

HONDA SETS NEW MOTORCYCLE SALES RECORD FOR AUSTRALIA



Honda Australia has once again claimed the number one spot for motorcycle sales for 2007, retailing a total of 32,946 units through their national Dealer network, according to figures released by the FCAI.

It was a record year for Honda as well as for Australia with the total market experiencing a growth level of 9%. Honda's business also grew by approximately 6.7%.

"We are really pleased with the result considering the tough level of competition

in the industry," said Honda's General Manager, Motorcycles Tony Hinton.

"It is the result of a lot of hard work by the many people involved with the company, and the fact that our customers continue to be very satisfied with our product."

Honda finished the year with six models in the top ten overall list with representations primarily from their off road category including motocross and enduro machines.

They also had the highest selling bike in following classifications: ATV (TRX350TM), Road Bike (CT110X), Scooters (Today 50), Sports Touring (CBR1100X Blackbird), Super Sport (CBR1000RR Fireblade), Supermotard (XR400M), Farm (CTX200) and Trail (CRF230F).

New entries into the market also performed well for the manufacturer including the CBR125 which ended up being #3 in its category in its debut year.

"We are thrilled that the CBR125 did so well when it did not have a full calendar year against the competition," said Hinton.

"Sales for the CBF250 also increased by 17% so it is clearly a growing new segment of the market and is a good indication of how many new riders are out there."

As a result, Honda has been working overtime to use their position as market leader to influence important changes in the current environment for riders of all makes and models, particularly those who are new to motorcycling.

"There are some interesting changes occurring at the moment," Hinton said.

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“In the scooter market we are probably going to see licensing changes in some states; we are also seeing more people upgrading from 50cc scooters to larger capacity machines for the purposes of commuting.”

“As a result of this trend, Honda will certainly be further focusing on rider safety and training this year.”

“Honda will also continue to represent the industry at both a community and government level where possible to improve environmental and noise related issues.”

“2008 will provide plenty of excitement with a number of new Honda models to be launched into the market.”

“We will also be introducing some new initiatives that we have been developing in regard to safety for all motorcyclists so it will definitely be a busy year for us at Honda.”



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