficult year. However, looking ahead, the jury is still out, as many questions remain regarding the overall effects of the ongoing pandemic, on the EU economy and on mobility.”.

PRESS CONTACT

Manuel Ordonez de Barraicua
ACEM communications manager
m.ordonez@acem.eu
+32 496 52 65 17

¹ These five markets account for about 80% of all motorcycle registrations in the EU + UK area.

NOTES FOR EDITORS

As of 2020 ACEM statistical releases will cover:

- The largest European markets for motorcycles (i.e. Italy, France, Germany, Spain, UK). These countries account for about 80% of motorcycle registrations in the EU + UK block.
- The largest European moped markets (i.e. France, the Netherlands, Germany, Italy, Belgium, and Spain). These countries account about 80% of moped registrations in the EU + UK block.
- Moped figures include L1eB vehicles (two-wheel mopeds) as well as L2e vehicles (three-wheel mopeds). For some countries, depending on their administrative practices, they may also include L1e-A vehicles (powered-cycles).

ABOUT ACEM

The European Association of Motorcycle Manufacturers (ACEM) represents manufacturers of mopeds, motorcycles, three-wheelers and quadricycles (L-category vehicles) in Europe.

ACEM members include 18 manufacturing companies: BMW Motorrad, Bombardier Recreational Products (BRP), Ducati Motor holding, Harley-Davidson, Honda, Kawasaki, KTM, KYMCO, MV Agusta, Peugeot Scooters, Piaggio, Polaris Industries, Qooder, Royal Enfield, Suzuki, Triumph Motorcycles, Yamaha and Zero Motorcycles.

ACEM also represents 20 motorcycle industry associations in 17 different European countries. About 300,000 jobs depend on the L-category industry in Europe. There are more than 39 million motorcycles and scooters on Europe's roads (2019 estimate).