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THE  
MOTOR CYCLE  
INDUSTRY  
ASSOCIATION

# What is the Motorcycle Market Showing?

Engine Band	No of Registrations			Market Share (%)			No of Registrations			Market Share (%)			No of Registrations			Market Share (%)		
	Jul 2015 Month	Jul 2014 Month	% Change	Jul 2015 Month	Jul 2014 Month	% Change	Jul 2015 YTD	Jul 2014 YTD	% Change	Jul 2015 YTD	Jul 2014 YTD	% Change	Jul 2015 Rolling Year	Jul 2014 Rolling Year	% Change	Jul 2015 Rolling Year	Jul 2014 Rolling Year	% Change
0-50cc	926	1,090	-15.0	8.2	11.0	-25.5	5,322	5,978	-11.0	7.4	9.4	-21.3	10,007	10,626	-5.8	9.1	10.8	-15.4
51-125cc	4,660	3,815	22.1	41.3	38.6	7.1	25,539	22,241	14.8	35.4	34.8	1.5	41,203	36,623	12.5	37.6	37.2	1.0
126-650cc	1,431	1,339	6.9	12.7	13.5	-6.3	10,392	8,922	16.5	14.4	14.0	3.0	15,792	14,018	12.7	14.4	14.2	1.2
651-1000cc	2,447	1,907	28.3	21.7	19.3	12.5	17,238	13,646	26.3	23.9	21.4	11.7	23,501	19,064	23.3	21.4	19.4	10.7
Over 1000cc	1,809	1,735	4.3	16.0	17.6	-8.6	13,747	13,093	5.0	19.0	20.5	-7.2	19,132	18,130	5.5	17.5	18.4	-5.2
Total	11,273	9,886	14.0	100.0	100.0	0.0	72,238	63,880	13.1	100.0	100.0	0.0	109,635	98,461	11.3	100.0	100.0	0.0

Units  
22.1%+

Market  
Share  
7.1%+

Y-T-D  
14.8%+

Rolling  
Year  
12.5%+

## July 2014 V July 2015

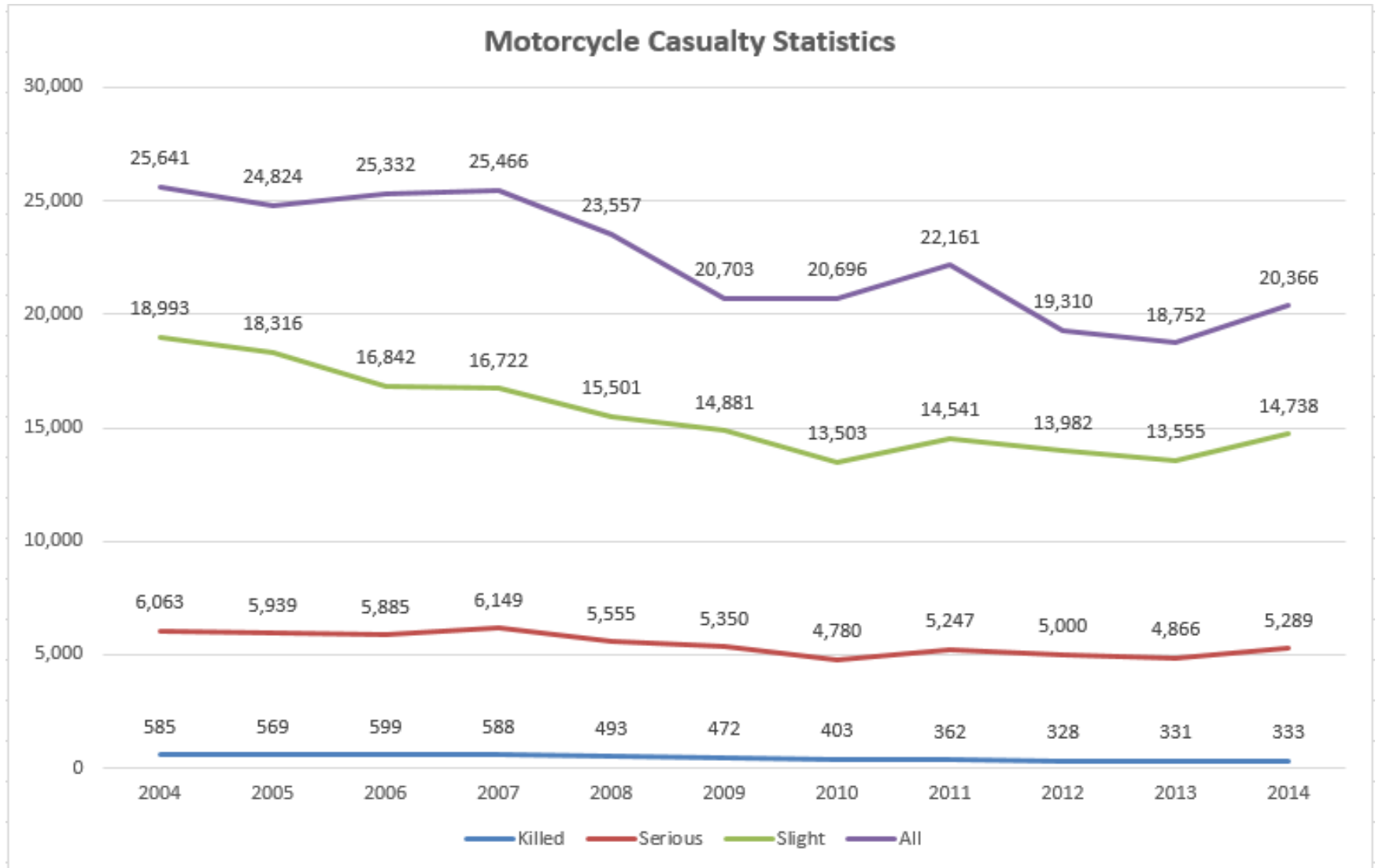
51-125cc consistent increases

651-1000cc only other band to consistently show this trend

Moped sales still falling



# What are the Casualty Statistics Showing?



# Plans for the Future to Increase Usage and Reduce Casualties

Comprehensive Framework Presented to Government

[www.motorcycleframework.co.uk](http://www.motorcycleframework.co.uk)

## REALISING THE MOTORCYCLING OPPORTUNITY

A motorcycle safety and transport policy framework



Theme 1 – Road User Awareness



Theme 2 – Educate to Deliver



Theme 3 – Motorcycles as a Practical Solution



Theme 4 – Unlocking the Benefits of Motorcycling



Theme 5 – Better Motorcycle Industry Engagement in Society



Theme 6 – Partnership with Cycling



