

MEDIA RELEASE



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**FEDERAL CHAMBER
OF AUTOMOTIVE
INDUSTRIES**

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ROAD BIKES LEAD GROWTH IN 2012 MOTORCYCLE SALES

Motorcycle sales in Australia increased in the first half of 2012, according to figures released today by the Federal Chamber of Automotive Industries (FCAI).

In the six months to the end of June, 51,952 motorcycles were delivered to Australian customers, representing an increase of 1,331 units (or 2.6 per cent) over the same period in 2011.

Sales growth was mostly driven by the road bike segment, which increased 8.4 per cent (1,567 units) to 20,174 and the All-terrain Vehicle (ATV) segment, which increased by 3.4 per cent (357 units) to 10,951 compared with the first six months of 2011.

Scooter sales saw a big drop to 5,233 units, being 13.6 per cent or 832 less scooters sold year to date compared with last year.

The off-road segment accounted for 15,594 sales (to the end of June) for a 30 per cent market share.

The road bike segment remains the single largest by market share, with half-year sales representing 39% of all motorcycles sold.

ATV deliveries represented 21 per cent of the market, while scooters' share decreased to 10 per cent.

Honda was the number one brand, delivering 11,788 motorcycles to the end of June.

Yamaha was in second position to the end of June with 8,692 sales, followed by Suzuki (6,105), Kawasaki (4,612) and Harley-Davidson (3,643).

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