

Brussels, 23 March 2020

ACEM press statement
COVID-19 impacts on the motorcycle sector

The COVID-19 pandemic is an unprecedented crisis that is inflicting considerable damage to the health of citizens across the world and threatening global economic stability. Policy makers at the European level and national authorities are working together to address these two major challenges. Industrial and retail sectors are already severely impacted, including those within the motorcycle industry.

Every effort is being taken by the motorcycle industry to protect our employees and customers. Public health and safety is the number one priority of us all; notwithstanding this need, preservation of the European economy and the protection of jobs are also paramount.

The current situation is particularly challenging for motorcycle dealers and manufacturers. The ongoing pandemic has severely disrupted supply chains, manufacturing operations and the development of new Euro 5 models. This disruption, in addition to virus containment measures taken in factories, has led to a near complete standstill of the industry in many countries.

The recent lock-down and stringent measures to contain the pandemic have also paralyzed motorcycle retail business activity. This is progressively affecting all European markets, creating unsettling uncertainties for the motorcycle sector. The COVID-19 crisis is placing dealerships, most of which are small family-run operations, under extreme financial hardship. Immediate cashflow concerns will need to be addressed through support measures in every impacted country.

Against this background, the motorcycle industry urgently calls on the European Commission and national administrations to swiftly adopt all necessary measures to help the sector come through this unprecedented crisis. The motorcycle sector is ready to work with all policy makers to achieve this aim, protecting the 300,000 jobs linked to this industry.

Stefan Pierer, ACEM President and CEO of KTM AG, said:

“The COVID-19 crisis will test our ability to cope simultaneously with a major health and economic crisis. ACEM members are fully cooperating with authorities to slow the spread of COVID-19. We take care that our employees and partners are safe, and count on policy-makers to find solutions in the challenging weeks and months that are ahead of us in order to break the wave that may otherwise hit the sector”.

Antonio Perlot, ACEM Secretary General, said:

“ACEM is engaging with our partners in the EU and national administrations to find solutions to this unprecedented challenge. Things are evolving rapidly and ACEM is closely monitoring the situation, in tight cooperation with industry associations across Europe and vehicle manufacturers. We call on policy-makers to work together and adopt the necessary measures to protect our citizens and economies in the short and longer term”.

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About ACEM

The European Association of Motorcycle Manufacturers (ACEM) represents manufacturers of mopeds, motorcycles, three-wheelers and quadricycles (L-category vehicles) in Europe.

ACEM members include 18 manufacturing members:

- BMW Motorrad
- Bombardier Recreational Products (BRP)
- Ducati Motor holding
- Harley-Davidson
- Honda
- Kawasaki
- KTM
- KYMCO
- MV Augusta
- Peugeot Scooters
- Piaggio Group
- Polaris Industries
- Qooder
- Renault
- Royal Enfield
- Suzuki
- Triumph Motorcycles
- Yamaha

ACEM also represents 18 motorcycle industry associations operating in 15 different European countries. About 300,000 jobs depend on the motorcycle, moped, tricycle and quadricycle industry in Europe.