

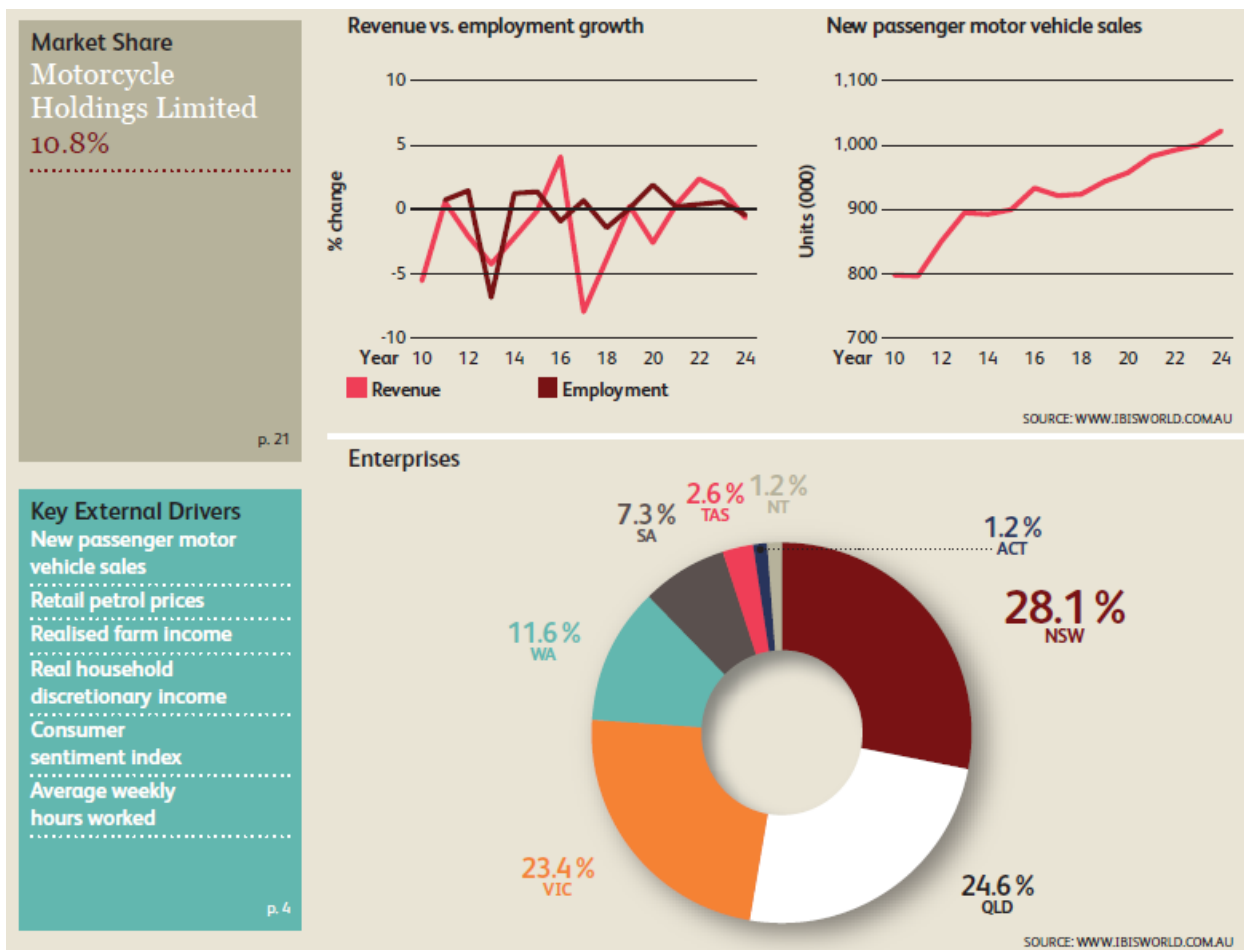
2017-18 Industry snapshot: Motorcycle Dealers in Australia (Source: IBISworld)

Industry Definition

Motorcycle dealers primarily retail new and used motorcycles but also sell all-terrain vehicles (ATVs) and motor scooters. Firms that sell motorcycle parts and accessories and provide vehicle servicing are excluded from the industry (Thomson, J. IBISworld, Jun 2018).

Revenue: \$1.6bn	Annual growth 2013-18: -2.1%	Predicted annual growth 2018-23: 0.4%
Profit: \$107.2m	Wages: \$196.5m	Businesses: 705

(Thomson, J. IBISworld, Jun 2018)



(Thomson, J. IBISworld, Jun 2018)

Industry Summary

- The shift in consumer preferences towards lower value used motorcycles and negative consumer sentiment has resulted in an annualised 2.1% fall in revenue for motorcycle dealers over the five years through 2017-18.
- Industry revenue is forecast to fall to \$1.6 billion in 2017-18, by 3.8%.
- Although consumers are using motorcycles as a more fuel efficient mode of transport (this is growing), demand is down as consumers have less time available for leisure and recreational riding.
- Many dealers engage in franchising agreements (sometimes multiple agreements simultaneously) with major manufacturers such as Honda, Yamaha, Suzuki, Kawasaki and Harley Davidson.
- Cheaper and more fuel efficient cars are negatively impacting on consumer demand for motorcycles.
- As motorcycles are predominantly imported, a weakened Australian dollar negatively impacts demand.
- Industry revenue is expected to grow at an annualised rate of 0.4% over the five years through 2022-23, to \$1.7 billion.

Source: Thomson, J (June 2018). IBISWorld industry report G3912: Motorcycle Dealers in Australia.