

NEW RIDERS: WHO ARE THEY?

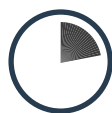
Our industry needs new riders - we know that - but who are these riders *exactly*? Let's take a look at the demographics to see *who* these consumers are, how they're searching, and what expectations they have when it comes to the buying process.

Rider Breakdown: Where We Stand Today

Current riders still dominate the market, but between new riders and returning riders - 47%, nearly half, are looking to either ride for the first time or get back into it after an absence. That's a lot of opportunity. While there's a big focus on capturing the brand new rider and bringing them into our lifestyle - it's also important to consider those riders who were a part of our industry, left for whatever reason, and now are choosing to come back.



53% current riders



23% first-time riders



24% returning riders

New Riders Breakdown

But let's focus on the new rider audience. They are young - you can see 66% are under the age of 44. And to break that down a little further 33% are between 18-24 years old. Considering their age, it's not surprising that the majority are still single, actively working & don't yet have children. About half of new riders make less than \$60,000 per year - but there is nearly 20% that make over \$100,000 - so disposable income isn't as big of an issue for them.

- 66%** are under 44 years old
- 56%** aren't married
- 80%** have a job
- 55%** don't have children
- 50%** make less than \$60k but 19% make more than \$100k

What Do They Want to Ride?

The statistic that stands out is that nearly 20% of new riders aren't sure what they want to be riding. They are just getting into this industry and are looking for direction and advice - that's where YOU can be their guide.



28% Cruiser



9% Dirt Bike



24% Sportbike



7% Cafe racer



9% Touring



19% Unsure



New Riders Demographic

Are They Brand Loyal?

New riders aren't wed to, or aren't familiar with, motorcycle manufacturers. This isn't surprising considering that these riders are just getting involved in our industry - but it is a great area of opportunity for you to help these new riders through the buying process, catering to them and educating them as they decide what bike is right for them.

41%

think they know exactly what they want to purchase

40%

aren't wed to one manufacturer

19%

aren't familiar with motorcycle manufacturers

Communication Expectations

44% of new riders research for more than two months and once they've done their research, they are eager to buy. When they've reached out, these buyers (particularly ones in the millennial generation) want to hear back from you **quickly**. In fact, 15% say that if they don't hear back from you within the same day, they'll move on. It's important to be on your game.



30% want to hear back from the dealer within the same business day



9% want to hear back between 1-2 hours after contacting the dealership



14% want to hear back within the hour

New riders crave guidance, direction, and expert advice - make sure you are providing all three during the entirety of their buying experience. Putting in the extra effort on the forefront will make these new riders lifelong customers.