

MEDIA RELEASE

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**FEDERAL CHAMBER
OF AUTOMOTIVE
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Motorcycle sales finish 2012 on a high

Official figures released today by the Federal Chamber of Automotive Industries (FCAI) show that 115,488 new motorcycles, ATVs and scooters were sold in Australia during 2012. This is an increase of 5.4 per cent (5,930 units) over the 2011 number.

The Road motorcycle segment continued to drive growth, increasing 12.6 per cent to 43,539 units for the year.

ATV sales grew by 5.1 per cent (to 23,570 units) compared with 2011 while Off-Road motorcycle sales increased by 2.5 per cent to 37,699 units.

The only segment to see a softening of sales was Scooters, decreasing by 8.7 per cent compared to last year with 10,680 new units retailed.

In the Road motorcycle segment Honda led the volume race with 8,783 units sold, however several of the premium European and American brands showed notable growth rates such as Aprilia (up 58%), BMW (up 24%), Harley Davidson (up 22%) Ducati (up 21%) and Moto Guzzi (up 17%).

Yamaha was the leading volume Off-Road producer for 2012 with 11,024 units sold and Honda headed the ATV sales list with 5,491 units.

While scooter sales softened overall, Piaggio sales increased significantly, moving the brand to the top of the scooter volume table with 1,640 units which is an increase of 28% versus their 2011 number.

In the total sales stakes across all segments, Honda was the leading volume manufacturer for 2012 with 26,034 units sold, followed by Yamaha with 20,185 units, Suzuki with 12,463 units and Kawasaki with 10,908.

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