

## Motorcycles - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“Motorcycles have recently seen growing sales after what had been a period of decline. Yet with volumes set to fall in 2017 and market value being hit by the growing presence of low cost manufacturers, the future for the market remains to some extent uncertain. Opportunities exist yet it is up to the industry to grasp them.”

– **Neil Mason, Head of Retail Research**

This report looks at the following areas:

- Sales need to be further stimulated
- Young adults are an important potential market
- Women remain a challenge for the industry

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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