

# BIKE MARKET WATCH

**BORDERLESS BIKE BUYERS**  
Opportunities grow as buyers  
extend their search interstate

**bikesales**

BIKE OF THE YEAR 2016

**Honda Africa Twin**

Inaugural  
Bike of the Year  
winner

# THE NEW INDUSTRY BENCHMARK

The first bikesales Bike of the Year winner is crowned,  
with more to come in 2017

**BMW'S FINEST GO HEAD TO HEAD:  
S 1000 RR VS M4 GTS**

The eternal bike vs car battle goes another round

**bikesales**

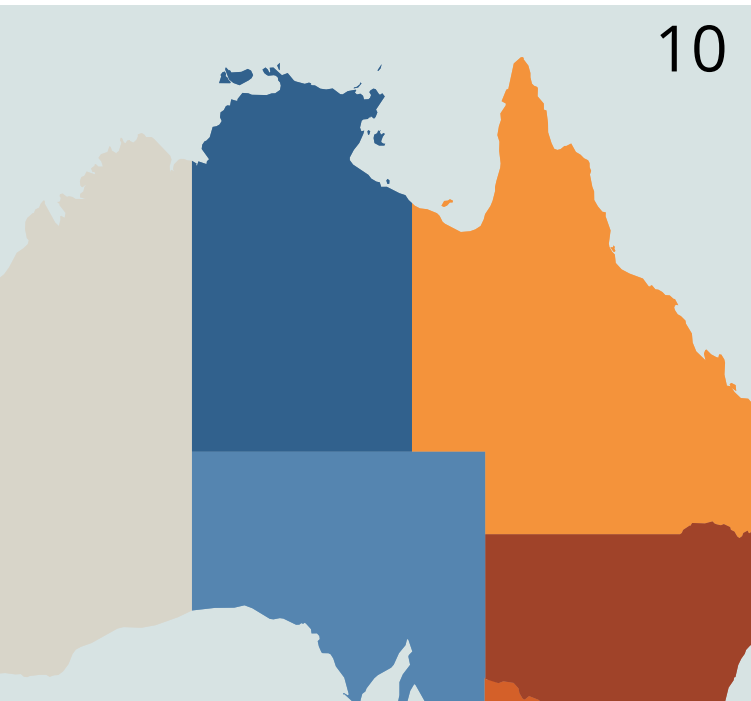
# Edition 4 at a glance

**04** **The new industry benchmark**  
bikesales' Bike of the Year award was run and won for the first time.

**08** **Consumer sentiment for online bike classified sites**  
Find out how buyers rate bikesales across key brand attributes.

**10** **Borderless bike buyers**  
Buyers know no boundaries, with interstate leads presenting a big opportunity for dealers.

**12** **The bike market landscape**  
Get the full picture of where buyers go to purchase their next bike.



**14** **Battle of Bavaria's finest**  
Two of BMW's fiercest new releases go head to head in an epic track battle.

**19** **Meet the bikesales buying family**  
Discover the differences in purchase intention, demographics and on-site behaviour of buyer segments.

**22** **End of year sales surge**  
Bike sales took off in the later months of 2016. Will this trend continue in 2017?

**25** **Top 10 models by enquiries**  
Which models are capturing the most enquiry on bikesales?

**26** **Top 5 news, reviews and videos**  
What content is winning reads and views on bikesales?

COVER: Honda's Africa Twin captured bikesales' first BOTY award. Turn to pg. 4 for the inside line.

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# Introduction

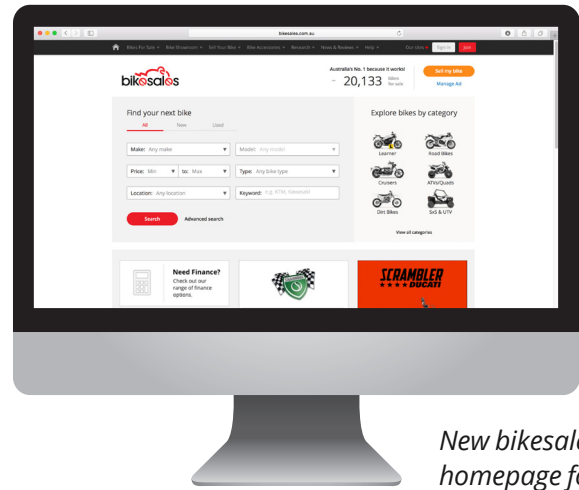
Welcome to edition 4 of Bike Market Watch and our first for 2017.

Overall, 2016 delivered positive results for the Australian bike industry with 114,783 units sold including ATVs/SXS and growth spread across almost all segments.

For the bikesales family, the past six months has been a busy and rewarding period highlighted by a number of key initiatives. November 2016 saw the crowning of the inaugural bikesales Bike of the Year (BOTY) award to the Honda Twin Africa, to much fanfare and industry chatter. You can rest assured that the 2017 award will be a bigger and better production that delivers even greater benefits for buyers, dealers and OEMs alike.

Coupled with BOTY, increased investment in the customer experience has delivered a new bikesales homepage for 2017 featuring more efficient and flexible search capabilities, comprehensive news and reviews for more informed buyer decision-making and better engagement in the form of the latest videos.

In edition 4, of particular interest to dealers will be our investigation into the share of leads placed on interstate stock. The numbers might just surprise you across different price bands. In today's online and mobile world where purchases are increasingly made unseen and based off photos and reviews, the opportunity for dealers to sell way beyond their Primary Market Area has never been more real and lucrative. Smart investments—in areas such as listing



*New bikesales homepage for 2017.*

upgrades and professional photography—can pay quick dividends. Contact your Account Manager for the latest tools and ideas that can help you grab a share of interstate leads.

As always, we would love for you to get involved and help shape future editions of Bike Market Watch. If there's a topic or idea that you would like analysed, [simply drop us a line](#).

Happy reading,

**Craig Fraser**

**National Sales Director**  
carsales.com Ltd



## Kelly brothers drive buyer engagement

Designed specifically for the unique consumer behaviour on social media platforms, bikesales recently released two videos featuring well-known Supercars championship drivers Todd and Rick Kelly.



# The new industry benchmark

bikesales' Bike of the Year award takes flight in 2016, with more to come...

By Mark Fattore, *Editor of bikesales.com.au*

Last year was a momentous one for bikesales as we introduced a formal Bike of the Year (BOTY) award for the first time – moving in hard on a space that has traditionally been 'owned' by magazines in Australia.

We've always dabbled in best bikes conversations, but this time we adopted a more formal structure to not only recognise excellence across a number of on- and off-road categories, but to then shortlist three finalists before crowning the ultimate winner.

It was a rigorous and exhaustive process, and included a ruling that all bikes must have gone on sale by September 1, 2016, as well as meeting specific criteria to be included in the judging.

From there, the bikesales team determined the 11 category winners based on factors including excellence, innovation, performance and value for money.



Cohesion and integration of all the motorcycle elements i.e. engine, chassis, brakes and styling, and the ability to engage the target market.




Unique or first-in-class technical advancement.



Power- and torque-to-weight ratios, and whether there's compatibility between the engine and chassis.



Listen to Mark Fattore talk about the awards to [motocyclelife.com.au](http://motocyclelife.com.au) 

# WINNERS ARE GRINNERS

Check out the bikesales  
BOTY category and finalists:

CATEGORY: SUPERSPORT  
**Ducati 1299 Panigale**



CATEGORY: CRUISER  
**Victory Octane**



CATEGORY: SCOOTER  
**Piaggio Medley 150**



CATEGORY: NAKED  
**KTM 690 Duke**



CATEGORY: TOURING  
**Indian Roadmaster**



CATEGORY: SPORTSTOURING  
**Yamaha MT-09 Tracer**



CATEGORY: ADVENTURE  
**Honda Africa Twin**



CATEGORY: ADVENTURE SPORT  
**BMW Motorrad S 1000 XR**



CATEGORY: ENDURO  
**Sherco 300 SE-R**



CATEGORY: MOTOCROSS  
**Yamaha YZ450F**



CATEGORY: RETRO  
**Yamaha XSR900**



SHORTLISTED BOTY FINALIST  
**Honda Africa Twin**



SHORTLISTED BOTY FINALIST  
**BMW Motorrad S 1000 XR**



SHORTLISTED BOTY FINALIST  
**Yamaha XSR900**



2016 bikesales  
Bike of the Year

**HONDA  
AFRICA  
TWIN**



Read our review of the  
Honda Africa Twin [↗](#)



## Commercial impact at an OEM and dealer level

The deliberations were far-reaching but the Africa Twin – which only went on sale in February 2016 – received the ultimate prize as it's such a cleverly conceived and functional bike that is beautifully balanced, stable and nimble, particularly in an off-road setting. The bike also has an irresistible price point and hits its target market.

The Africa Twin was the biggest seller in the Australian 'Adventure Touring' category in 2016, against some exceptionally strong opposition from the likes of BMW Motorrad – a traditional powerhouse in that category.

The BOTY is not only an editorial initiative, though; there are also commercial considerations as well. A slew of marketing and point-of-sale opportunities became available for both importers and retailers to leverage and reinforce success in the inaugural award, with examples including 'swing tags' on dealer floors. Winning models are now automatically highlighted with a logo on bikesales listings, immediately making prospective buyers aware of the quality and critical acclaim achieved by the bike.

And that's just the thin end of the wedge: as the BOTY becomes a more mature product, it will open up a plethora of marketing prospects.

The inaugural BOTY also piqued the interest of a number of media outlets keen to know more about how Australia's No. 1 motorcycle website went about the whole process.

## 2017 promises to be bigger and better

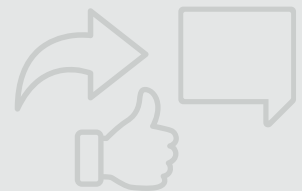
So what's next?

The 2017 BOTY! We've now laid the foundations, and this year it will be even bigger and better, including a more wide-reaching testing program with a huge emphasis on video and robust editorial articles – materials that can also be leveraged by manufacturers and retailers.

We'll also be tweaking some of the categories to reflect market tastes, and the overall winner will be announced in late November.

## Social crowd-pullers

Winning critical and transparent awards such as BOTY can help brands build awareness, credibility and engagement on social media platforms.



**Ducati Australia & New Zealand**  
November 26 at 8:09am · 🌐

It's been a very good first day for Ducati at the Moto Expo. pleased that the 1299 Panigale was awarded best bike in the Bike category in the inaugural Bikesales.com.au 'Bike of the Year' award. Thank you Bikesales!

Ducati 1299 Panigale  
BEST SUPERSPORT

3K Views  
Like Comment Share

12 Comments 21 Shares

**Honda Motorcycles Australia**  
November 25 at 6:23pm · 🌐

Very happy and proud to receive the Bike of the year award from bikesales.com.au for the Africa Twin!

3K Views  
Like Comment Share

**Yamaha Motor Australia** added 3 new photos.  
November 26 at 9:00am · 🌐

Yamaha products has been awarded bikesales.com.au bike of the year in several categories, MT-09 Tracer - Best Sports Touring, YZ450F - Best Motocross and XSR900 - Best Retro. Come check them out at Melbourne MOTO EXPO this weekend. #yamaha #revsyourheart

Like Comment Share

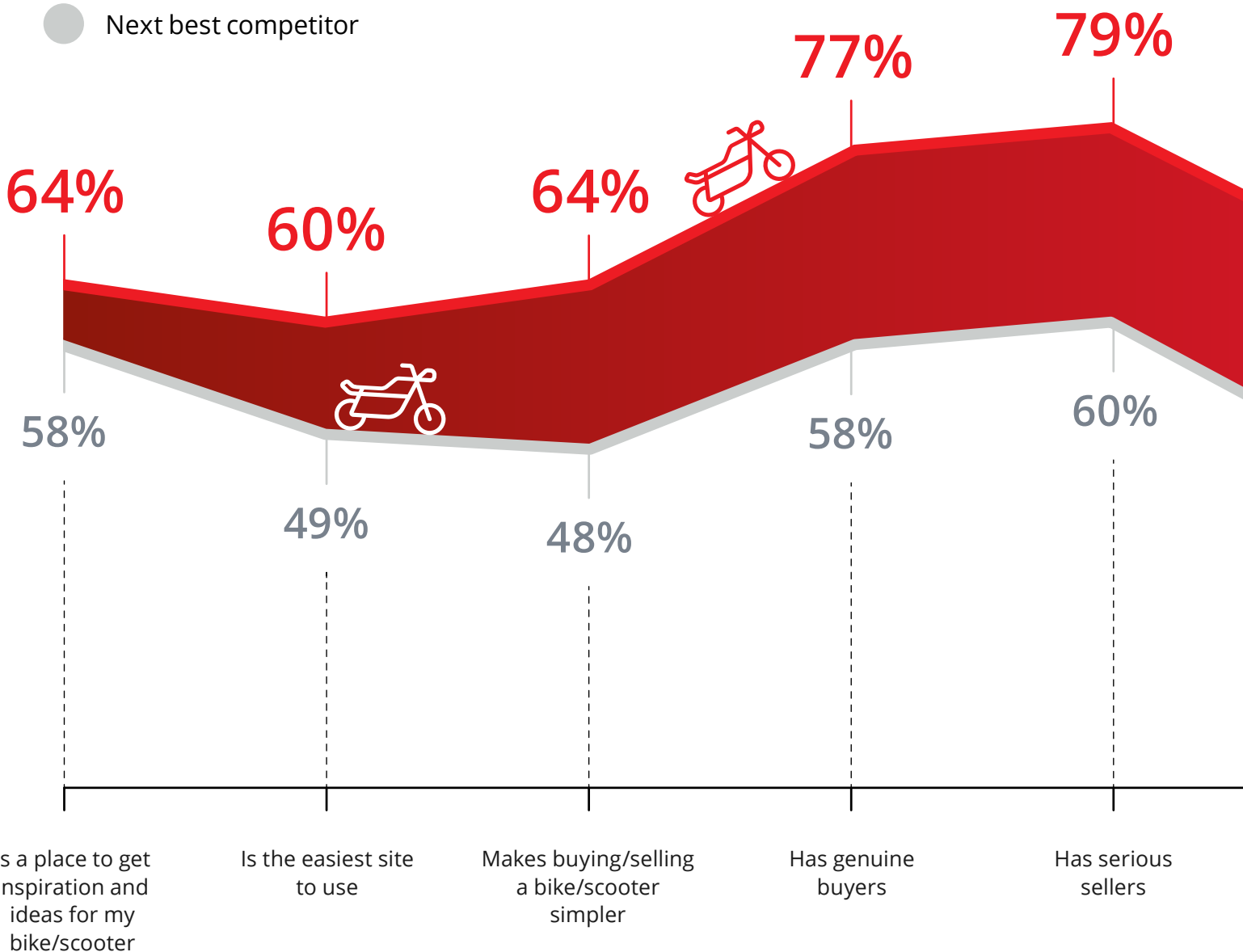
# Consumer sentiment for online bike classified websites

We asked Australian consumers a few questions about where they like to shop for their next purchase.

When it comes to the key brand perception statements below, it's clear consumers prefer bikesales.

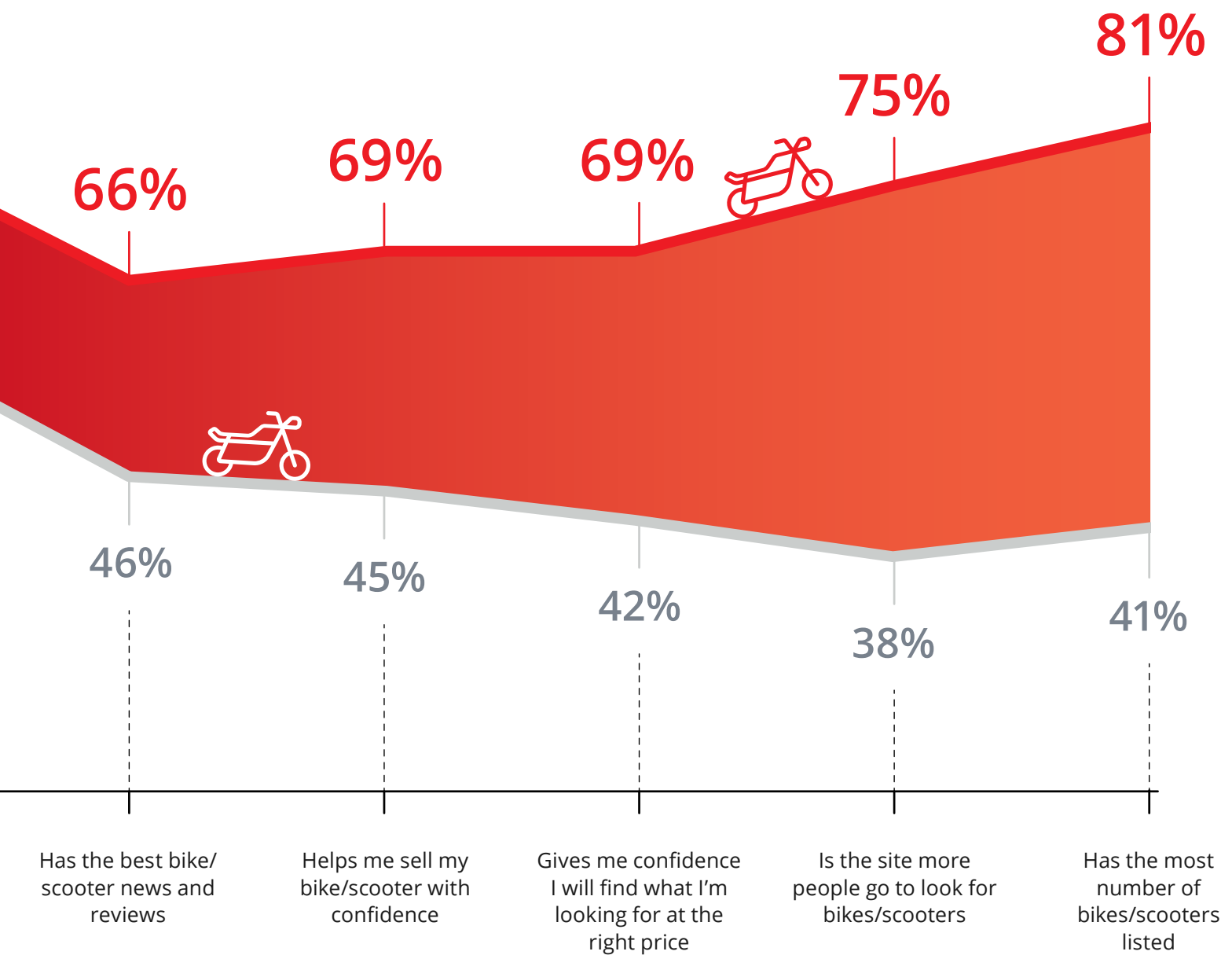
● bikesales

● Next best competitor



Source: Nature, C1. Shown below are a number of statements. For each of the statements below which brands would you associate with each. ? March 2017 Total Sample: n= 649.





Source: Nature, C1. Shown below are a number of statements. For each of the statements below which brands would you associate with each. ? March 2017 Total Sample: n= 649.

# Borderless bike buyers



Opportunities for dealers as buyers increasingly prepared to extend their search interstate.

It's no secret that buyers are more discerning than ever before and it seems they're prepared to go to further lengths to purchase *the one*.

One of the effects of digitising and mobilising much of the bike search process is that buyers are now more willing and comfortable to make enquires on interstate stock – whether it's a special effort for the perfect bike or a saving that's just too good to pass up. This evolution in buyer behaviour and blurring of market areas opens up significant opportunities and has implications for the way dealers advertise their stock.

Below are just a few key insights on interstate leads on bikesales. For more, dive into our interactive state-by-state analysis of interstate leads on the following page.

**Hot tip: Tap into the growing trend of buying sight unseen**

Attaching professionally-produced photography to your online listings not only delivers the transparency for buyers to enquire on interstate stock, but greater confidence to purchase sight unseen.

SA

**60.6%**

of leads on bikes priced between \$10,000–\$20,000 were placed on interstate stock.

QLD

**52.5%**

of leads placed on bikes over \$30,000 were placed on interstate stock.

NSW

**33.6%**

of leads on bikes priced between \$10,000–\$20,000 were placed on interstate stock.

TAS

**87.5%**

of leads from customers in TAS on bikes priced \$10,000–\$20,000 were placed on interstate stock.

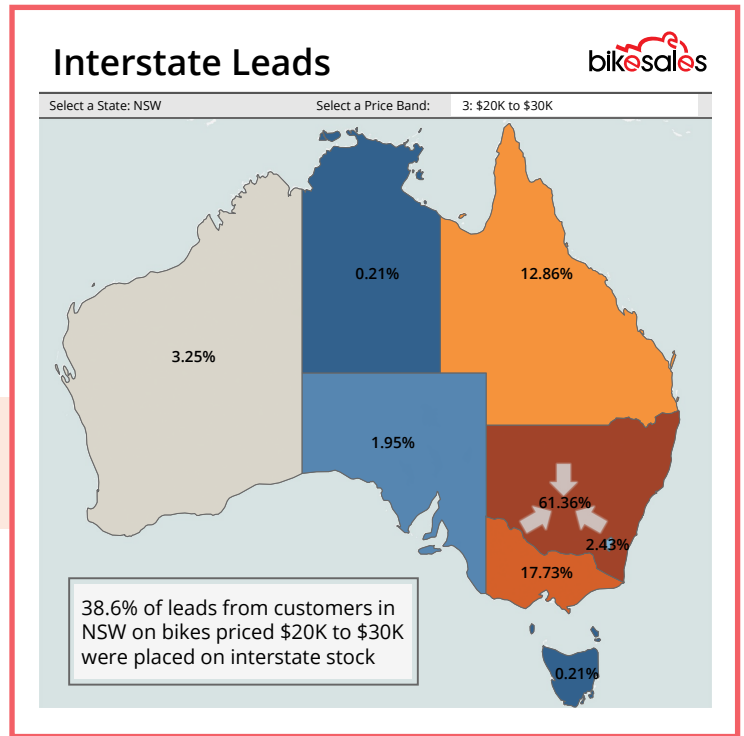
VIC

**33.5%**

of leads on bikes priced between \$20,000–\$30,000 were placed on interstate stock.

# State-by-state analysis of interstate leads on bikesales

Select a state and toggle between different price bands.



Get in touch with your Account Manager for ideas on how to best capitalise on the opportunity of interstate buyers.

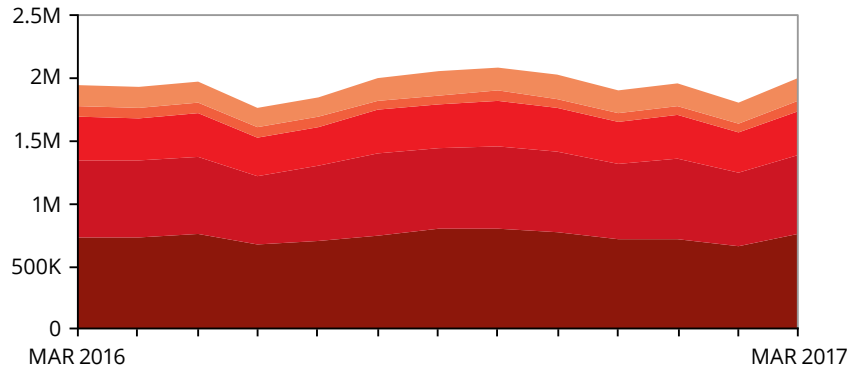
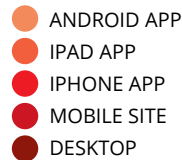


# THE BIKE MARKET LANDSCAPE

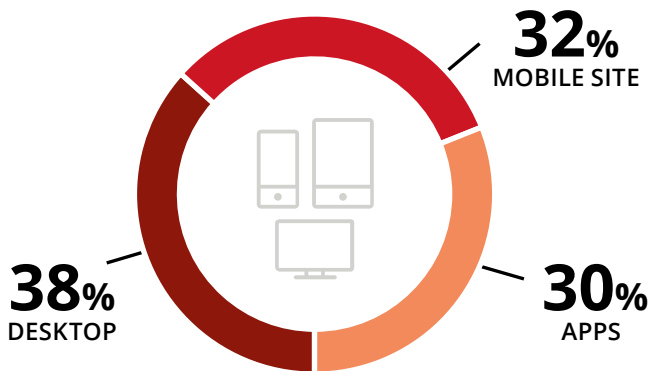
Actionable insights to make better decisions that drive better results.

## VISITS TO BIKESALES<sup>1</sup>

Visits to bikesales increased in the lead up to summer, as buyers looked to secure their next ride to take advantage of better riding conditions.



## TRAFFIC SPLIT BY DEVICE<sup>2</sup>



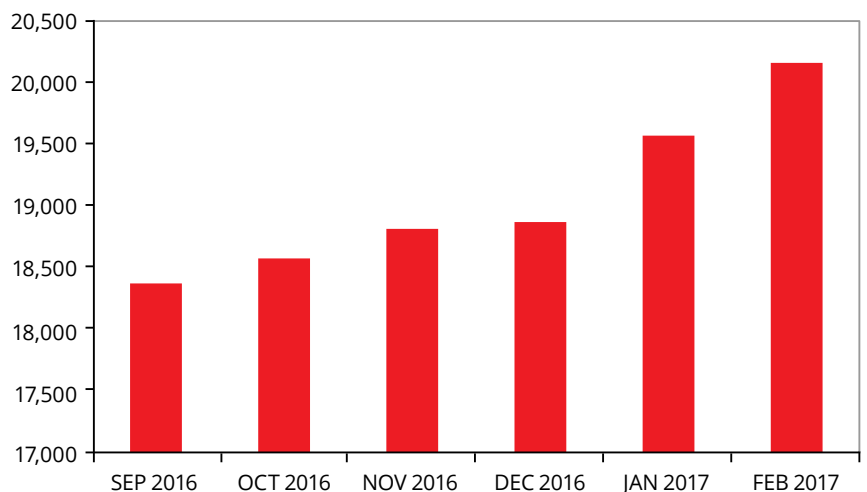
The traffic split to bikesales is relatively even across the three channels, with desktop maintaining a slight lead over mobile and app.

Mobile traffic to bikesales is **up 4% Year-on-Year.**<sup>2</sup>

## INVENTORY LISTED ON BIKESALES<sup>3</sup>

Total inventory listed on bikesales has continued to rise over the past 6 months.

Inventory listed on bikesales is **up 10%** over the past 6 months.<sup>3</sup>



## AUSTRALIA'S INSATIABLE APPETITE FOR MOBILE<sup>4</sup>

# 1hr 36mins

average time spent by  
Australians using the  
internet via mobile phone

# 60%

Australians bought  
something online  
in the past month

# 40%

year-on-year growth  
of Australians buying  
online via their mobile

## BIKESALES APPS ARE INCREASINGLY POPULAR

Sessions across bikesales' Android and iOS apps experienced growth year-on-year. Buyers also displayed strong satisfaction with app functionality and capabilities, as indicated by positive reviews on the respective app stores.

# 8%

increase in app sessions  
year-on-year for the  
bikesales Android app.<sup>6</sup>



### bikesales iOS app

Total downloads: 520,000<sup>5</sup>

3% increase in app sessions  
year-on-year<sup>6</sup>

### Customer Ratings

Current version:



15 ratings

All versions:



809 ratings



### bikesales Android app

Total downloads: 219,974<sup>7</sup>

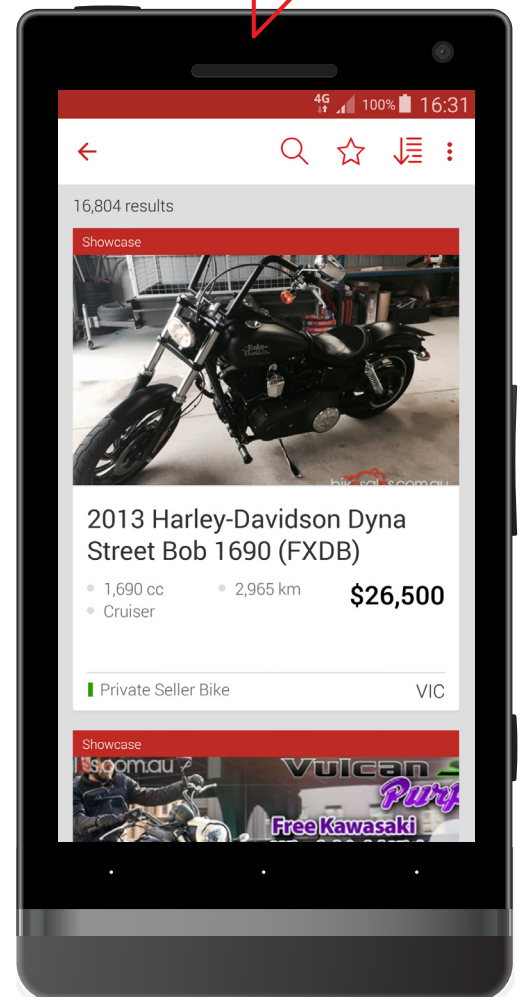
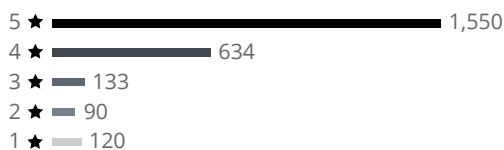
8% increase in app sessions  
year-on-year<sup>6</sup>

### Customer Reviews<sup>7</sup>

# 4.3



2,527 ratings





VS



## Battle of Bavaria's finest

The eternal bike vs car fight goes another round with two of BMW's highest performers.

### Tested on track

So let's be honest: we're here to test outright cornering ability, acceleration performance and overall dynamic nous of the M4 GTS and S 1000 RR at Sydney Motorsport Park, each of which represents pinnacle performance when it comes to BMW's production car and bike range.

But in reality, these machines have the same brief: they are unashamedly made for the track. Like it or not, they're big, intimidating and powerful... and they take no prisoners.

The new M4 GTS is brutal by nature. Folklore says it was referred to as the 'widow maker' by some BMW boffins during development, and rightly so – it is the most hardcore BMW road car ever produced.

By comparison, the 2017 BMW S 1000 RR is equally up to hurling you off this mortal coil. Thanks to its absurd combination of a 1:1 horsepower-to-kilogram ratio and optional features including a pit lane limiter and launch control, this is also machine that doesn't suffer fools. Or does it?

To find out, we carefully curated notes from a full-day track test, including acceleration comparisons, corner speeds and, once the serious stuff was out of the way, a casual expression session.

### Closer look: BMW M4 GTS

The GTS is a bonafide BMW M (Motorsport) car.

It started life clad in sirens and reflective stickers, leading the world's fastest motorcycle riders around the track as the official MotoGP safety car in 2014 and 2015.

The GTS tried to fly under the radar as something innocuous. And it did so in plain sight, travelling from circuit to circuit while BMW finessed the underbody tech. Speculation was rampant from the outset that this was a preview to something more.

Buy the road-going version and the world will know you're in a special M4. Gold wings, an adjustable rear wing and monstrous brakes give some hint at the GTS' track-ready stature.

The GTS shares the same basic underpinnings and 3.0-litre six-cylinder engine as the F82 M4 Coupe. But that's about where a lot of the comparisons stop.

Distinguishing the GTS is a revolutionary water-injection system that, in the first application of this type in a production car, sprays a fine mist of distilled water into the intake manifold plenum chamber.

The benefits are two-fold: the evaporation significantly reduces the temperature of the

intake air, benefitting combustion and also reducing the risk of engine knock and unburnt fuel, all of which allows a higher turbo boost pressure and earlier spark timing.

The resulting uplift in power and torque, from 430hp (321kW) to 493hp (368kW) and from 550Nm to 600Nm, hardly does the M4's impressive power delivery justice. Ditto the 0-100km/h time, which drops from 4.1 seconds to 3.8 seconds in GTS guise, making it BMW's quickest production car.

In addition, BMW stripped out the regular M4's rear seat, front speakers and spare wheel, inserting a five-litre tank of distilled water in place of the latter's recess (for the water-injection system). There's also a roll-cage and the front seats are fixed-back lightweight carbon-fibre buckets with approved racing harnesses.

Further contributing to GTS' 60kg weight loss over the donor car is a full titanium exhaust system, carbon-fibre bonnet and front splitter, and carbon-ceramic brakes.

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From the cockpit, the GTS features individual tuning for the engine, steering and gearbox. But unlike the road-car, its M coil-over suspension cannot be softened, though you can adjust the rebound and compression settings and ride height for precise track tuning.

Moreover, there are lightweight aluminium control arms, wheel carriers and axle sub-frames, cutting weight on the front axles alone by 5kg over their steel counterparts.

Only 700 GTS models were built globally at the car's introduction last year, 25 of which made it to Australia. And despite a sticker price of \$295,000 (plus on-road costs), the GTS was virtually sold out before even being confirmed.





## Closer look: BMW S 1000 RR

Where to start? This is one of the fastest, most bad-ass motorcycles on the planet. But, equally impressive, it is also one of the most user-friendly.

Lightly updated for 2017, the S 1000 RR boasts blinding speed courtesy of a 999cc liquid-cooled four-cylinder engine that makes 195hp (146kW) and 113Nm. Better still, it weighs 175.5kg dry – helping create a better-than-optimum 1:1 horsepower-to-weight ratio.

The acceleration times are incredible. Zero to 100km/h in a claimed 2.7 seconds, 100km/h-200km/h in even less time. Slowing down is an equally impressive feat courtesy of the standard four-piston Brembo front stoppers.

But for the everyday man, the S 1000 RR is also an incredibly accessible machine. It has adjustable dampers which soften or firm the ride (the M4 GTS has only one do-it-all setting), dynamic traction control and ABS as standard functions.

The various electric parameters are available across three riding modes – Rain, Sport and Race. These can be further tailored when you option Pro Riding Modes, which brings into play 'Slick' and 'User mode' functions, along with wheelie control.

Furthermore, an optional quickshifter allows the rider to change gears up or down without actuating the clutch or changing throttle position – in effect allowing you to flat shift with the twist-grip wide open. The aforementioned launch control function and pit lane limiter are similarly straight from the track catalogue.

A high-clarity digital instrument panel projects all of this information clearly and concisely, while optional heated grips bring some semblance of long-journey comfort.

At \$21,990 (plus on-road costs), the S 1000 RR costs less than a 10th of the M4 GTS' sticker price and, unlike its four-wheeled cousin, is readily accessible in Australian showrooms.



This is one of the fastest, most badass motorcycles on the planet. But, equally impressive, it is also one of the most user-friendly.

## The drag race

First things first; a comparison wouldn't be complete without a drag race.

In this case, the only dragging that went on was the M4 dragging the chain. On the front straight of the Sydney Motorsport Park, the GTS is completely hosed by the S 100 0RR within the first 50m.

By the end of the traditional quarter-mile marker, the superbike is about 150m ahead. Opening stoush to the motorcycle, then.

## Hot laps

Going fast in a straight line is one thing, but it's not everything. So we took both machines out for hot laps of the Sydney racetrack's Gardner Circuit – ironically, a former stop on the 500cc Grand Prix world circuit.

The S 1000 RR goes first for a full-tilt blast.

The incredible thing about the BMW is its ease of use. The S 1000 RR delivers an incredible turn of speed and easy-to-gauge parameters.

This is a machine that lends itself to going fast even with a novice on board, thanks to incredible stability under braking, excellent turn-in response and a poised and an unflappable demeanour through corners.

Front-end feel is excellent, allowing you to quickly cultivate trust in the Metzeler Racetec RR rubber.

Eventually, my riding strategy becomes one of turn and burn. Shooting onto the main straight in second gear, the front wheel dances off the deck as I twist the throttle on. By the start-finish line, I'm travelling at 265km/h when my mere mortal brain instinctively tells me to button off.

There's no doubting the S 1000 RR could match the 299km/h top speed of a Yamaha YZF-R1 on the straight around this place with a decent rider on board, as seen at the recent global launch. Nonetheless, the RR is incisively fast; scary almost that it's possible to purchase this sort of metal for the road.

## Next up, the M4 GTS.

First impression? These two machines are almost like chalk and cheese. Where the S 1000 RR is fun as a six-tenths machine, the M4 GTS is unashamedly enjoyable on the limiter.

If the regular M4 is light switch-like in its driving behaviour, the GTS is like holding a dimmer switch in both hands.

Thicker anti-roll bars, improved steering feel and a rigid connection between the rear axle subframe and body (no rubber bushings) help garner a comprehensively better feel and confidence, particularly in the rear-end.

There's no doubting the S 1000 RR could match the 299km/h top speed of a Yamaha YZF-R1.

The GTS telegraphs its movements on the road almost instinctively to the driver. Alas, it's a car that bobs and fidgets through the corners (and we didn't even touch public roads), but one that helps cultivate incredible feel and feedback at the same time.

Similarly, the steering feel is much more organic than its donor car's, with perfect weighting and accuracy.

By far the biggest improvement in the M4 is top-end power. With 5500rpm on the rev counter, it pulls almost maniacally towards its 7600rpm limiter. The scintillating rush to redline almost feels as though you're much higher on the tacho, such is the rush and aural drama of the entire process.

The titanium exhaust brings a pleasant change to the regular M4's synthetic, droney note. There's a shrieking, metallic base underlining the dash to redline, but unlike earlier M models, there's no howling suck of induction to serenade you.

The Michelin Pilot Sport Cup 2 tyres similarly afford unprecedented levels of grip on this chassis. But with the reins loosened, it soon becomes possible for power to overcome traction. In this sense, the GTS is extremely playful, yet it retains its manners at the same time, especially with the 1472kg tare weight in consideration.

## Splitting hairs

Ultimately, I went away from this test completely beguiled by the speed and precision of both machines, but equally impressed at how fun and useable these top-flight weapons are for the everyday punter.

In the case of the S 1000 RR, this is owed to its myriad electric rider assistance software. For the

M4 GTS, it comes back to good old fashioned feel and feedback.

Taking into consideration the sticker price and accessibility of either machine, splitting them is almost impossible. To remedy this, I'd take both. Plain and simple. Best of both worlds.



### 2017 BMW S 1000 RR pricing and specifications:

Price	\$21,990 (plus on-road costs)
Engine	999cc inline four-cylinder
Output	146kW/113Nm
Transmission	Six-speed manual
Fuel	N/A
CO2	N/A
Safety Rating	N/A



#### What we liked:

- Ease of use
- Explosive top-end
- Electric rider assistance



#### Not so much:

- Optional extras
- Better suited to shorter riders

### 2017 BMW M4 GTS pricing and specifications:

Price	\$294,715 (plus on-road costs)
Engine	3.0-litre twin-turbo inline six-cylinder
Output	368kW/600Nm
Transmission	Seven-speed dual-clutch automatic
Fuel	8.5L/100km (ADR Combined)
CO2	199g/km (ADR Combined)
Safety Rating	N/A



#### What we liked:

- Top-end fireworks
- Improved rear-end tractability
- Superb steering, lateral grip



#### Not so much:

- Price
- Harsh ride quality
- Sold out

# Meet the bikesales buying family

Get a deeper understanding of how your customers act online with our segmentation analysis.

## How bikesales consumers are split by personas:

### Cruiser Carl

- Later life-stage and segment loyal.
- High income and willing to spend with preferred brands.
- Infrequent/week-end riders.

### Sally & Sam Scooter

- Smaller group of segment-loyal scooter owners and buyers.
- Usually higher income and frequent riders, may branch out into other categories.

### Harry Hobbyist

- Segment predominantly of motocross and ATV enthusiasts.
- Many do not aspire to purchase a road-bike, although some may purchase a LAMS.

### Liam Learner

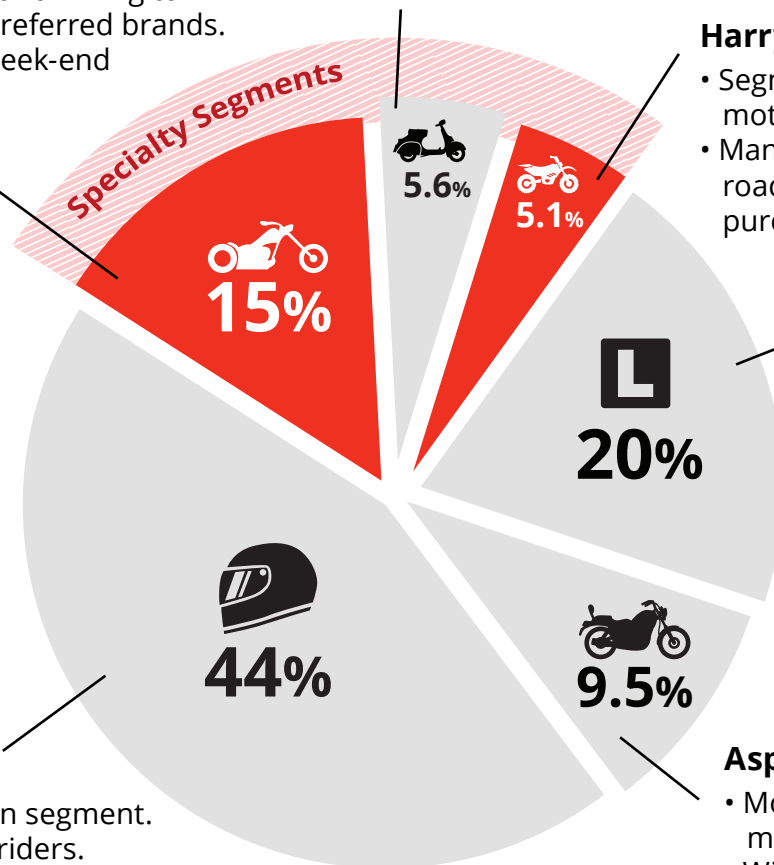
- Young and inexperienced. Non-riders, making a first price-constrained purchase.
- Little brand loyalty, lean towards naked/sports.

### Brand Ben

- Most common segment.
- Experienced riders.
- While more brand loyal at this life stage, will still often consider multiple brands and categories.

### Aspiring Andy

- More frequent riders making a more informed purchase.
- Will consider a wide range of brands given their new array of options.



To find out about the entire family, speak to your Account Manager.

# Meet Cruiser Carl



**15%**  
of site visitors

**1st**  
in visitor age

**1st**  
in high spending

**5th**  
in most bike usage

The highest spending category, this segment is very brand and category loyal. Generally older, this segment does not ride frequently. If they can be lured from the cruiser category, it's usually into the touring category.

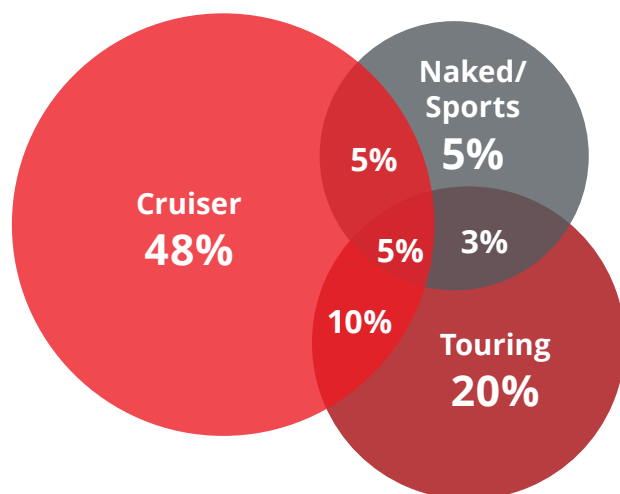
## AT PRESENT

**41%** ride a few times a month or less.

**67%** aged 45+.

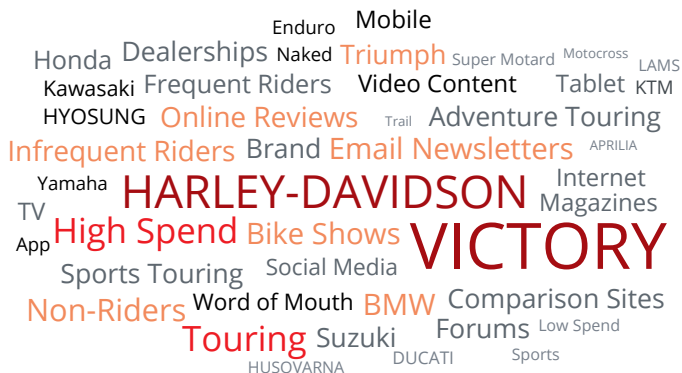
**49%** consider brand important when buying.

## CATEGORY INTENTION



Top 3 categories shown. Not to scale.

## KEY THEMES



## IN FUTURE

**70%** intend to (re-)purchase in Cruiser category.

**55%** of enquiries were made on Cruisers.

**27%** of enquiries were made on Tourers.

# Meet Harry Hobbyist



**20%**  
of site visitors

**6th**  
in visitor age

**6th**  
in high spending

**6th**  
in most bike usage

A segment of predominantly off-road riders, this segment consists of motocross and ATV enthusiasts. A generally younger and lower spending segment, many do not intend to purchase road bikes, although some may move in to the LAMS category.

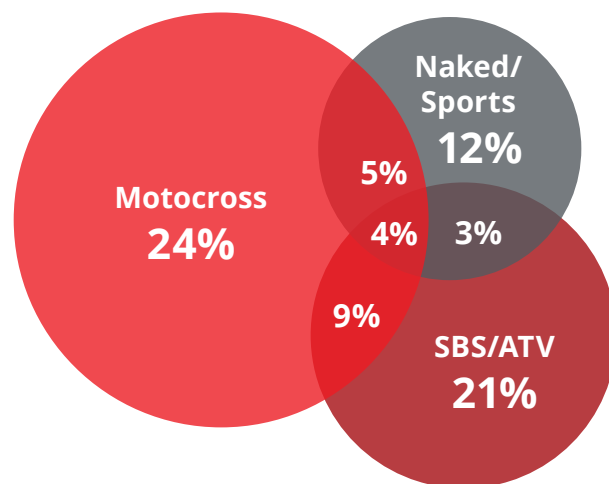
## AT PRESENT

**42%** currently don't own a bike.

**38%** are 18 - 24 years old.

**34%** consider brand important when buying.

## CATEGORY INTENTION



Top 3 categories shown. Not to scale.

## KEY THEMES



## IN FUTURE

**63%** intend to purchase in the LAMS category.

**61%** of enquiries were made on Sports/Naked.

**75%** of enquiries were made on LAMS.



## End of year sales surge

2016 ends on a positive note, with the LAMS category poised for greater sales in 2017.

By Mark Fattore, *Editor of bikesales.com.au*

A surge in consumer activity during the final quarter of 2016 generated a strong finish to the sales year for Australia's new motorcycle market, with year-on-year growth of 6.6 per cent.

Australia's motorcycle, ATV and scooter sales reached a total of 114,783 units in 2016 – an increase of 7073 over 2015. It was the fifth highest sales result in the industry's history, and the strongest result since 2009.

Buyer trends showed solid growth in the ATV, road and road motorcycles, while scooters again fell back sharply – continuing a decline that first began about four years ago as the Learner Approved Motorcycle Scheme (LAMS) really started to gather momentum.

### Honda tops the charts

Overall, Honda was the largest selling brand again, holding 22.9 per cent (26,276 units) of the total motorcycle, ATV and scooter market, ahead of Yamaha (21.7), Kawasaki (9.2), Harley-Davidson (9.0) Suzuki (8.6), KTM (7.6), Polaris (5.3), BMW (2.9), Triumph (2.7), BRP (2.2) and Ducati (1.8).

Harley-Davidson took out the top sales position in the road bike category from Honda and Yamaha; in off-road it was Yamaha, Honda and KTM who sat on the 'podium'; ATV saw Polaris, Honda and Yamaha lead the way; and in scooter Piaggio was the victor from Vespa (owned by Piaggio, though...) and Honda.

As for individual models, five of the top 10 sellers were from the 'funbike' category – Honda's CRF50F leading the way – while Harley-Davidson's Street 500 was the biggest selling road-registerable bike – excluding Honda's NBC110 which is sold to Australia Post.

The Street 500 is a LAMS bike, and in that category last year the top seven bikes all went

Companies like Yamaha and Triumph are also getting 'made-to-order' LAMS bikes Down Under; such is the importance of the category.

As for individual models, five of the top 10 sellers were from the 'fun-bike' category.

beyond the 1000 sales mark – a feat that no other segment was within a bull's roar of. It really underlines how successful the LAMS formula has become, to the extent that some manufacturers are only releasing the LAMS version of a model when the full-powered option is also available.

## Customised and emotional

Companies like Yamaha and Triumph are also getting 'made-to-order' LAMS bikes Down Under; such is the importance of the category. Yamaha's phenomenally successful MT-07L is a case-in-point.

Larger capacity LAMS bikes such as the aforementioned MT-07L are far more visceral than the old 250cc bikes of yore, as well as delivering more useable 'real world power'

and far better brakes and suspension. It's a compelling case!

Other road bikes in the overall top 10 in 2016 were the Yamaha YZF-R3 and the Harley-Davidson Softail Breakout, while Yamaha's perennial big seller, the WR450F enduro bike, also made it in.

For the first time in many years, the Kawasaki Ninja 250/300 didn't make the overall top 10 – and was only the sixth biggest selling roadbike after the NBC110, Street 500, YZF-R3, Breakout and MT-07L.

## What's on the horizon?

October and November are the two big months for motorcycle diehards, because that's when the new model release season reaches fever pitch. And so it was again in 2016 when the major international shows were held in Cologne and Milan.





You name it, and the manufacturers obliged with not only brand new models, but major updates to existing fare – and sportsbikes, once the staple diet for so many, didn't miss out as Suzuki and Honda modernised their one-litre firebrands.

As exciting as the new bikes are, they aren't likely to change the dynamics of the Aussie market which in recent years has moved away from 'crotch rockets' in large numbers to embrace LAMS bikes, naked, cruisers and adventure machines.

There's a new category which is taking shape in 2017 – one for small capacity adventure bikes. Honda (CRF250 Rally), BMW Motorrad (G 310 GS) and Kawasaki (Versys-X 300) are all joining the fray, and they are all LAMS bikes as well.

With LAMS the flavour of the month, combined with keen prices and the Aussie love of going off the beaten track, this category could take off.

There's a new category which is taking shape in 2017 – one for small capacity adventure bikes.

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Intermot Show  
in Cologne



EICMA Show  
in Milan





# Top 10 models by enquiry

Which models are winning the most buyer enquiries across New, Used and Demo stock types?

## New Bikes

- 1 HONDA CB125E
- 2 HARLEY-DAVIDSON NIGHT ROD SPECIAL 1250 ABS (VRSCDX)
- 3 YAMAHA WR450F
- 4 IKONIK LEGEND 125
- 5 HARLEY-DAVIDSON BREAKOUT (FXSB)
- 6 KTM RC 390
- 7 ROYAL ENFIELD CLASSIC 350
- 8 YAMAHA MT-07 LAMS
- 9 KAWASAKI VULCAN S ABS (EN650)
- 10 HONDA GROM (MSX125)

## Used Bikes

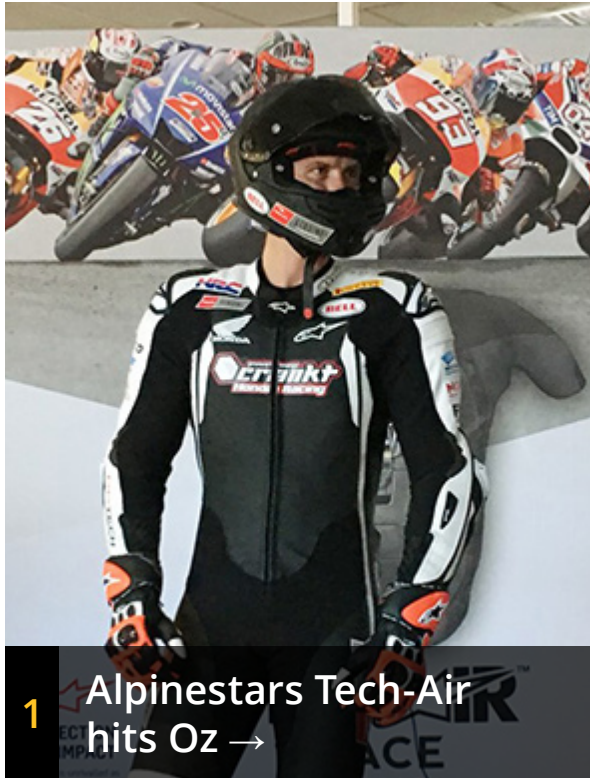
- 1 YAMAHA YZF-R1
- 2 HARLEY-DAVIDSON NIGHT ROD SPECIAL 1250 ABS (VRSCDX)
- 3 V-STAR XVS650A CLASSIC
- 4 HONDA CBR1000RR FIREBLADE
- 5 HARLEY-DAVIDSON STREET 500 (XG500)
- 6 YAMAHA V-STAR XVS650 CUSTOM
- 7 HARLEY-DAVIDSON IRON 883 (XL883N)
- 8 YAMAHA WR450F
- 9 SUZUKI GSX-R1000
- 10 SUZUKI GSX-R750

## Demo Bikes

- 1 HARLEY-DAVIDSON STREET 500 (XG500)
- 2 YAMAHA YZF-R3
- 3 BMW S 1000 RR
- 4 YAMAHA MT-09 TRACER (MT09TRA)
- 5 KTM RC 390
- 6 YAMAHA XSR700 (MTM660LA)
- 7 HARLEY-DAVIDSON BREAKOUT (FXSB)
- 8 HONDA GROM (MSX125)
- 9 YAMAHA MT-03 ABS 321 (MT03LA)
- 10 HONDA CB125E

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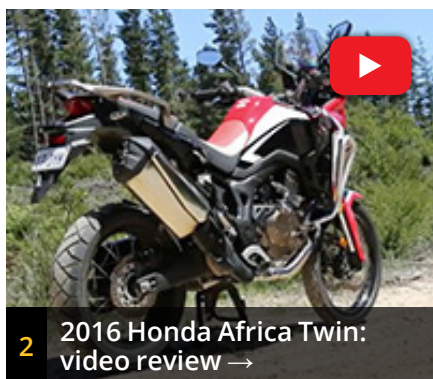


# Top 5 reviews



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