

A MANIFESTO FOR A THRIVING AND SUSTAINABLE UK POWERED LIGHT VEHICLE SECTOR

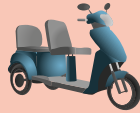
MAKING BRITAIN THE GLOBAL LEADER
IN POWERED LIGHT MOBILITY



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The Motorcycle Industry Association (MCIA) is the authoritative voice of the Powered Light Vehicle (PLV) sector (also known as the L-Category sector). MCIA represents over 90% of the industry, including global and British heritage manufacturers like Triumph, Honda, BSA, Norton, Kawasaki and Royal Enfield.

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INTRODUCTION

Join us in making Britain *the* global leader for Powered Light Vehicles (PLVs). PLVs include any powered two (mopeds and motorcycles), three or light four-wheeled vehicles.

This Manifesto captures the crucial role PLVs have to play in forging a more sustainable and efficient transportation landscape.

As smaller, lighter and more energy-efficient vehicles, PLVs offer an alternative to single-occupancy cars and lightly laden vans, reducing emissions and enhancing air quality in urban, suburban, and rural areas.

Our £7-billion-pound-a-year industry, boasting over 58,000 employees across 5,500 businesses, contributes significantly to the UK economy, touching communities in every parliamentary constituency.

Our vehicles are vital, not just for financially healthy urban centres through the gig economy, but for championing accessible and affordable modes of personal transport, fostering social mobility for those looking to get to and from work and/or college.

PLVs are tailor-made solutions for diverse travel needs, encouraging users (and potential users) to choose *The Right Vehicle for the Right Journey*.

From facilitating greener urban cargo transport to addressing rural mobility challenges where active travel isn't practical or public transport insufficient, a liberated and more accessible PLV market is an essential pre-requisite for a successful UK transport ecosystem and a net zero future.

MCIA produced a **Joint Action Plan** with the Government in February 2022, setting out a roadmap for how industry, together with the Government (and any future government), can unlock the full potential of the PLV industry.

Every political party has the power to unlock the sector's untapped potential, ushering in prosperity for businesses, enhancing social mobility, driving the UK economy, and positively impacting the lives of constituents.

PLV users are diverse, ranging from commuters, leisure riders, gig economy workers and young people. They're an engaged electorate, passionate about the sector as an essential mode of transport for now and in the future.

This Manifesto serves as a blueprint, outlining measures to unlock substantial societal, environmental, and safety benefits.

The asks outlined in this Manifesto present significant challenges, but also offer a once-in-a-generation opportunity to revitalise the PLV sector.

The UK PLV industry seeks your support in Making Britain The Global Leader In Powered Light Mobility.



-  **£7bn industry**
-  **58k employees**
-  **5.5k businesses**

ON AVERAGE THERE ARE 5,400 PLV USERS PER CONSTITUENCY

SHOW YOUR SUPPORT BY SIGNING THE POWERED LIGHT VEHICLE PLEDGE



Parliamentary Candidates

Click here to sign the Powered Light Vehicle Pledge →



PLV Users and Supporters

Click here to ask your local candidates to sign The Powered Light Vehicle Pledge →

THE POWERED LIGHT VEHICLE PLEDGE

I pledge to champion a thriving and sustainable UK Powered Light Vehicle (PLV) sector that fosters innovation, drives economic growth, and promotes efficient transport, thereby Making Britain The Global Leader In Powered Light Mobility.



1. Accelerating the Road to Net Zero – supporting policies that take advantage of the PLV industry in helping to accelerate to net zero, embracing all emission reducing technologies.



2. Making Licensing, Training and Testing simpler – supporting a review of licensing requirements to improve access and increase PLV uptake.



3. Reclaiming Britain as the home of Motorcycle Manufacturing – supporting policies that position Britain as a global leader in zero emission PLV manufacturing.



4. Making PLVs more attractive – supporting a bespoke PLV consumer incentives package to increase PLV adoption for users and businesses.



5. Modernising PLV regulations to allow for new types of zero emission PLVs – supporting regulatory reform to improve consumer choice, facilitate market access, and support innovation.



ACCELERATING THE ROAD TO NET ZERO

We fully support net zero but how we get there must be proportionate, pragmatic and realistic.

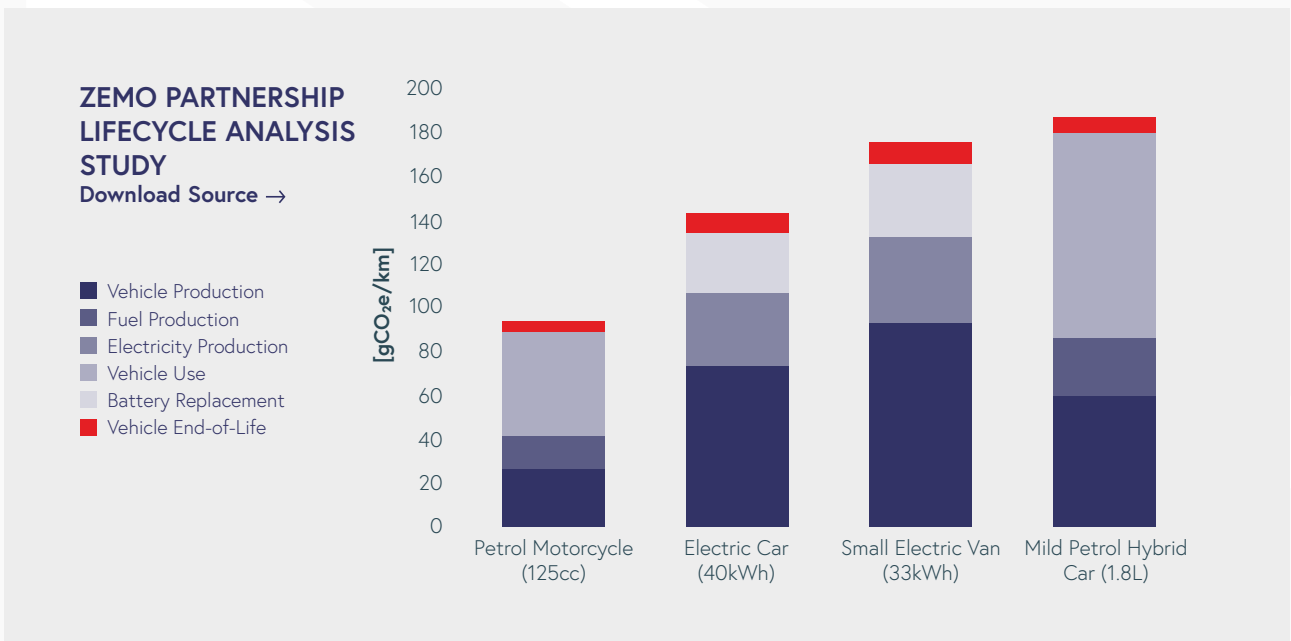
Internal combustion engine (ICE) PLVs contribute just 0.46% to the UK's domestic transport emissions and have an important transitional role to play in accelerating to net zero.

Following an initial consultation in 2022, MCIA consistently called on the Government to extend its proposed phase out dates for difficult to transition segments of our market.



1 ADOPT A GENUINELY TECHNOLOGY-NEUTRAL APPROACH

Any new government must advance beyond focussing exclusively on reaching zero emissions at the tailpipe and consider the whole lifecycle of a vehicle's emissions. In many cases, ICE PLVs produce substantially lower emissions over the course of their lifetime than many electric cars.



A technology-neutral approach is needed so manufacturers can capitalise on current and emerging emissions reducing technologies, including e-fuels and hydrogen. While electric powertrains are an appropriate solution for certain lower powered PLVs, they have not proven effective for large capacity variants due to technical, architectural, safety and supply chain challenges. The next government must allow emissions reducing technologies time to develop to ensure its decarbonisation pathway is based on evidence rather than what it hopes will be the case.

📌 MAKING LICENSING, TRAINING AND TESTING SIMPLER

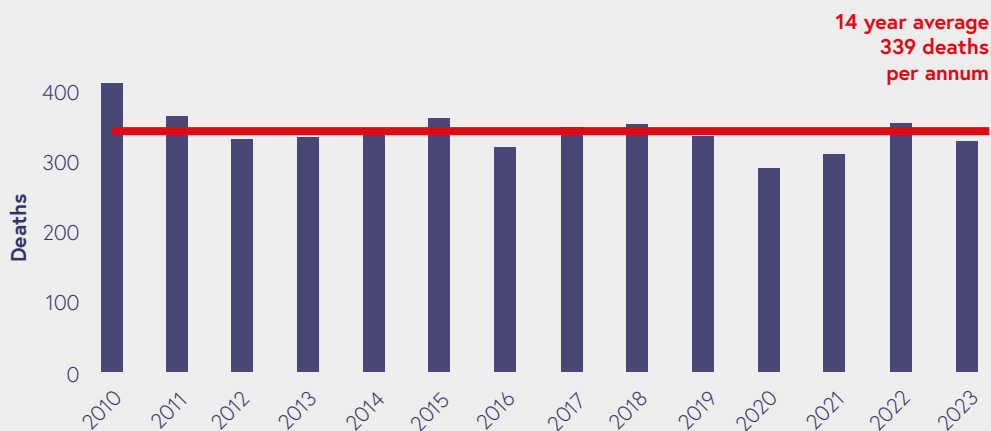
The process for attaining a PLV licence is burdened with unnecessary complexity, repetition and high cost.

The EU's 2013 3rd Driving Licence Directive (3DLD) created counterproductive incentives against new and existing users progressively upskilling through licensing stages. As a result 3DLD has failed to improve road safety in the way it intended, with moped and motorcycle casualties stagnating over the last decade. This outdated licensing regime is deterring potential users, hindering the growth of the industry and the harnessing of its environmental, mobility and societal benefits.

To unlock these benefits and maximise the sector's decarbonising potential we must encourage modal shift in favour of PLVs. Key to this is improving access and enhancing road safety.

MOTORCYCLISTS KILLED (2010 - 2023)

[Download Source →](#)



2 INITIATE A FULL-SCALE REVIEW OF THE EXISTING LICENSING REGIME

A simplified, accessible and cost-effective PLV licensing regime is essential to increasing uptake of PLVs, enabling a cleaner and greener future. Licence reform should not come at the expense of user safety. Reform is an opportunity for the Government to enhance road safety while leveraging PLVs to accelerate to net zero.

MCIA's 'A Licence to Net Zero' proposals are a framework for achieving these dual aims, combining improved access with incentives for PLV users to become more qualified, safer road users.



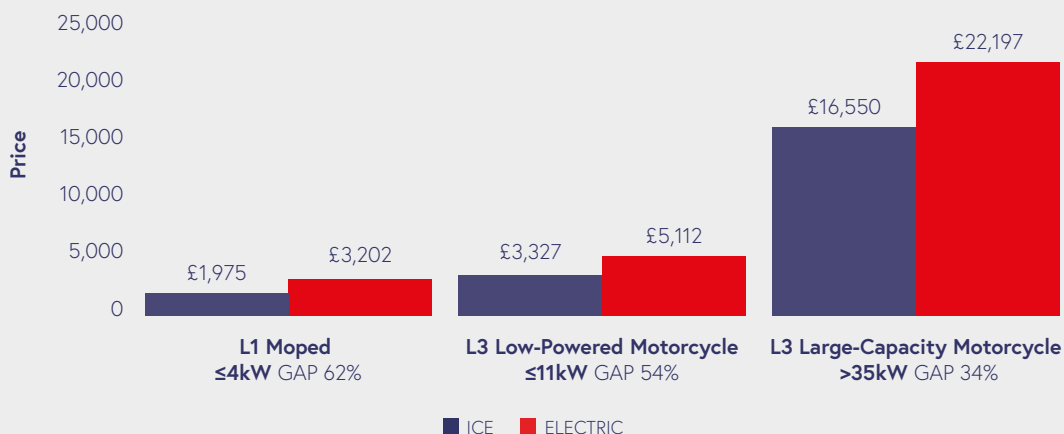
RECLAIMING BRITAIN AS THE HOME OF MOTORCYCLE MANUFACTURING

As the electrification of the moped sector advances, challenges arise for motorcycles, particularly regarding powertrain components' cost and design complexities. Batteries, motors, and controllers designed for these vehicles are more expensive and not readily available.

The widespread adoption of electric motorcycles is hindered by a price premium, an underdeveloped supply chain and limited market availability, meaning these vehicles are often commercially unviable for manufacturers to produce or too expensive for consumers to buy.


2023 ELECTRIC PLV PRICE PREMIUM

Source: MCIA 2023 Market Data



3 DEVELOP A COMPREHENSIVE STRATEGY FOR DEVELOPING THE COMPONENT AND SYSTEM SUPPLY CHAIN FOR ELECTRIC MOTORCYCLES

The next government must position Britain as a global leader in zero emission PLV manufacturing by developing the component and system supply chain for electric PLVs, encouraging new entrants to the market, lowering manufacturing costs and maximising emissions savings.



British manufacturers led the world in motorcycle style and performance for decades. The transition to carbon neutrality presents challenges but also an opportunity for Britain to revitalise its PLV sector and lead once again.

£ MAKING PLVs MORE ATTRACTIVE

To encourage modal shift and ensure the industry can meet its phase out dates for new non zero emission PLVs, it is crucial to implement appropriate incentives for consumers and businesses. Historically, incentives for PLVs have been limited both financially and in their scope.

The recent reduction of the Plug-In Motorcycle Grant (PiMG) diminished existing user incentives, offering just £500 for a motorcycle, insufficient to encourage PLV uptake.

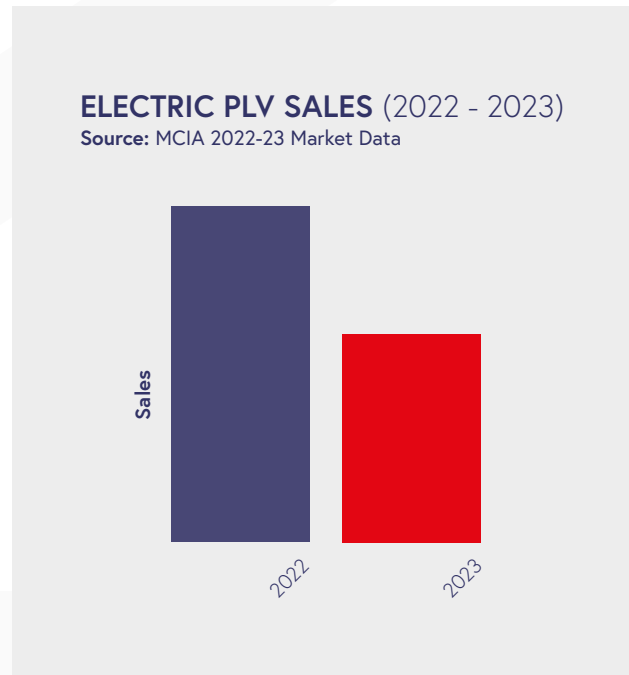
Moreover, while the Government has extended the PiMG for motorcycles for an extra year, it has halted the grant for mopeds and offers no support at all to other PLV types.

The electric PLV market declined by 37.9% last year which is completely at odds with the Government's net zero and future mobility ambitions.

4 IMPLEMENT A COMPREHENSIVE AND BESPOKE PLV INCENTIVES PACKAGE TO DRIVE ADOPTION

An urgent initiative by the next government is needed to implement a bespoke incentives package tailored to the full range of PLV vehicle types and their respective use cases. To ensure PLV adoption across a broader range of users the Government should adopt learning from successes for other sector's, taking a holistic approach including adequate financial incentives alongside tailored schemes.

This could take a variety of forms such as incentivising businesses to trade fleets of polluting vans for light e-cargo vehicles, Ride To Work schemes or the provision of office showering facilities for PLV users.



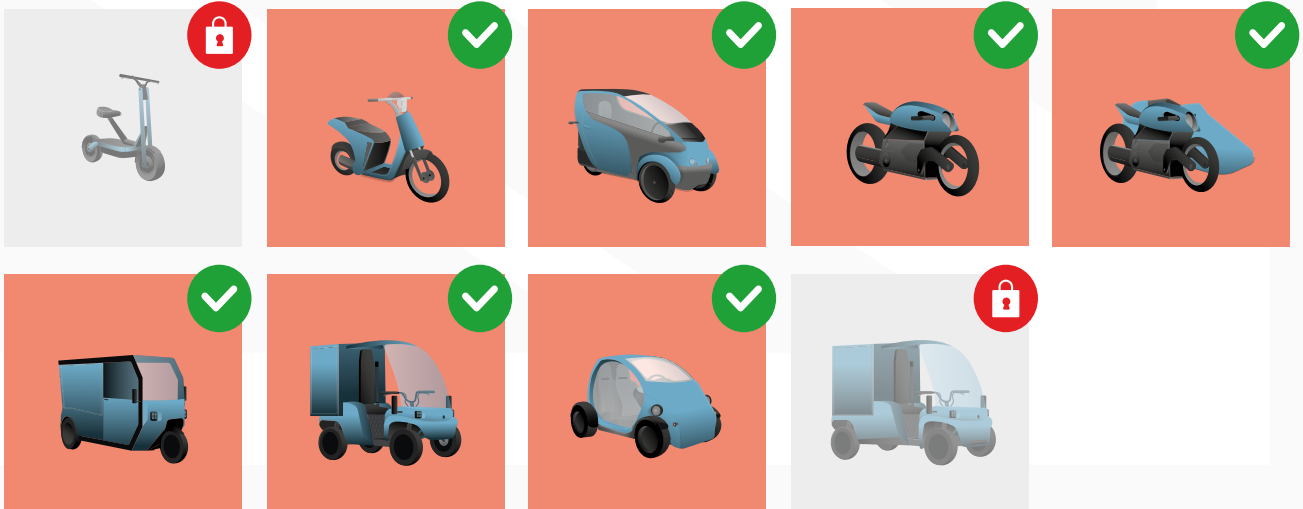
To stimulate innovation and encourage more automotive manufacturers to enter the L-Category market, PLVs should be included in automotive companies' ZEV mandate credits. This would incentivise automotive companies to introduce new light four-wheelers to the market, facilitating businesses' transition to zero emission and promoting a shift towards lighter and more efficient personal mobility.





MODERNISING PLV REGULATIONS TO ALLOW FOR NEW TYPES OF ZERO EMISSION PLVS

A review of PLV regulations is essential to encourage road users to choose suitable vehicles for their journeys, anticipating the inevitable evolution of light mobility products for the future.



5 MODERNISE PLV REGULATIONS TO ACCOMMODATE FUTURE ZERO EMISSION PRODUCTS

The aim is to offer diverse transport modes, enabling greater choices aligned with individual needs. The variety of PLV types creates a significant opportunity to attract more people, especially in areas with limited active travel or public transport options. Even minor regulatory adjustments can improve consumer choice, facilitate market access, and support innovation, design, and technology development in the UK for the transport mix of tomorrow.

Current regulations are stifling innovation and preventing manufacturers from bringing new products to market. We need a modernised regulatory framework that addresses existing safety concerns and caters for the inevitable evolution of product types.





Motorcycle Industry Association

MCIA represents over 90% of the supply side of the industry; the manufacturers and importers of Powered Two Wheelers (PTWs) and other L-Category vehicles, accessory and component suppliers and companies providing associated services.

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