



Motorcycle repairer survey in the UK

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GiPA introduction

The aftermarket intelligence solution



Activities

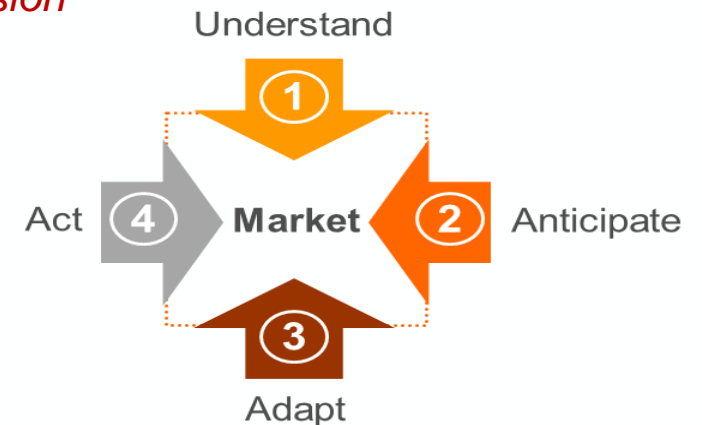
GiPA is an automotive aftermarket intelligence specialist:

- Passenger cars
- 2-wheels
- Commercial vehicles

Capabilities

Expertise + International scale
= Act effectively in the aftermarket

Mission





GiPA UK motorcycle repairers survey



Motorcycle repairer survey (n=151)

- ⇒ GiPA recently completed a 2-wheels repairer survey, investigating the motorcycle tyre market in the UK.
- ⇒ The channels specifically targeted for the research were:
 - ✓ Franchised dealers (32%)
 - ✓ Independent mechanical garages (50%)
 - ✓ Tyre specialists (18%)
- ⇒ To qualify, respondents needed to be focused on motorcycles (>50% of turnover). Overall, turnover for motorcycles across the whole sample surpassed 95%.
- ⇒ The research was carried out between October and November 2017.

Methodology

⇒ CATI interview

Target

⇒ Person in charge of the site: owner/ manager, head of centre, workshop manager...

Sample

- ⇒ The sample is based on the following criteria:
- ✓ Type of channel (Franchised dealer, independent garage,...)
 - ✓ Region
 - ✓ Motorcycle turnover (minimum 50%)
 - ✓ Tyre turnover (tyre specialists only)

Questionnaire

- ⇒ Trade questionnaire follows GiPA Group headlines to enable international comparison.
- ⇒ Questionnaire is adapted to UK market.



Workshop characteristics

Workshop size, number of employees, computer and internet access, website functionality, social media usage, price per hour labour, ride-in ride-out and fit to loose wheel services, tyre change pricing...

Activity description

Number of motorcycles per week, tyre turnover per motorcycle type, tyre changes by motorcycle type, turnover changes in the last 12 months, business growth factors.....

Customer relationships

Promotions on tyres, funding sources for promotions, agreements with online companies, free motorcycle diagnostic tests, price research by customers, buy & fit requests, price for a tyre change if a customer brings them in, buy & fit future expectations...

Tyre sourcing

Sources for technical information on tyres, tyres purchased per year, tyres sold per year, supplier distribution, main ways to order from suppliers, tyre selection criteria...

Tyre brands

Brand distribution, top brands sold in the UK, brand market shares, net promoter scores for brands, support valued from tyre brands...





How can I access the UK motorcycle repairer survey?



GiPA UK's motorcycle repairer survey results are available now.



For more information regarding our report on motorcycle repairers in the UK, and see how GiPA can assist your business with its aftermarket activity, please contact **Quentin Le Hetet** via phone (**+44 20 361 721 80**) or email (**qlchetet@gipa.eu**).

Thank you for your attention



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