

**Joint Press Conference Koelnmesse/IVM
on the occasion of the opening of INTERMOT Cologne 2018, Cologne 2
October 2018**

**INTERMOT BUSINESS:
The German motorcycle market is getting younger and
more feminine**

**Statement Ralf Keller, President of the German Motorcycle Industry
Association e.V. (IVM), General Manager Yamaha Motor Germany.**

Dear Ladies and Gentlemen,

INTERMOT Cologne 2018 not only impressively covers the state of the art and the research findings - as you will particularly experience in a spectacular way here in the Connected Motorcycle World, INTERMOT is also always a business exhibition.

Not only did two German engineers - Gottlieb Daimler and Wilhelm Maybach - already invent the predecessor of today's motorcycle in the form of the so-called riding car in 1885 - today the German market is one of the most important in the world and is also under the top 3 in Europe. However, the macroeconomic importance of the motorcycle industry in Germany has until now sometimes been underestimated - because it is made up of different branches of industry.

**We - the international motorcycle industry in Germany - are an
11 billion industry!**

The German motorcycle industry, narrowly defined, generates a turnover of Euro 7.3 billion – made up in particular by the manufacturing, sale and repair of motorcycles and scooters as well as the manufacture and sale of motorcycle parts and accessories.

When viewed across all sectors, whose products and services depend on motorcycles, the focus broadens to include petrol stations, events, insurance, tourism, publishing houses, trade fairs etc., the motorcycle industry earns an overall turnover of Euro 11.6 billion at home and abroad. And what is perhaps even more important for the economic stability in this country: The motorcycle industry in Germany secures in the broader sense 130,000 jobs.

One in every 14 people in Germany value the “motorcycle experience”

It is a dynamic and above all emotional branch of industry, the Germans own more than 6 million motorcycles and scooters. The experience of riding a motorcycle or scooter is an important part of the work-life balance for many riders, but it is also an indispensable aspect of resource-friendly, individual mobility.

And this newly perceived lifestyle is reflected in the registration targets.

A solid almost twelve percent increase in the number of registrations was recorded in first eight months of this year - the enormous growth of good 23 percent for light motorcycles particularly stands out positively. The growth rate for new registrations in the motorcycle segment is almost eight percent

So, one doesn't need extensive market analytical skills to forecast that we are on the best track for the registrations in 2018 to compensate for the decline in 2017 that was attributable to the Euro 4.

This was a brief review of the market situation and with a view to the future one can clearly say: **The upswing is ongoing!**

The four categories - motorcycles, scooters, light motorcycles and light scooters - are recording stable growths, whereby above all the light motorcycles that can be driven with the A1 driving licence are constantly experiencing growing popularity. I find the development of the 125 cm³ light motorcycles since the introduction of the driving license amendment in 2013 combined with doing away with the 80 km/h restriction highly interesting.

The new registrations in this segment rose by 30 percent in the year 2013, which incidentally corresponded to 14,041 new registrations. Since then we have been recording growing registration figures in the 125 class every year!

This motorcycle category is so important for the whole industry, because this is where the generation of the 16-year-olds kick off. Here the average age of the motorcyclists is decreasing.

And precisely in this segment there were almost 20 percent more female vehicle owners of light motorcycles and light scooters, which corresponds to a market share of 18.4 percent.

And finally - Ladies and Gentlemen - to console and acknowledge a slightly older target group:

Yes Germany is and continues to be a big bike country!

The class over 750 cm³ made up an incredible 66 percent of the market share of new motorcycle registrations from January to August.

Germany also dominates the large and high-quality segment in the European comparison, which naturally also has a very positive influence on the turnovers the industry makes.

Hence, the German motorcyclists are and will remain to be one of the most significant core target groups for the innovative and high-tech vehicles in all segments, like the ones presented here at INTERMOT.

Thank you for your attention!