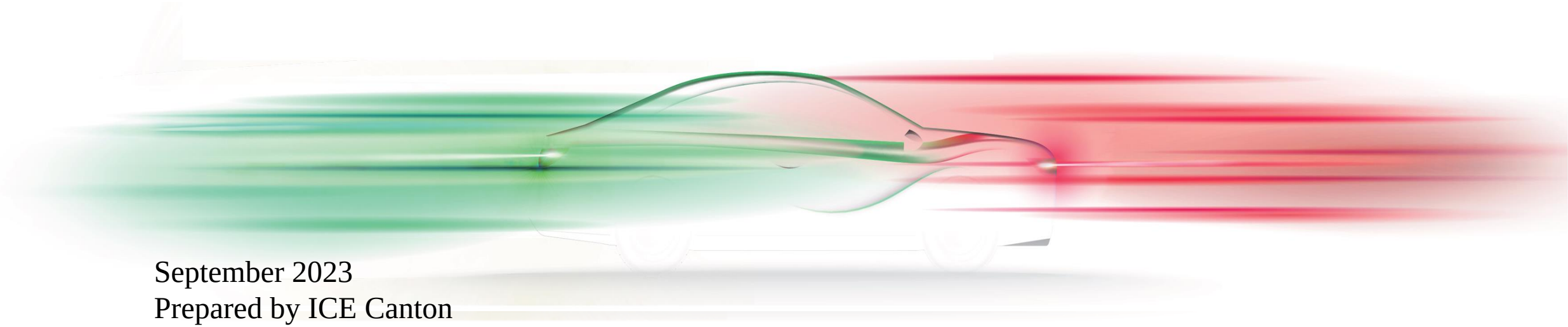
ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane
意大利对外贸易委员会

Ministero degli Affari Esteri
e della Cooperazione Internazionale

China's Motorcycle Market Report



September 2023
Prepared by ICE Canton

CONTENT

CONTENT

Foreword

For the past few years, China has achieved remarkable and rapid progress in various fields, including aerospace, shipbuilding, industrial Internet, artificial intelligence, electric vehicles, and green energy. The motorcycle industry has also experienced such rapid development. Despite the complex and challenging domestic and international economic situation, China's motorcycle industry has shown strong resilience and development potential. As the high-end motorcycle market grows rapidly, motorcycles are increasingly used for urban short-distance commuting. Engine products that match international standards are emerging rapidly.

Additionally, services like intelligence and interconnectivity are becoming more diverse. The motorcycle tourism, customization, and peripheral entertainment industries are thriving. The proportion of electric motorcycles continues to rise, signifying that China's motorcycle industry has entered a new phase of development.

As a part of China's physical industries, the motorcycle industry is heading towards informatization, intelligentization, and new energy. Upholding the principles of physical industries, it aims to drive industrial transformation and upgrading, promoting high-end, intelligent, and green development. This represents the development direction of China's motorcycle industry for '2030+'."

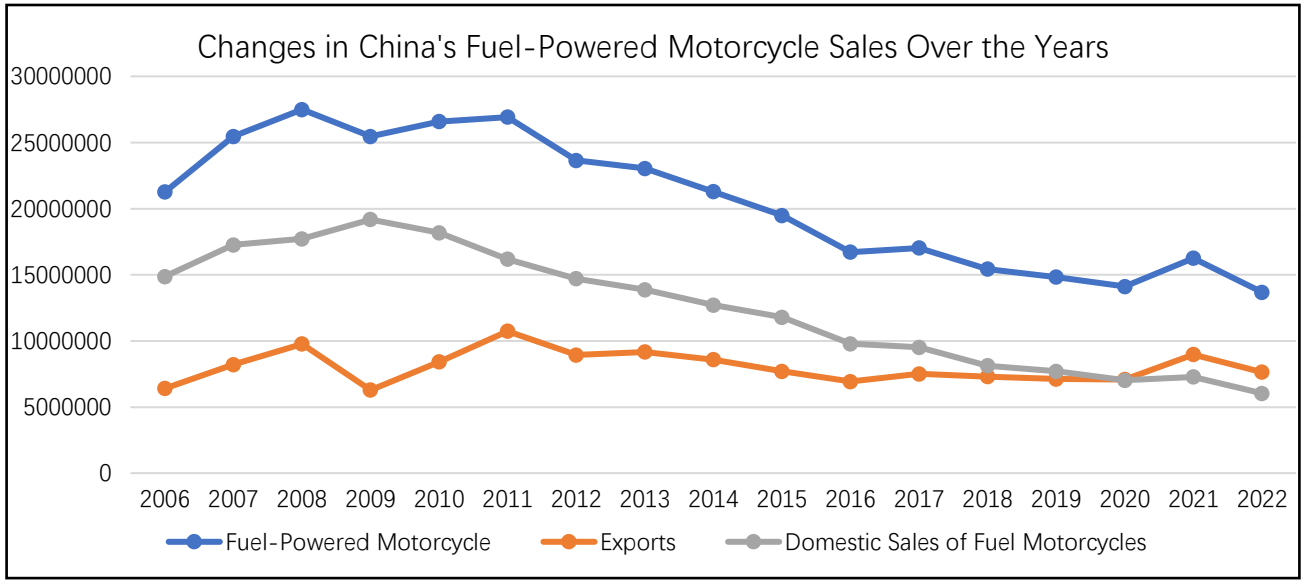
1: Introduction

1.1 Overview of the Motorcycle Industry
1.2 Historical Background

1.1 Overview of the Motorcycle Industry

Gasoline-powered motorcycles continue to decline, gradually stabilizing

Through the data, it could be clearly seen that China's gasoline-powered motorcycle industry is experiencing a sustained downward trend. In 2022, the sales of gasoline-powered motorcycles in China were approximately 13.79 million units, with around 6.16 million units sold domestically. Compared to the peak period in 2008, the sales of gasoline-powered motorcycles have decreased by 50%, and domestic sales have dropped by about 70%. Overall, after nearly a decade of continuous decline, the sales of gasoline-powered motorcycles have gradually stabilized. Particularly in the past three years during the pandemic, China’s government efficiently coordinated epidemic prevention and control measures with economic and social development and implemented a series of supportive policies. As a result, the motorcycle industry witnessed a near-historical high in exports in 2021, and domestic sales experienced a slight rebound. In the first four months of this year, approximately 4.36 million units of gasoline-powered motorcycles were sold, a decline of 4%, mainly impacted by insufficient overseas market demand. However, domestic sales increased by 14% to around 2.19 million units.



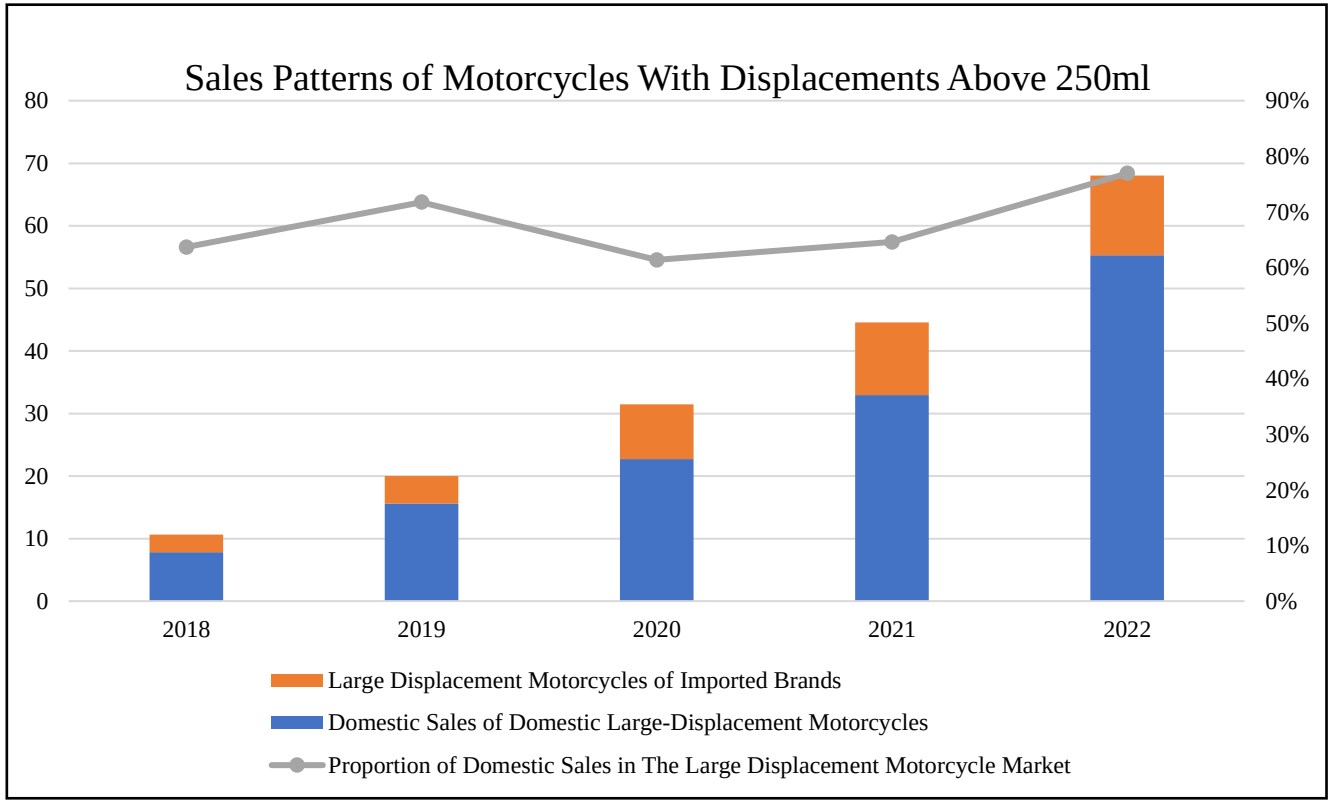
Source: China Chamber of Commerce for Motorcycle (CCCM)

High-displacement leisure and entertainment motorcycles have entered a new stage of development.

In the past few years, the product structure of gasoline-powered motorcycles in China has undergone significant changes, and the transformation and upgrading efforts have achieved some success. The vigorous development of leisure and entertainment motorcycles is an important indicator that China's motorcycle industry has entered a new phase of development. Driven by people's increasing demand for motorcycles as a diversified and personalized lifestyle choice, in 2022, the sales of motorcycles with a displacement of 250ml were approximately 490,000 units, a year-on-year decline of about 2%; while motorcycles with a displacement above 250ml (excluding 250ml) reached sales of around 550,000 units, a year-on-year growth of 45%, an increase of about 2.5 times compared to the same period in 2019.

Among them, domestic sales accounted for about 425,600 units, a year-on-year increase of 64%, representing 77% of the total sales of domestically produced high-displacement motorcycles. Chinese brand high-displacement motorcycles have achieved remarkable results in appearance design, engine research and development, and brand building, gained recognition from many consumers. The market share has been increasing year by year, reaching around 80% of the total high-displacement motorcycle market in China in 2022, an increase of approximately 15 percentage points compared to previous year.

Source: China Chamber of Commerce for Motorcycle (CCCM)



From January to April of 2023, sales of motorcycles with a displacement of 250ml in China were approximately 150,000 units, representing a 2% year-on-year increase. Sales of motorcycles with a displacement above 250ml reached around 162,600 units, showing a robust growth of 22%. Among them, domestically produced high-displacement motorcycles with a displacement ranging from 250ml to 800ml have a market share of 90%. Meanwhile, motorcycles with a displacement of 800ml or above are still predominantly dominated by imported brands.

Source: China Chamber of Commerce for Motorcycle (CCCM)

The electric two-wheeled motorcycle market is experiencing a slowdown in growth, with products moving towards differentiated development.

The electric three-wheeled motorcycle segment is witnessing rapid growth

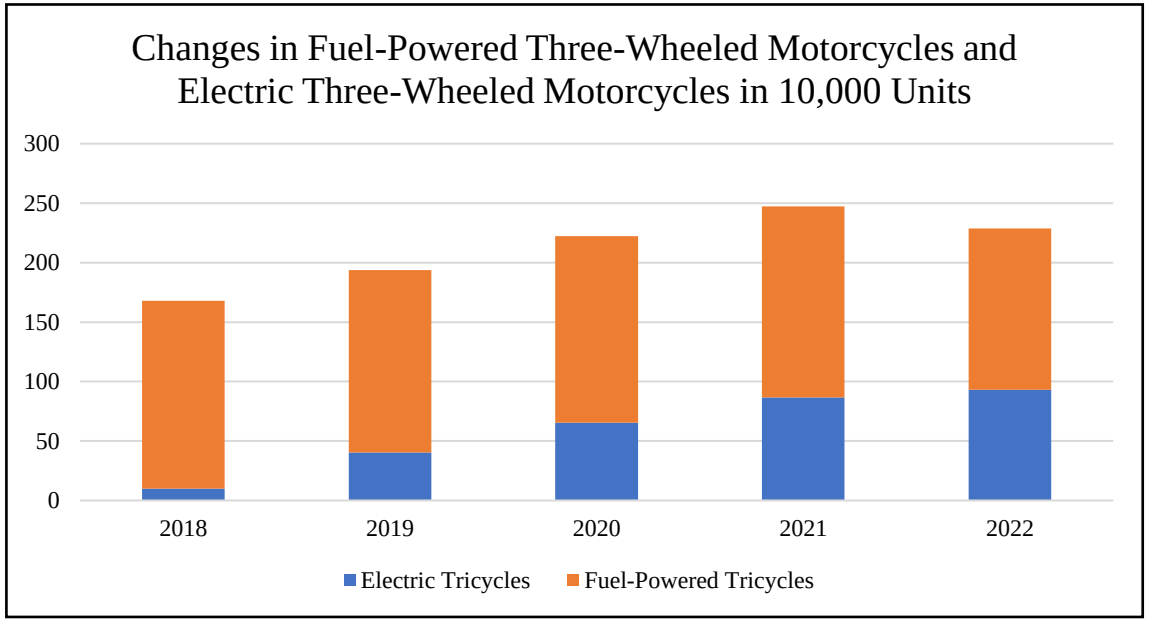
Electric motorcycles are an important development direction for China's motorcycle industry and are expected to become a significant means of transportation for urban residents. According to incomplete statistics from the chamber of commerce, in 2022, the production and sales of electric two-wheeled motorcycles were approximately 7.63 million units, a 14% year-on-year decrease. From January to April of 2023, electric motorcycle sales were 2.01 million units, a 12% year-on-year decrease.

However, the actual number of electric motorcycles is believed to be much higher than the reported data, with a market penetration rate of over 60%. In recent years, the growth of electric two-wheeled motorcycles has been stabilizing. On one hand, in many areas, electric bicycles are still in a transitional period (this year until the first half of next year), and the strictness of their regulations varies. On the other hand, the current electric motorcycles in China are mainly pedal-assisted scooters, and in terms of short-distance commuting, the difference between electric motorcycles and electric bicycles is not significant. Therefore, electric two-wheeled motorcycles have not yet entered a phase of rapid growth. In the market, only a small number of electric motorcycles (including lightweight ones) have been issued motor vehicle licenses. Once the transitional policies expire, electric two-wheeled motorcycles may face several policy-related challenges: 1) Drivers will need to obtain driving licenses, 2) The vehicles will require motor vehicle licenses, and 3) They will need to transition from using non-motor vehicle lanes to motor vehicle lanes. Therefore, electric motorcycle companies need to proactively adjust their strategies and transform their approaches, from product development to marketing.

However, the actual number of electric motorcycles is believed to be much higher than the reported data, with a market penetration rate of over 60%. In recent years, the growth of electric two-wheeled motorcycles has been stabilizing.

Source: China Chamber of Commerce for Motorcycle (CCCM)

On one hand, in many areas, electric bicycles are still in a transitional period (this year until the first half of next year), and the strictness of their regulations varies. On the other hand, the current electric motorcycles in China are mainly pedal-assisted scooters, and in terms of short-distance commuting, the difference between electric motorcycles and electric bicycles is not significant. Therefore, electric two-wheeled motorcycles have not yet entered a phase of rapid growth. On the other hand, due to increasingly stringent national emission standards, the production cost of fuel-powered three-wheeled motorcycles has significantly increased. As the main consumers of three-wheeled motorcycles are middle to low-income groups, electric three-wheeled motorcycles have a significant cost advantage. In recent years, the growth of electric three-wheeled motorcycles has been evident, and their share in the three-wheeled motorcycle market continues to increase. In 2022, the production and sales of electric three-wheeled motorcycles were approximately 930,000 units, an 8% year-on-year increase, accounting for 41% of the total three-wheeled motorcycles sold.



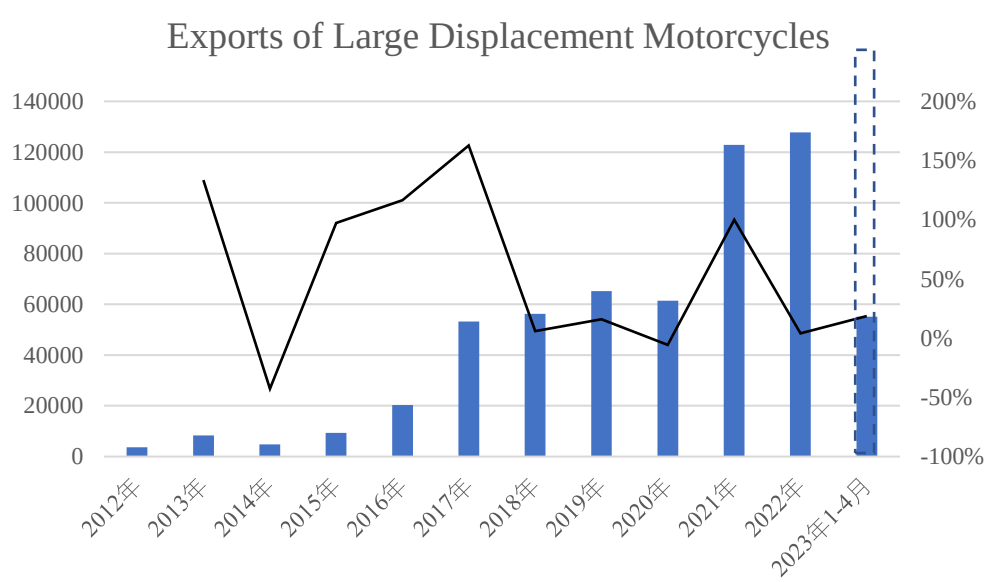
Source: China Chamber of Commerce for Motorcycle (CCCM)

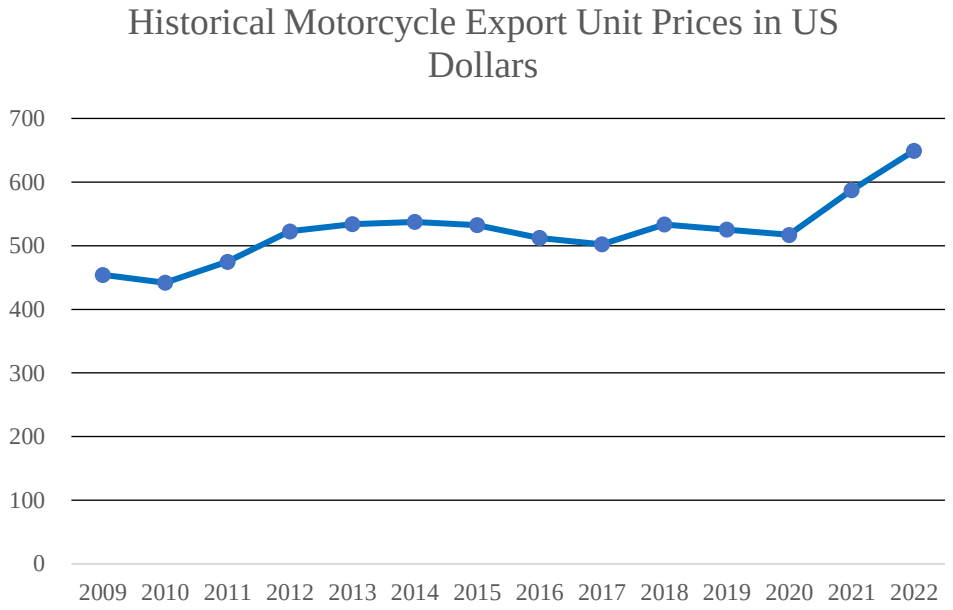
Export pressure of motorcycles increased, and the export product structure is being optimized

In 2022, China's motorcycle foreign trade exports faced further pressure, with the external environment becoming increasingly complex and challenging due to a rise in uncertainties and instabilities. Overseas motorcycle production also continued to recover, adding significant pressure to China's motorcycle exports. China’s motorcycle exports are primarily consisted of fuel-powered motorcycles. In recent years, the domestic demand for traditional displacement fuel motorcycles has continued to weaken, leading to a gradual increase in the overseas market's share in traditional motorcycle sales. In 2022, fuel-powered motorcycle exports accounted for 55% of the total sales volume.According to statistics from the chamber of commerce, in 2022, China's motorcycle exports amounted to 7.6 million units, representing a 16% year-on-year decline. The export value reached 5.3 billion US dollars, showing a 9% year-on-year decrease. Since the beginning of this year, China's motorcycle exports experienced a significant initial decline, but currently, a month-by-month improvement trend is becoming increasingly evident. From January to April, the exports reached 2.32 million units, marking an 11% year-on-year decrease, which is a 10% point reduction compared to the first quarter.

Source: China Chamber of Commerce for Motorcycle (CCCM)

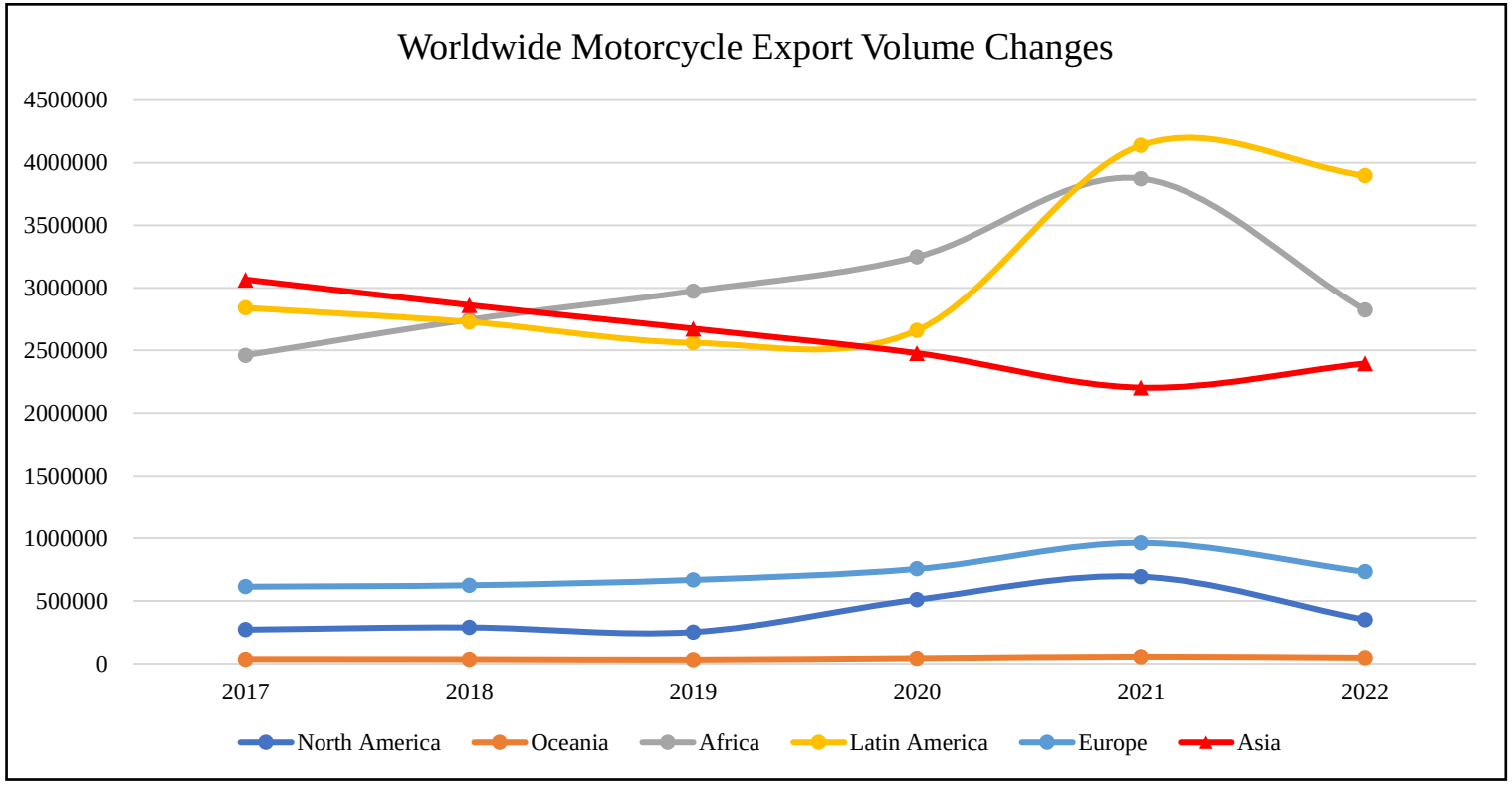
From another perspective, it can be observed that as domestic motorcycles undergo transformation and upgrading, the structure of China's motorcycle exports is continuously improving. In 2022, the export of large displacement motorcycles (250ml and above) reached approximately 130,000 units, showing a contrary growth of around 4%. The average unit price of exported motorcycles also increased from just over 500 US dollars to 650 US dollars, with the average unit price of motorcycles with displacements of 250ml and above reaching around 3,000 US dollars. During the first four months of this year, despite sluggish demand in foreign markets, the export volume of large displacement motorcycles still grew by approximately 8%. China's high-end motorcycle products are beginning to make their way to overseas markets.





Source: China Chamber of Commerce for Motorcycle (CCCM)

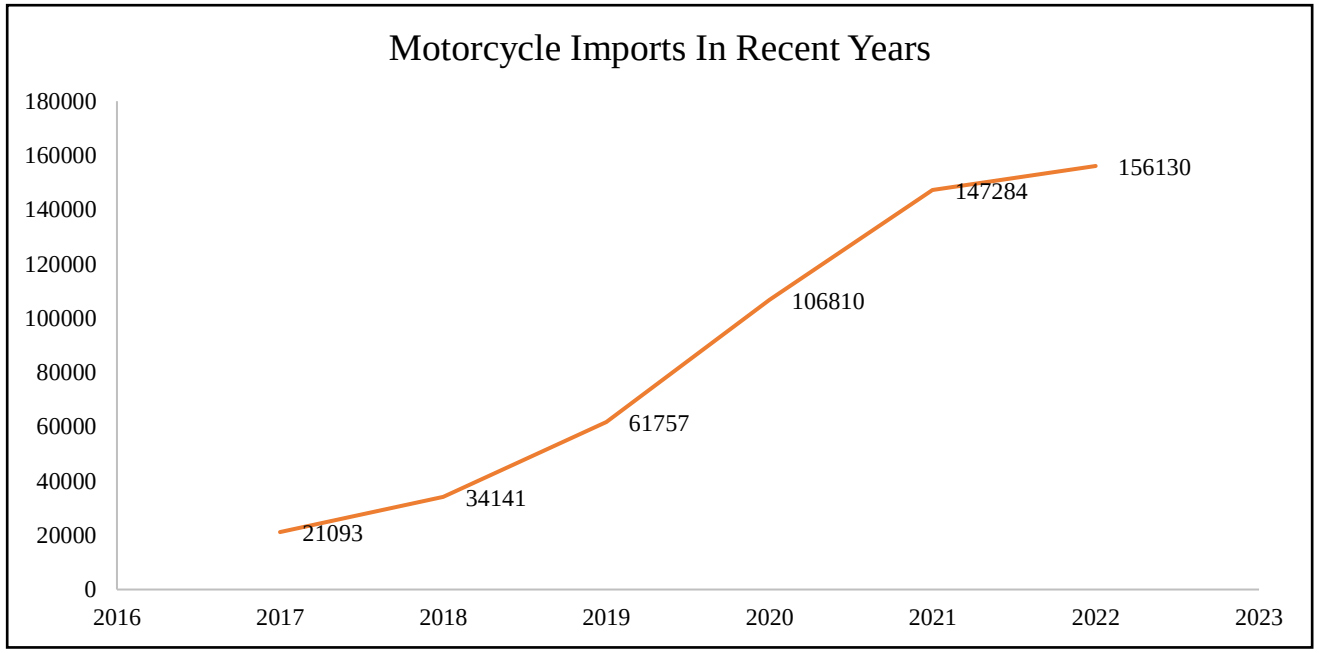
Asia, Africa, and Latin America are the main regions for China's motorcycle exports, accounting for 90% of the total motorcycle export volume. In the past two years, exports to the Asian market have continued to show steady growth, with an increase of approximately 8% in 2022 and a significant surge of around 30% in the first quarter of this year.



Source: China Chamber of Commerce for Motorcycle (CCCM)

Imports of motorcycles show a narrowing growth margin and a slowdown in expansion

In recent years, the development of China's recreational motorcycle market has driven a continuous increase in the importation of motorcycles, with an average annual growth rate of about 60% from 2017 to 2021. However, this year, the growth of imported motorcycles has significantly slowed down. According to motorcycle customs statistics, there were 156,000 imported motorcycles from January to December, representing an approximate 6% year-on-year growth. In the first quarter of this year, there were 28,000 imported motorcycles, with a year-on-year growth of 2%. Looking at the importation of large displacement motorcycles, those with displacements above 800ml saw a substantial increase of 123%, while motorcycles with displacements ranging from 250ml to 800ml experienced a notable decline in import volume.



Source: China Chamber of Commerce for Motorcycle (CCCM)

The industry's economic performance continues to improve, with a significant increase in total profits

With the continuous optimization of China's motorcycle product structure and the increasing presence of high-value large displacement recreational models, the economic performance of the motorcycle industry has shown significant improvement. In 2022, the total industrial output value reached 140 billion yuan, representing a 2% year-on-year increase, and the value-added amounted to 21.3 billion yuan, with a 6% year-on-year growth. The total profit surged to 8.8 billion yuan, showing a remarkable 48% year-on-year increase.

In the first quarter of this year, motorcycle manufacturing enterprises achieved a total industrial output value of 32.6 billion yuan, reflecting a 13% year-on-year increase. These enterprises also generated a revenue of 36.6 billion yuan, which marked an 11% year-on-year growth. Furthermore, the total profit amounted to 1.7 billion yuan, experiencing a significant 43% year-on-year increase.

Source: China Chamber of Commerce for Motorcycle (CCCM)

1.2 Historical Background

In 1885, Gottlieb Daimler and Wilhelm Maybach from Germany manufactured the world's first motorcycle. Motorcycles have now developed for over 130 years and have made significant contributions to the transportation industry in China and around the world.

China's motorcycle industry started its production in the early 1950s, shortly after the founding of the People's Republic of China. The Beijing Sixth Automotive Assembly Plant of the People's Liberation Army produced China's first batch of motorcycles, named "Jinggangshan," by replicating the German Zündapp K500 model. From the 1950s to the late 1970s, China's motorcycle industry began to take shape. Over 20 motorcycle factories were established by the military, and three models - 750, 250, and 50 - were put into mass production, with a combined annual production capacity of 25,000 units.

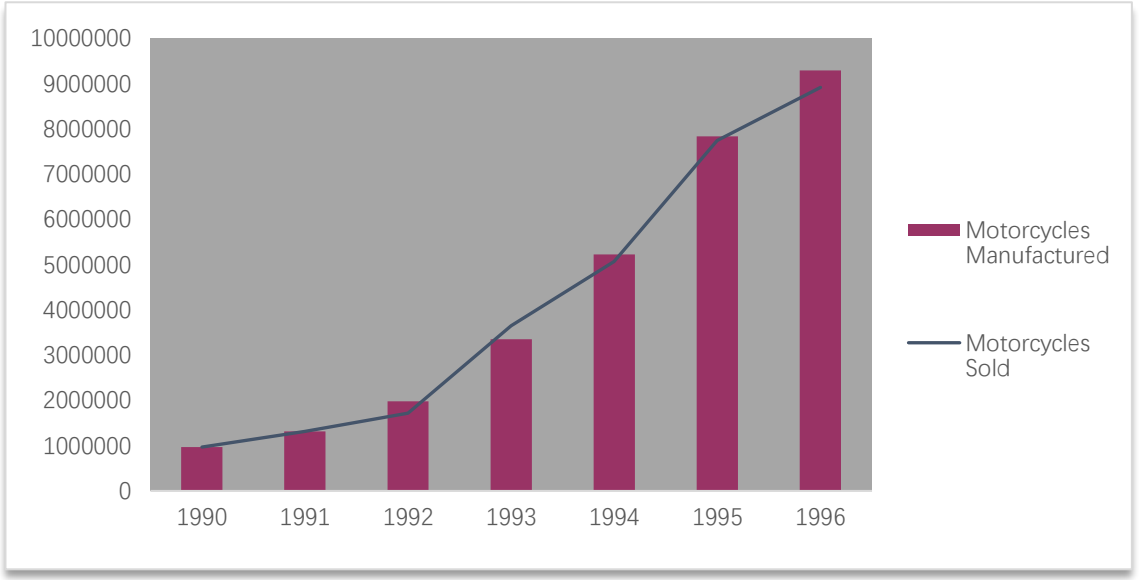
In the 1980s, during the Third Plenum of the Eleventh Central Committee of the Communist Party of China, the policy of reform and opening up was formulated, bringing vitality and vigor to China's industrial enterprises. During this period, many military-industrial enterprises shifted their production focus to include motorcycles. This was achieved through the introduction of advanced foreign technologies, joint ventures with foreign companies, and the establishment of local motorcycle enterprises, all of which contributed to the thriving development of China's motorcycle industry. By 1990, the entire industry had a total of 87 complete vehicle manufacturing enterprises and over 430 component manufacturing enterprises, resulting in an annual production volume of 1.13 million motorcycles.

Production and Sales of Motorcycles from 1980 to 1989

Year	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Motorcycles Manufactured	49007	135400	213746	286332	528296	1034561	635127	774780	1171368	1031371
Motorcycles Sold	0	120700	192500	259500	481100	876000	623500	735600	1174700	1031400

Source: China Chamber of Commerce for Motorcycle (CCCM)

To speed up the development of China's motorcycle industry and bridge the gap with international advanced levels, Chinese motorcycle enterprises began to actively introduce foreign advanced technology from the 1980s. A group of large and medium-sized enterprises, such as Jialing, Jianshe, and Nanfang, improved the quality of motorcycles through the introduction and assimilation of advanced foreign technologies, thus expediting the localization process of motorcycle production in China. Simultaneously, by importing advanced technology and equipment from abroad, these companies expanded their production scale, facilitating significant growth in motorcycle manufacturing and effectively meeting the consumption needs of the Chinese people.



Production and Sales of Motorcycles from 1980 to 1989

Year	1990	1991	1992	1993	1994	1995	1996
Motorcycles Manufactured	965800	1317345	1982187	3351458	5227021	7836139	9295158
Motorcycles Sold	965800	1317300	1716200	3651000	5073400	7749200	8917500

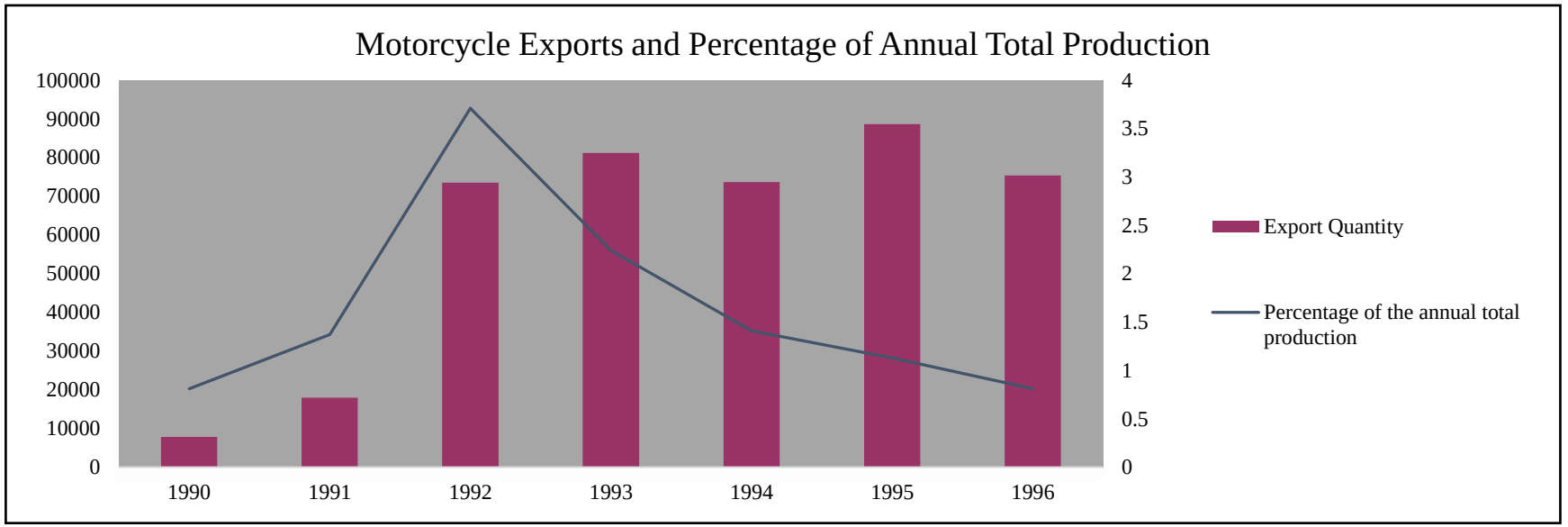
Source: China Chamber of Commerce for Motorcycle (CCCM)

From 1990 to 1996, the motorcycle industry experienced a period of robust growth. During this time, many new enterprises were established, joint ventures and collaborations proliferated, the pace of product updates and improvements accelerated, and production volumes surged. In this phase, the motorcycle industry had already attained significant importance in the national economy. In 1993, China's motorcycle production surpassed Japan's for the first time, making China the world's leading motorcycle producer. By 1996, China's motorcycle production and sales volume had exceeded 9 million units.

In the late 1990s, China's motorcycle production capacity saw significant growth, leading to a shift from a seller's market to a buyer's market. The intensifying competition in the motorcycle industry resulted in a decline in overall profits, with some companies, especially well-established ones, experiencing substantial losses. Meanwhile, private enterprises rapidly developed and began to hold significant positions in the industry. To survive and grow, companies engaged in mergers and restructuring activities, as the entire industry underwent a process of integration and adjustment.

Since 1990, China's motorcycle exports have generally shown an upward trend in terms of both quantity and export value. However, the number of countries and regions that import Chinese motorcycles is relatively limited and concentrated. Due to the export volume growth rate being lower than the production volume growth rate, the proportion of exports to the total production has gradually decreased since 1993. Below is a detailed table showing China's motorcycle export quantity, export value, and major export countries and regions during the period from 1990 to 1996:

Source: China Chamber of Commerce for Motorcycle (CCCM)



Motorcycle Export Quantity, Value, and Main Export Destinations From 1990 to 1996:

Year	Export Quantity	Value (in 10 thousand dollars)	Main Export Destinations	Percentage of the annual total production
1990	7819	302.5	Hong Kong Special Administrative Region, Turkey, Uruguay, Morocco	0.81
1991	17993	535	Hong Kong Special Administrative Region, Turkey, Argentina, Uruguay	1.37
1992	73534	2196.0	Uruguay, Argentina, Hong Kong Special Administrative Region, Chile, Mexico	3.71
1993	81174	2519.5	Hong Kong Special Administrative Region, Argentina, Chile, Uruguay	2.24
1994	73648	4172.5	Australia, Argentina, Hong Kong Special Administrative Region, Brazil, Vietnam, United Arab Emirates	1.41
1995	88613	4681.0	Peru, Netherlands, United States, Germany, Vietnam, Argentina, Philippines, Uruguay	1.13
1996	75363	4297.8	Netherlands, Bangladesh, United States, Sri Lanka, Iran, Hong Kong Special Administrative Region, Greece	0.81

Source: China Chamber of Commerce for Motorcycle (CCCM)

These companies are generally involved in complete motorcycle production, and some are engaged in engine and component manufacturing. Their registered capital ranges from 10 million to 60 million US dollars, with each partner usually contributing 50% of the investment. Their focus is on motorcycles with engine displacements between 100 and 250 ml. The joint venture period is often set at 30 years, and they typically achieve an annual production capacity of 100,000 to 300,000 units. During this phase of capital cooperation, China's motorcycle industry experienced sustained and rapid development. The technology transfer and management experience brought about by these collaborations also improved the performance, quality, and management level of Chinese motorcycle products. From 1990 to 1996, China introduced more than 20 motorcycle models from countries and regions such as Japan, West Germany, Italy, and Taiwan. Although these introduced models might not have been the latest foreign technologies and products, they were more advanced in design, had better performance and reliability compared to domestically produced motorcycles, and had lower raw material and fuel consumption, making them popular among consumers and driving the development of China's motorcycle industry. Moreover, around 1995, China also imported a large number of advanced foreign equipment, significantly raising the manufacturing level of motorcycles and engines in the country.

Source: China Chamber of Commerce for Motorcycle (CCCM)

In the year 2000, due to intense domestic competition, "going global" became the primary strategic goal for China's motorcycle industry. As a result, China's motorcycle exports experienced significant growth, surpassing Japan and making China the world's leading exporter of motorcycles. By the end of 2001, with China's accession to the World Trade Organization (WTO), the growth in motorcycle exports from China accelerated further. By 2011, China's motorcycle production exceeded 27 million units, and exports surpassed 10 million units, reaching a historical peak in terms of export volume. China's total motorcycle production and sales accounted for nearly half of the world's total.

Production, sales, and exports in the motorcycle industry from 2003 to 2011

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Production	14718196	16644212	17746686	21934055	25446862	27501066	25427676	26694303	27005224
Sales	14814582	16658215	17727490	21754884	25467973	27501989	25470121	26591576	26927663
Exports	3021689	3895025	7226627	8577151	9459891	9775315	6285975	8415987	10744684

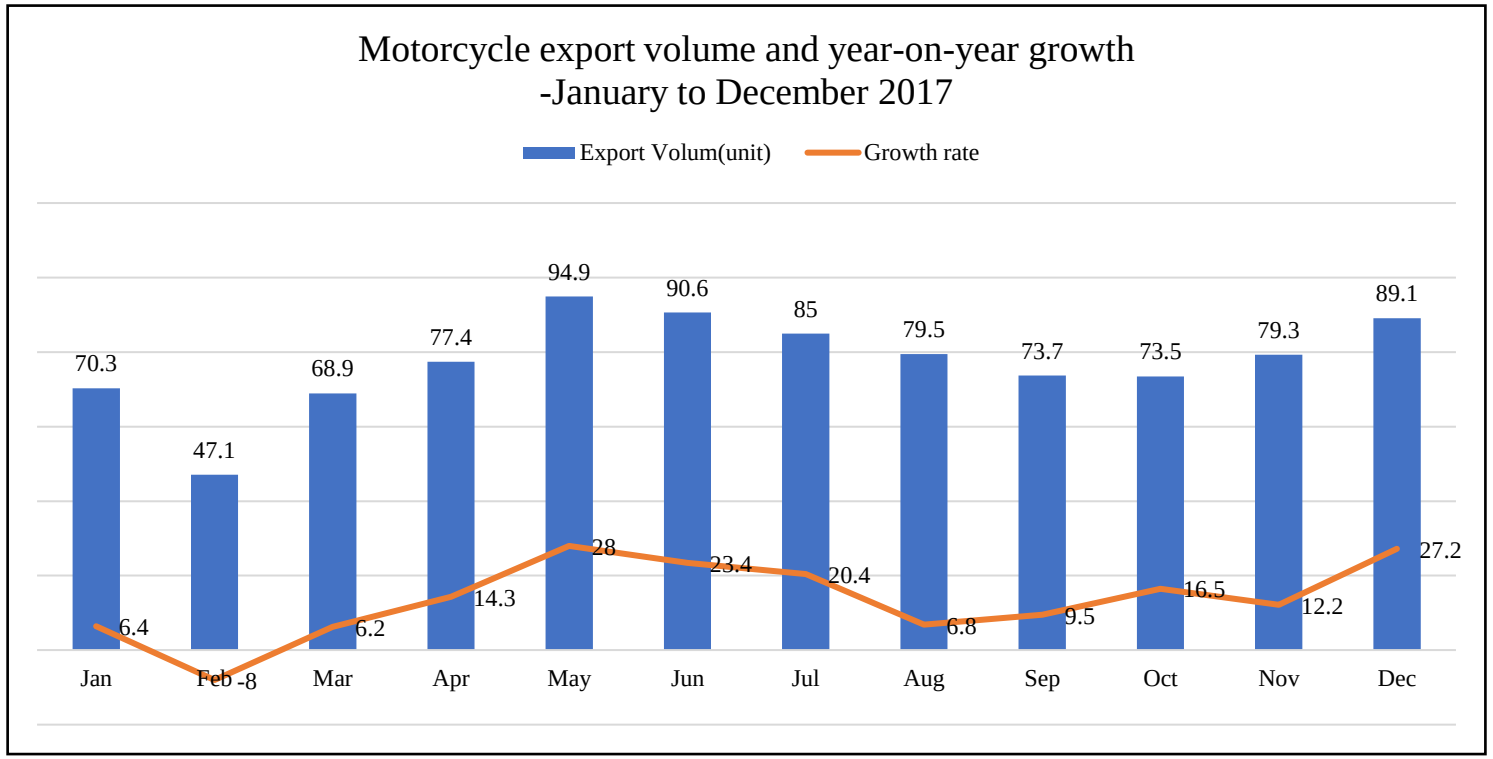
Source: China Chamber of Commerce for Motorcycle (CCCM)

After 2011, with the beginning of China‘s economic transformation, the motorcycle industry entered a stage of transformation and upgrading. The motorcycle market experienced a cyclical and homogeneous consumption pattern, which essentially came to an end. The domestic market continued to decline, and exports were significantly affected by the instability of the world economy, leading to fluctuations. In the domestic market, traditional motorcycles faced clear substitution by automobiles and electric vehicles, causing the mainstream consumer market (rural areas) to gradually shrink. In 2016, China’s total motorcycle production and sales were approximately 17 million units, with exports reaching around 7 million units. During the period from 2011 to 2016, the average annual decline in China‘s motorcycle production and sales was close to 10%. However, it is encouraging that the Chinese motorcycle industry underwent several years of transformation and upgrading. The product structure continued to improve, and new products and technologies were continuously introduced, leading to a shift towards product quality improvement. Commuter scooters, recreational high-displacement motorcycles, electric motorcycles, and other emerging segments opened up new development directions for the industry.

Currently, China's motorcycle industry is still going through a challenging phase of transformation and upgrading. Throughout history, motorcycles have made significant contributions to transportation in our country. It is believed that whether in the present or in the future, motorcycles will continue to be an indispensable and vital part of China's transportation system and people's lives.

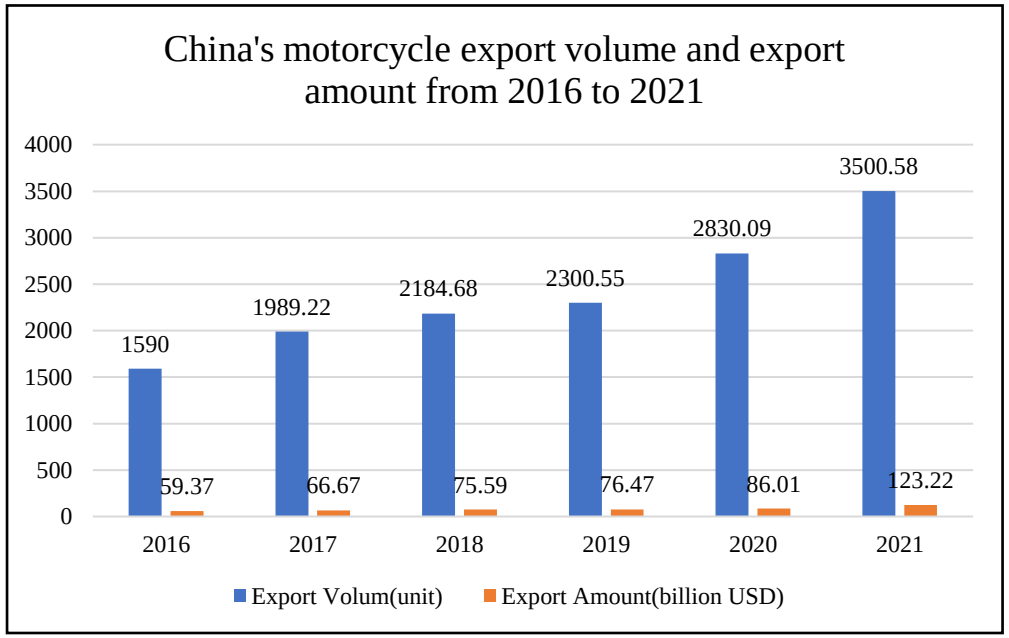
Source: China Chamber of Commerce for Motorcycle (CCCM)

In 2017, the overall performance of China's import and export of automotive products was better than that of the previous year. The growth rate of import value of automotive products increased year-on-year, while the export value ended a decline and showed some growth. According to the import and export data of automotive products from the General Administration of Customs, in 2017, a total of 9.2876 million motorcycles were exported, a year-on-year increase of 14.17%; The export amount was 4.665 billion US dollars, a year-on-year increase of 11.93%.



Source: China Chamber of Commerce for Motorcycle (CCCM)

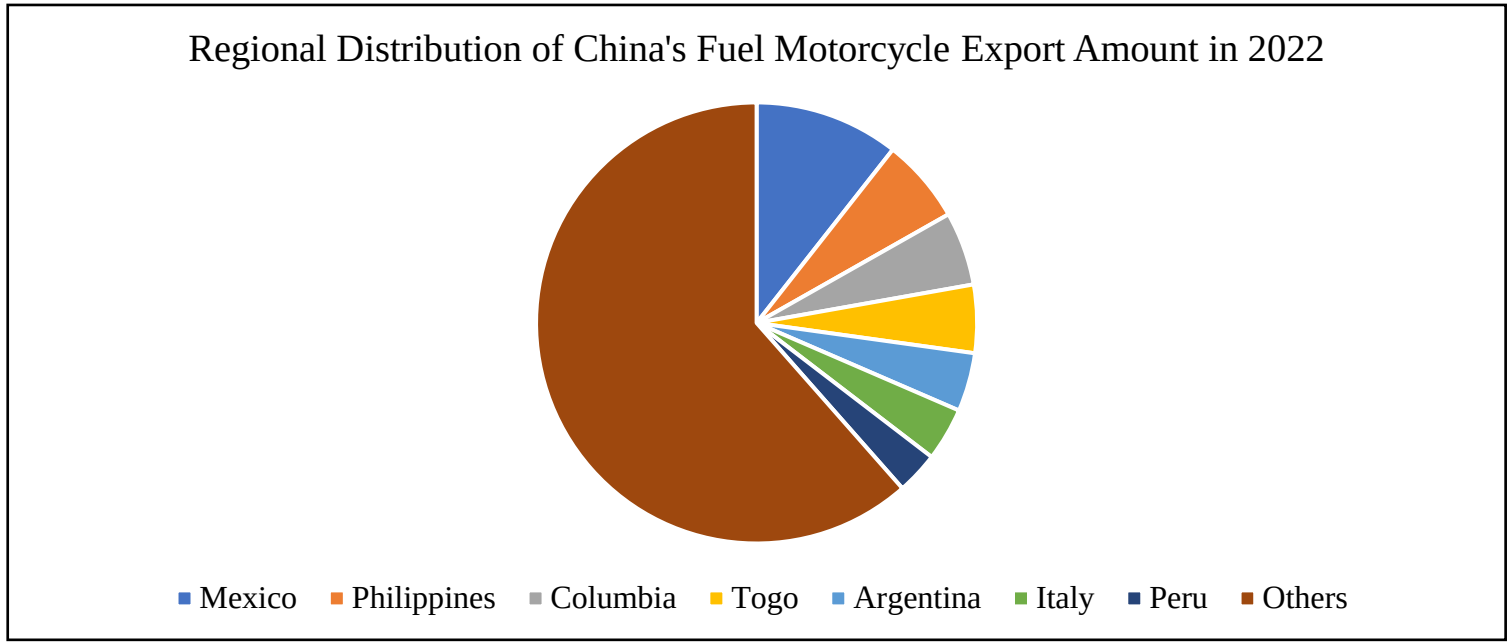
In 2018, China's motorcycle industry faced a severe and complex domestic and international situation, as well as stricter environmental protection measures. The overall production and sales performance of China's motorcycle industry was relatively sluggish, and the product structure continued to be optimized. The Chinese government has continued to take a series of effective measures to promote the balance and development of foreign trade, vigorously strengthened joint ventures and cooperation with countries along the Belt and Road and stabilized the export situation. In 2019, with the development of the express logistics industry, electric motorcycles had huge demand potential in cities and became a new growth point for the motorcycle industry. In 2020, the COVID-19 pressed the pause button for the global economy, and the export situation of the motorcycle industry faced unprecedented difficulties. In 2021, the epidemic in China was effectively controlled, and the booming development of motorcycle foreign trade business boosted the production and sales of motorcycles. According to statistics, the export volume was 35.058 million vehicles, a year-on-year increase of 23.7%; The export amount was 12.322 billion US dollars, a year-on-year increase of 43.3%.



Source: China Chamber of Commerce for Motorcycle (CCCM)

In 2022, the motorcycle industry is gradually recovering, and the beneficial complementary role of motorcycles in the transportation system has been recognized by society. The population using motorcycles as a means of urban transportation is gradually expanding. The effective control of the epidemic by the country has supported the vigorous development of China's motorcycle foreign trade business.

Among them, in 2022, Mexico, the Philippines, and Colombia accounted for the top three export amounts of fuel powered motorcycles in China, accounting for 10.6%, 6.2%, and 5.4%, respectively. Togo, Argentina, Italy, and Peru are in order.



Source: China Chamber of Commerce for Motorcycle (CCCM)

Conclusion

1994-2007 Industry dividend period	2008-2011 Domestic brand advantage period	2012-2015 Gasoline-to-Electric period	2016 up to now transition period
Drivers:Rural Urbanization Construction, Rapid Rural Economic Development	Drivers: High cost performance advantage	Drivers: Electric Vehicle and Car Substitution Laws and Regulations Restricting or Limiting Motorcycles	Drivers: Commute Demand Stabilizing, Rising Demand for Recreation and Personalization
Achievement: • Complete development, production, and marketing system • Own independent intellectual property rights • The world's largest producer and seller of motorcycles	Achievement: • More than 50% of global motorcycle sales	Achievement: • The production of small displacement motorcycles has decreased • The production of large displacement recreational motorcycles has increased	Achievement: • Leisure and entertainment motorcycles launched

ITALIAN TRADE AGENCY

2: Market Analysis

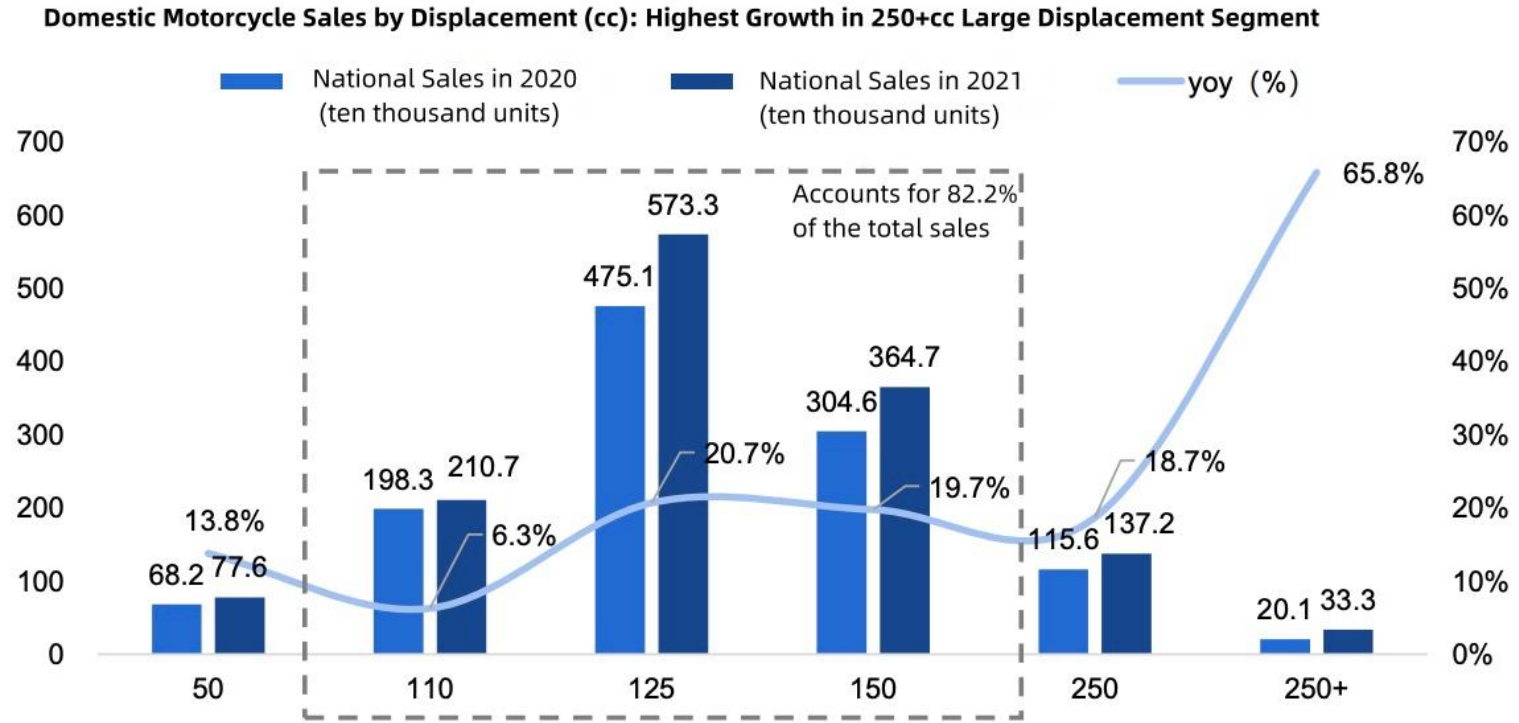
2.1 Market Insights
2.2 Government Regulations and Standards
2.3 Challenges and Issues in Industrial Development

2.1 Market Insights

Motorcycle Product Structure

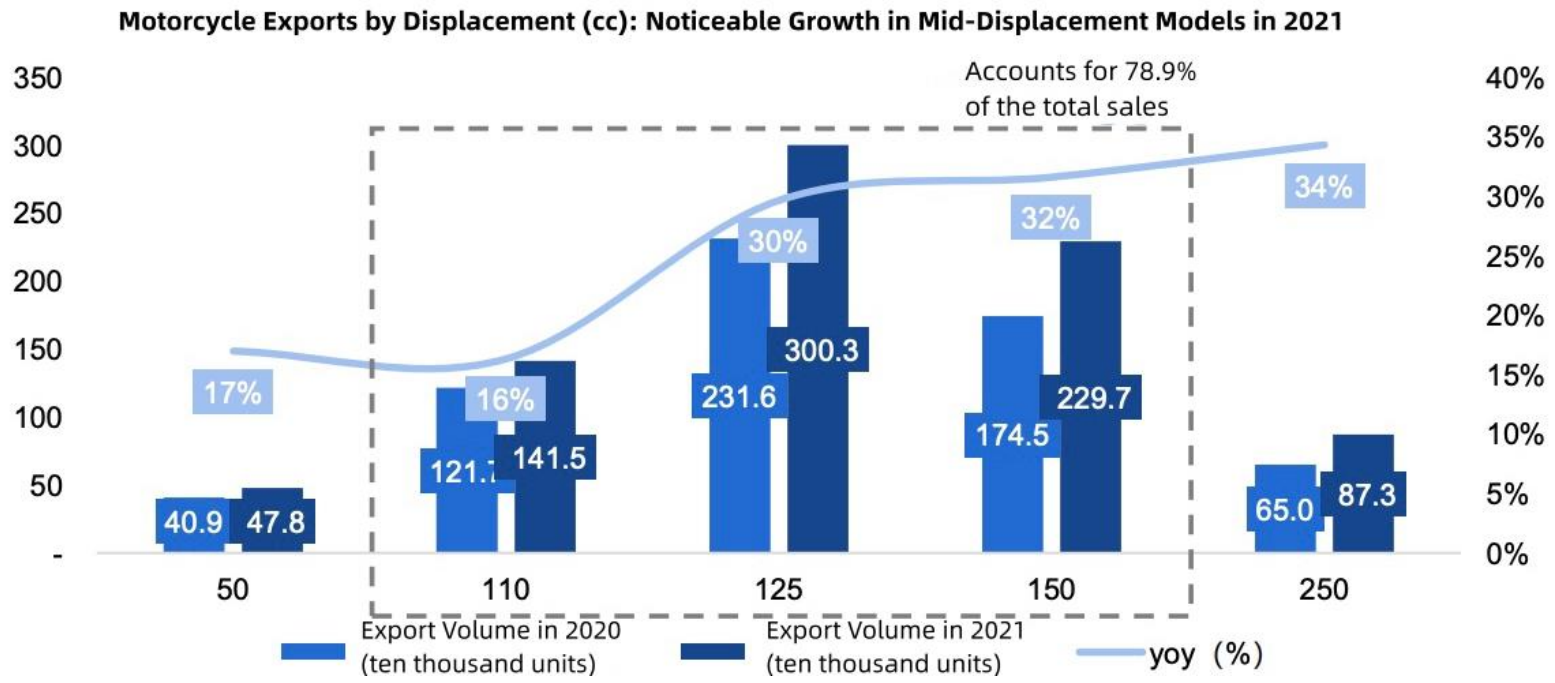
Motorcycle displacement (displacement) refers to the cylinder volume of the engine, measured in milliliters.

Displacement, a specialized term for hydraulic transmission, refers to the volume of liquid sucked in or discharged per stroke or cycle. Cc refers to the unit of exhaust volume, with 50cc being 50ml.



Source: Sealand Securities

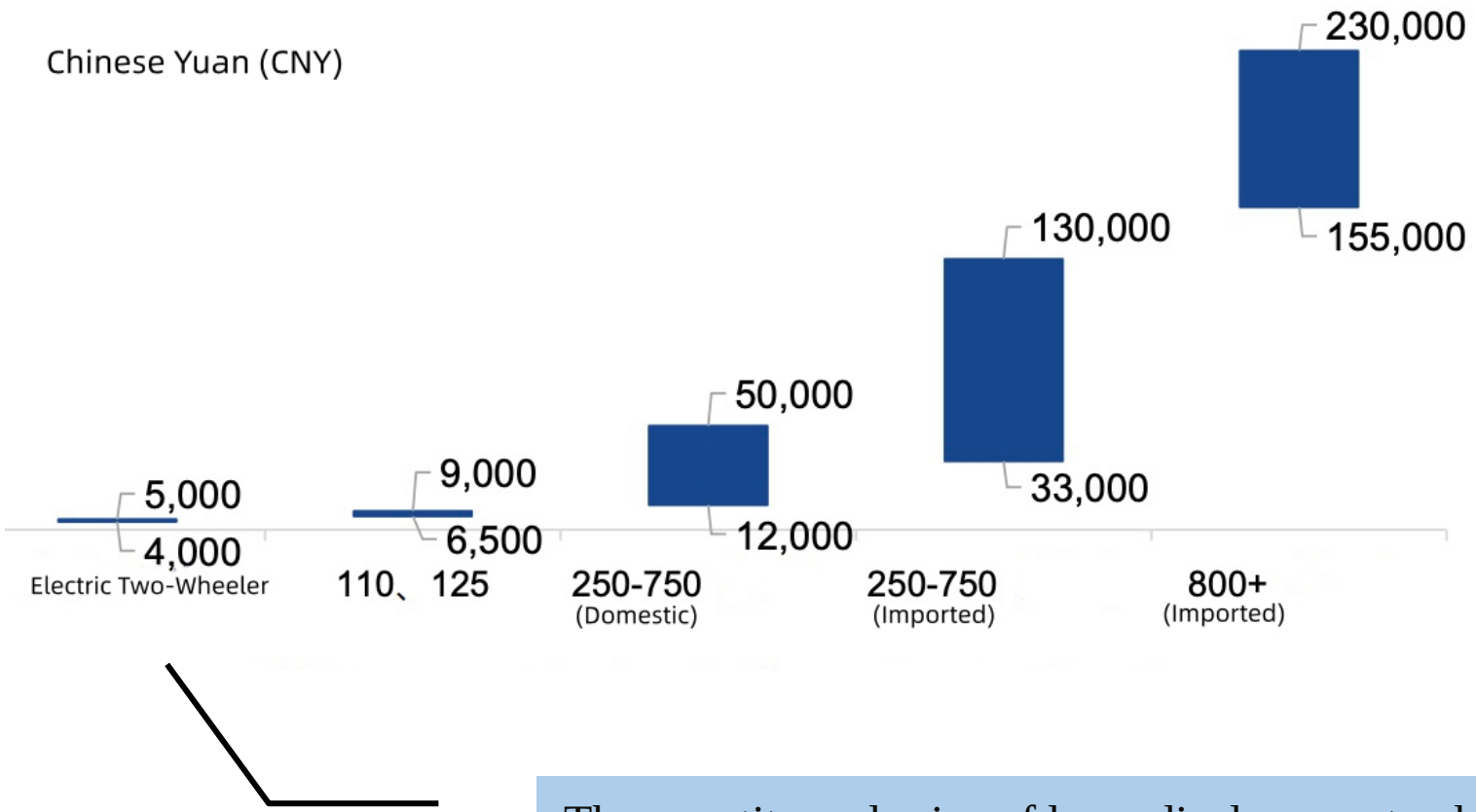
Motorcycle displacement can be divided into five categories: **ultra light**, 50-90cc below 100, including displacement of 50, 70, 80, 90, etc. **Lightweight small displacement** 100-150cc, including displacement of 100, 110, 125, 150, etc. **Small and medium-sized displacement**, 200-400cc, including displacement of 200, 250, 300, 400, etc. **Large displacement**, 500-900cc, including displacement of 500, 600, 750, 900, etc. **Upgraded large displacement**, above 1000cc, including displacement of 1000, 1100, 1250, 1300, etc.



Source: Sealand Securities

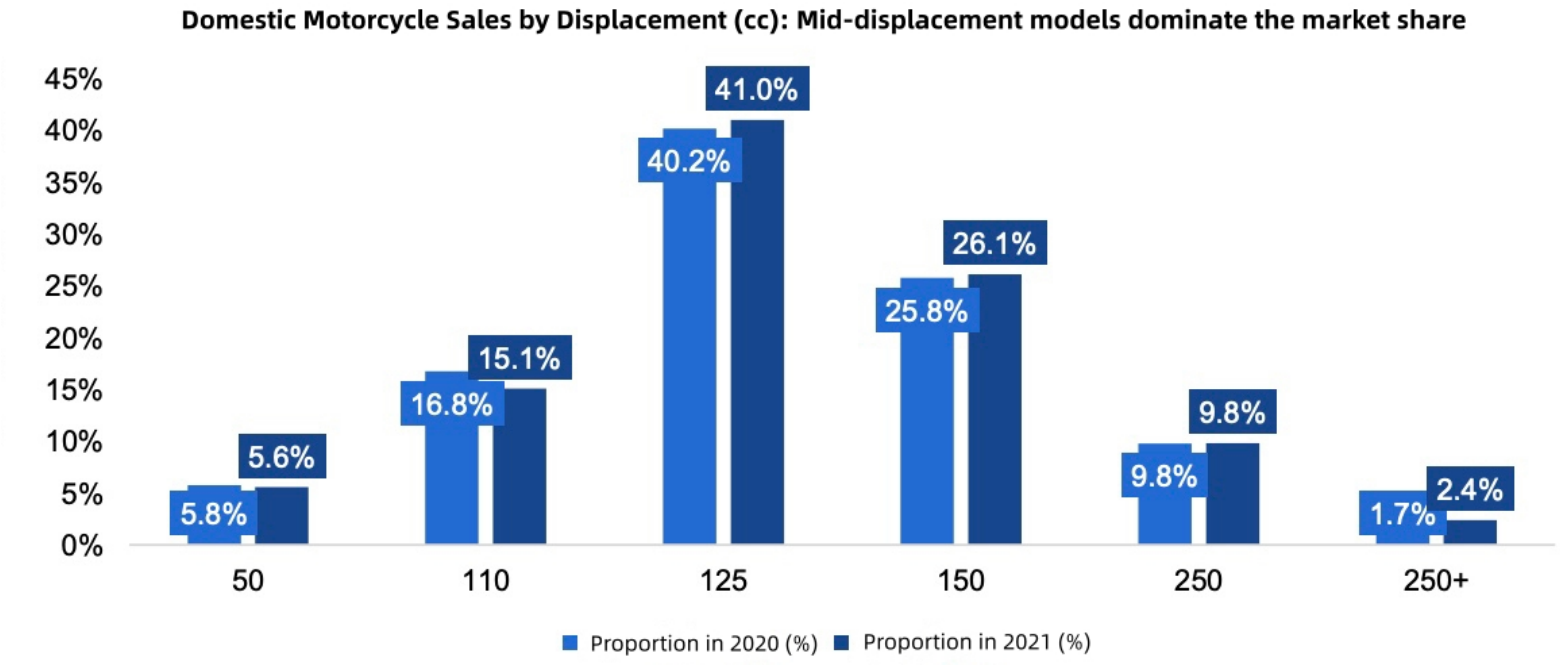
ITALIAN TRADE AGENCY

Motorcycle Price Range by Displacement (cc): High Prices and Wide Range for Large Displacement Models



The quantity and price of large displacement vehicle models are basically the same

Source: Sealand Securities

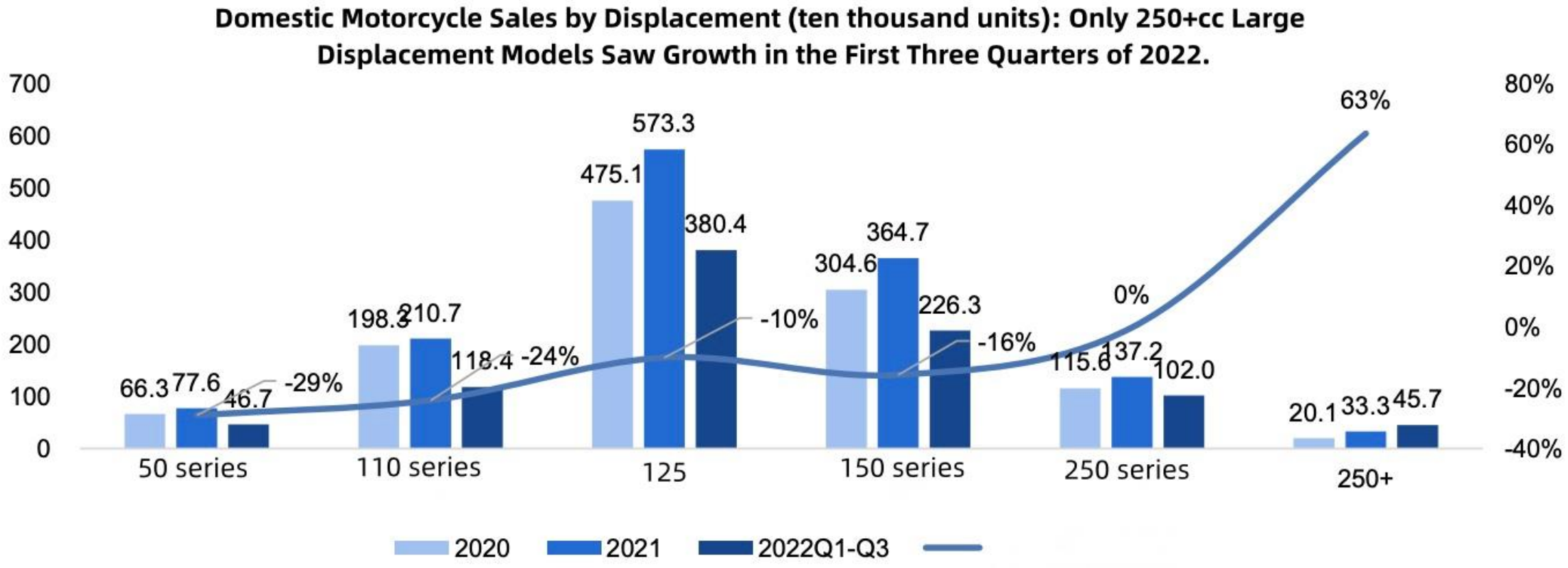


Medium displacement dominates sales

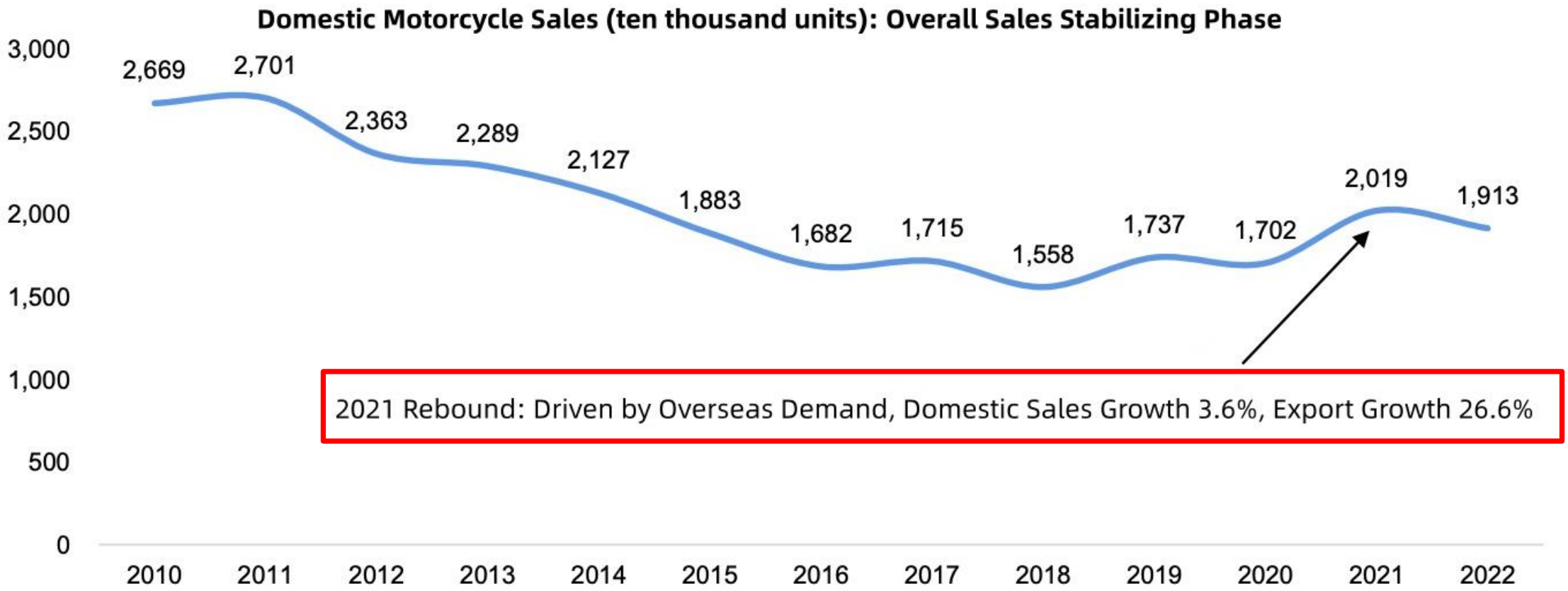
Source: Sealand Securities

ITALIAN TRADE AGENCY

Structural Trends



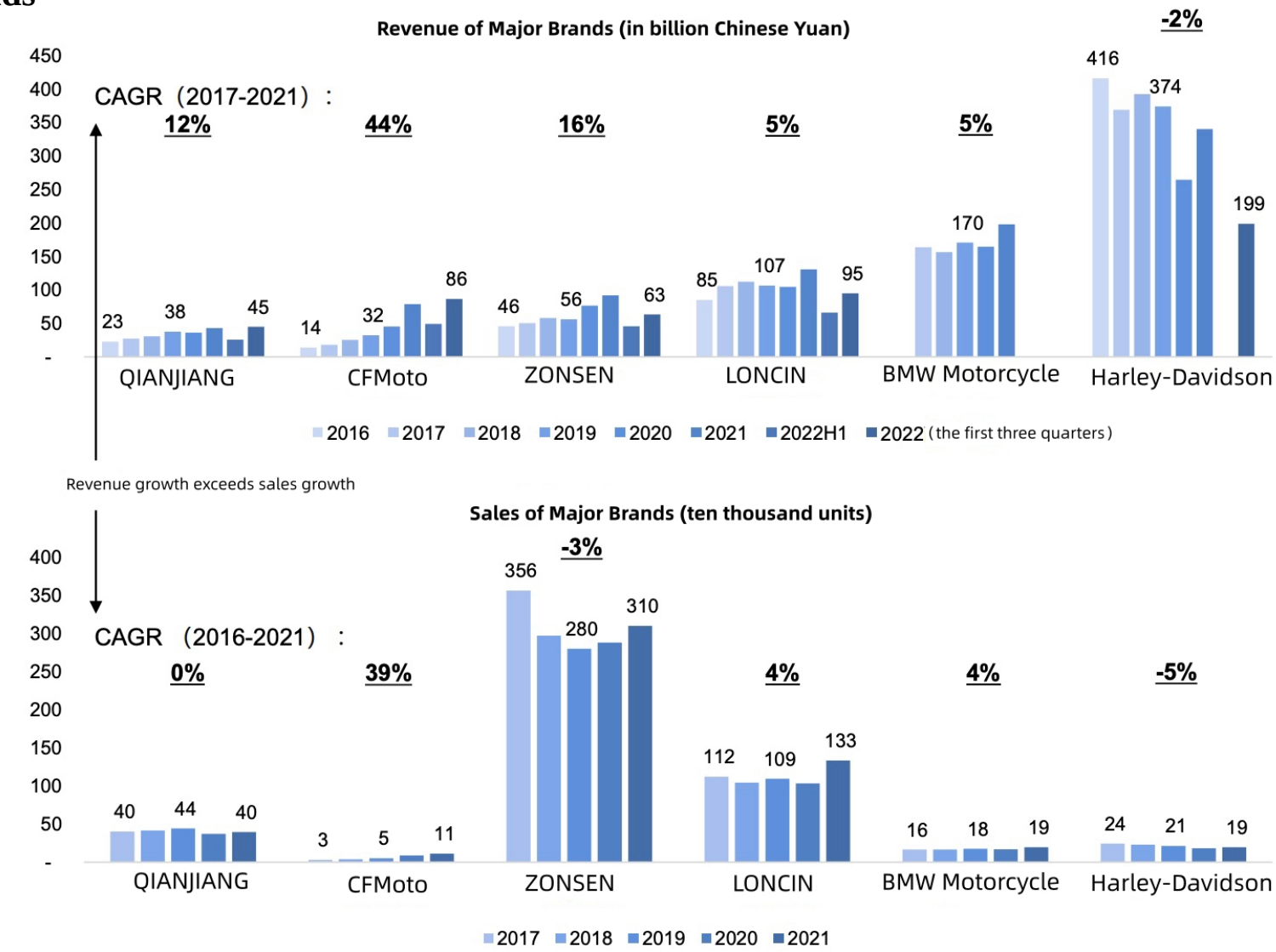
Source: Sealand Securities



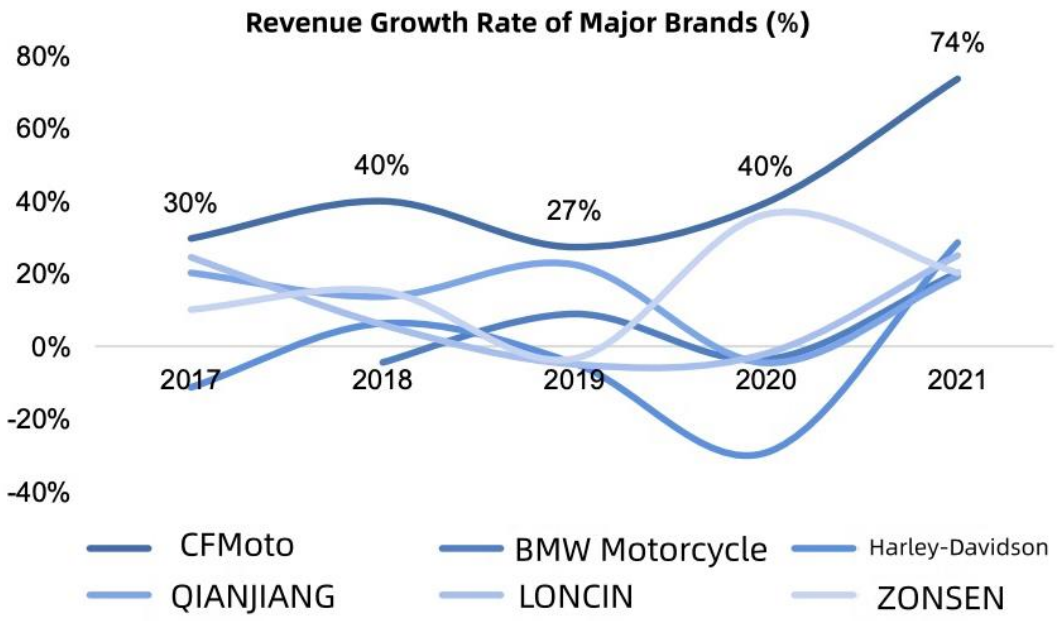
Source: Sealand Securities

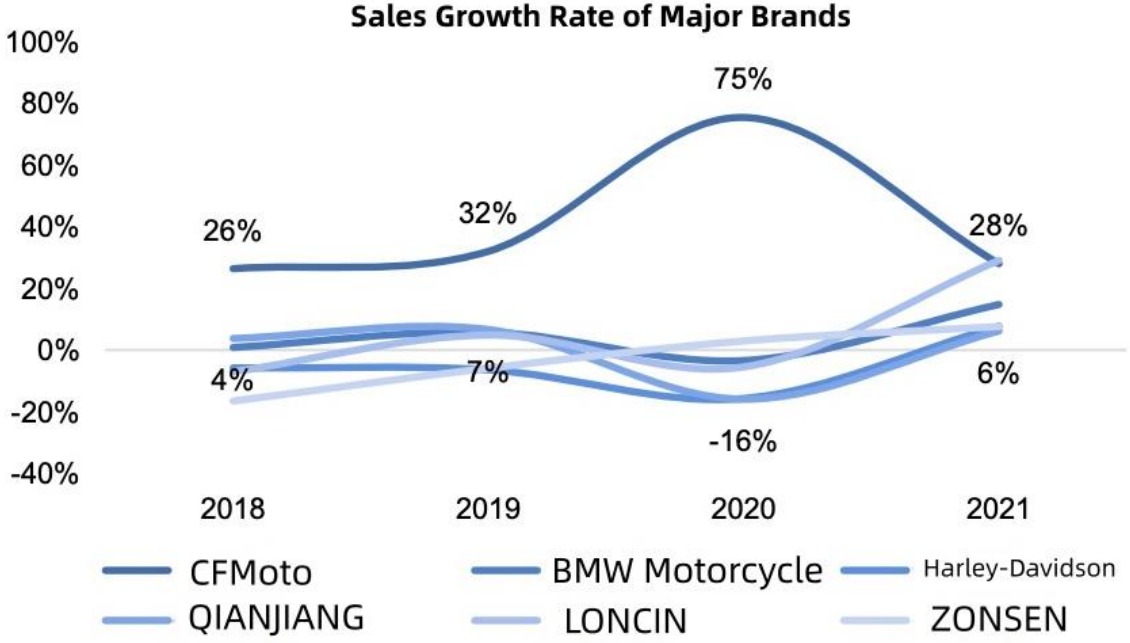
ITALIAN TRADE AGENCY

Industry Trends



Source: Sealand Securities





Revenue growth exceeds sales growth.

Source: Sealand Securities

2.2 Government Regulations and Standards

Prohibition policy: Strict prohibition of motorcycle use in first tier cities

Beijing Policy (Beijing B):
All day travel within the Fourth Ring Road is prohibited

Beijing A license plate restricted travel

A few roads and the main road of the ring road

Beijing B license plate restricted travel

All sections within the Fourth Ring Road

Guangzhou Policy:
Be prohibited on major areas all day

Source: Sealand Securities

ITA
ITALIAN TRADE AGENCY

Shenzhen Policy:
Be prohibited on major areas all day

Motorcycle driving is prohibited from 24/7 every day.

- Futian, Luohu, Nanshan, Yantian, Bao'an, Longgang, Longhua, Pingshan, and Guangming districts
- Roads in Dapeng New Area,

Shanghai policy:
restricted by license plate

Shanghai A and Shanghai B license plates:
No traffic on main roads

Shanghai C license plate:
prohibited in major administrative regions

Number plates of other provinces and cities: Except for a few areas, prohibited throughout the city

Source: Sealand Securities

ITA
ITALIAN TRADE AGENCY

Tax policy

-consumption tax-

According to Article 2 of the Provisional Regulations of the People's Republic of China on Consumption Tax, displacement is below 250cc (including 250cc), 3% consumption tax will be paid; Displacement is above 250cc, 10 % consumption tax will be paid.

-vehicle purchase tax-

On May 24, 2019, the Ministry of Finance and the State Administration of Taxation of the People's Republic of China issued a notice on specific policies related to vehicle purchase tax, which stipulated some implementation details of the vehicle purchase tax law. The tax law specifies the main elements such as a tax rate of 10% and will be officially implemented on July 1, 2019.

With the advancement of the legal process of taxation, the "Vehicle Purchase Tax Law of the People's Republic of China" was officially passed by the Standing Committee of the National People's Congress on December 29, 2018. The tax law specifies the main elements such as a tax rate of 10% and will be officially implemented on July 1, 2019. At present, the implementation regulations for car purchase tax have not yet been introduced. The two ministries and commissions have issued the above announcements, explaining some of the contents of the car purchase tax law.

The Vehicle Purchase Tax Law of the People's Republic of China stipulates that units and individuals who purchase cars, motorcycles, trams, and trailers with an exhaust volume exceeding 150 milliliters within the territory of the People's Republic of China are taxpayers of vehicle purchase tax. The vehicle purchase tax is subject to a one-time collection system, and vehicles that have already been subject to vehicle purchase tax will no longer be subject to vehicle purchase tax; The tax rate for vehicle purchase tax is 10%, which is consistent with the current tax rate.

Source: "Vehicle Purchase Tax Law of the People's Republic of China" & “Consumption Tax Law of the People's Republic of China"

2.3 Challenges and Issues in Industrial Development

The motorcycle usage environment still needs further optimization, and the motorcycle market holds immense potential.

In recent years, we can clearly feel that the urban usage environment for motorcycles has gradually improved. Many first-tier city governments have shifted from administrative measures to adopting more scientifically managed approaches in motorcycle regulation, aiming to reduce motorcycle accident rates and violations. At the same time, the Ministry of Public Security continues to deepen reforms, streamlining administrative procedures and optimizing the inspection period for motorcycles. The implementation of cross-region motorcycle registration transfers has also provided significant convenience for motorcycle consumers.

However, from the current perspective, there are some questionable approaches in the management concepts of motorcycles in many domestic cities. The management of a few motorcycle drivers' illegal behaviors has turned into demonizing and restricting the entire mode of transportation. In our opinion, the traffic management authorities should focus more on strengthening the management of motorcycle drivers.

For instance, implementing a graded licensing system for motorcycle riders and providing more targeted training for those riding high-displacement motorcycles. Extensive safety driving training should be provided for licensed drivers as well. As for the management of vehicles themselves, the national government regulatory departments have strict entry procedures and rigorous product testing and certification requirements.

Source: China Chamber of Commerce for Motorcycle (CCCM)

Motorcycles have some shortcomings in the overall design of urban road traffic systems

In the future intelligent transportation system planned by the country, there seems to be more emphasis on automobiles, including their intelligentization, vehicle-to-road cooperation, and autonomous driving. However, there is a lack of consideration for other road-going vehicles, including motorcycles, within the urban transportation system, which is a human-centric integration of various modes of transportation.

International demand continues to weaken, intensifying competition

During the pandemic, under the scientific management of epidemic prevention and economic stability measures implemented by the country, the motorcycle industry took on some of the international market's shift in orders, ensuring the stability of foreign trade exports. However, looking at the current situation, the global economy remains complex and volatile, with an increased risk of recession and an overall decline in international market demand. Simultaneously, the countries that were previously motorcycle manufacturing hubs have resumed production and intensified their support for localized production. The motorcycle industry will face even fiercer international competition, requiring efforts to stabilize China's motorcycle foreign trade export scale. It is essential to fully leverage the mutual promotion of the domestic and international cycles, further optimize the export product structure, and enhance product competitiveness. This work is crucial for the industry's development.

Source: China Chamber of Commerce for Motorcycle (CCCM)

Lack of globally influential Chinese motorcycle brands

As motorcycle products move towards the high-end spectrum, the added value and advantages of brands become more pronounced. In recent years, through industrial upgrading, some domestic high-end motorcycle brands in China have gradually grown and gained attention and praise from consumers both domestically and internationally. However, brand building is a long-term and continuous process. It requires high standards and steady progress in research and development, innovation, and ensuring product quality. Building a brand takes time, and it relies on consistent support from product technology, quality, reliability, services, and corporate culture. Brands are not built overnight; they require patience and perseverance.

The development direction of motorcycle products towards intelligence and internet connectivity still needs to be clarified

We can see that the development roadmap for intelligent cars is becoming increasingly clear, and the automotive industry is full of tremendous potential. However, from the current perspective, the development of intelligent and connected motorcycles is progressing at a slower pace. The industry has made some attempts, mostly focusing on providing relatively basic intelligent features in motorcycle products. There is a lack of breakthrough progress in the direction of intelligent product development, and the integration of product research and development, manufacturing, sales, and services with the industrial Internet and intelligent development needs further improvement. Currently, the "Motorcycle Cloud" project led by the Motorcycle Chamber of Commerce is a positive attempt to integrate motorcycles into the Internet development.

Source: China Chamber of Commerce for Motorcycle (CCCM)

ITALIAN TRADE AGENCY

3: Development of Motorcycle Industry

3.1 Motorcycle Industry Chain

3.2 Inspiration of the Development of New Energy Vehicle Industry on the Motorcycle Industry

3.1 Motorcycle Industry Chain

Vehicle manufacturers are highly correlated with upstream, and downstream channels are diversified

upstream → supplier

Engine
Chain
electronic components and others
iron and aluminum components

midstream → vehicle manufacturer

downstream → distributor

E-commerce

distribute
- Domestic agency
- Oversea Agent

Direct sales

Source: Sealand Securities

3.2 Inspiration of the Development of New Energy Vehicle Industry on the Motorcycle Industry

The motorcycle industry in China has gone through more than 30 years of ups and downs since the country implemented the "reform and opening up" policy in the last century, achieving the world's highest annual production and sales of motorcycles for 19 consecutive years and the world's highest export volume for 11 consecutive years. The foundation of China's motorcycle industry is relatively strong, with relatively mature national brands. China's motorcycle industry has formed a relatively independent and complete national industrial system, with an independent and independent technical regulatory system and industry management system.

In the development process of China's motorcycle industry, prosperity and crisis coexist, and achievements and defects coexist. The Chinese motorcycle industry has always been a star on the world trade stage, but the problems left by the leapfrog development, such as unclear development direction, weak technological foundation, and weak technological development successors, are becoming increasingly apparent. When encountering a global economic crisis, exports decline, comprehensive costs rise, and production and sales significantly decrease, causing the industry to fall into a period of confusion. There is still a significant gap between China's motorcycle industry and a strong motorcycle country. Faced with the increasingly severe market environment and industry reality that China's motorcycle industry is currently facing, how to overcome difficulties and achieve healthy development in China's motorcycle industry has become an important issue both inside and outside the industry, transforming from a major motorcycle production country to a motorcycle technology power.

Source: Zhenhua Motorcycle Co.,Ltd.

Development of the New Energy Vehicle Industry

China's new energy vehicle industry is a rising star in the automotive industry. With just over a decade of development, it has formed a relatively complete technical system, product system, standard system, and management system, which has been determined as the leading direction for the future development of China's automotive industry. The development of new energy vehicles has accumulated a lot of valuable experience, and the following characteristics are very worthy of reference for the motorcycle industry: correct industry planning and layout; Solid foundation work; Efficient industrial structure; Establish a sound standard system; A favorable policy support environment.

Firstly, by formulating targeted industry planning and layout, practical and feasible technical routes and stage goals have been established for the development of the new energy vehicle industry. Through a series of targeted planning plans, we have established "pure electric vehicles" as the strategic direction for industrial transformation, and "three vertical and three horizontal" as the main strategy for technological innovation. Based on industry reality and global development trends, we have formulated product development goals and technology development goals for different stages.

Secondly, through solid foundational work, breakthroughs have been made in the fields of basic theory, key components, and key technologies. Since the development of new energy vehicles was included in the "863 Plan" major special project, China has obtained more than 3000 patents in the new energy vehicle industry, established more than 30 new energy vehicle technology innovation platforms, and obtained full digital four quadrant vector control technology including dual CAN bus control network system, AC induction motor and permanent magnet motor, as well as vehicle integration technology for pure electric, hybrid and fuel cell vehicles, In particular, multiple major technological breakthroughs, including the world's leading lithium battery technology and innovative battery swapping technology, have formed the basic system of comprehensive technology for new energy vehicles, laying a solid technical foundation for future industrial development.

Source: Zhenhua Motorcycle Co.,Ltd.

Thirdly, carry out various forms of strategic cooperation, including industry university research cooperation, to build a new and efficient industrial structure. Following the principle of "active leadership, joint action, highlighting key points, and innovative development", we will concentrate our advantageous resources to achieve technological and product breakthroughs, promote the rapid promotion and application of technological achievements within the alliance, and achieve mutual benefit and common development and improvement among vehicle enterprises, component enterprises, and research institutions. Among them, there are both national level "Central Enterprise Electric Vehicle Industry Alliance", industry level "Automobile Industry Electric Vehicle Industry Alliance", and local new energy vehicle industry alliances in Beijing, Chongqing, Jilin, Jiangsu, Anhui and other places. The new industrial structure has promoted the rapid development of the new energy vehicle industry, while also benefiting the support of relevant national and local policies.

Fourthly, from the beginning of industry creation, we focused on the construction of standard systems. There are about 60 special standards (including national and industry standards) for new energy vehicles that have been released so far, and some special standards are still being prepared and reviewed. These special standards for new energy vehicles have a high technical starting point, combine the development characteristics and requirements of domestic and foreign industries, comply with international development trends, and form a high degree of complementarity with the existing automotive standard system. A basically sound standard system has become an important force in promoting the development of the new energy vehicle industry.

Fifth, the national administrative and industry management departments have provided strong support for the new energy vehicle industry, and a good policy environment is an important reason for the rapid and sound development of the new energy vehicle industry.

Source: Zhenhua Motorcycle Co.,Ltd.

The development of the motorcycle industry lacks qualitative direction and quantitative goals

In the decades of development in the motorcycle industry, especially in the more than thirty years since the reform and opening up, the national administrative and industry management departments have made arduous efforts in industry management and industrial system construction, and achieved tremendous results. However, as of now, there is still a lack of qualitative direction and quantitative goals in the existing guidelines for the development of the motorcycle industry. As the "12th Five Year Plan" is approaching its halfway point, should we continue to develop traditional applied motorcycles (such as small scooters, medium displacement two wheeled motorcycles, and regular three wheeled motorcycles), or focus on developing high-end motorcycles with large displacement for leisure use; Whether to continue researching basic technologies to strengthen energy conservation and emission reduction, or to transform and develop new energy technologies to strive for leapfrog development, the entire industry is not yet clear in terms of product development goals or technological development plans, and a unified perspective has not yet been formed. It is urgent for the national administrative and industry management departments to provide clear grasp and guidance.

The motorcycle industry has accumulated considerable experience in classic products and technologies with 125 and 150 displacement after decades of development, but the overall technical foundation is still relatively weak and not comprehensive enough. There is a lack of further achievements in many fields such as engine combustion theory and working process research, strength design theory, efficient transmission devices, noise and vibration, driving stability and safety, advanced technology and new material applications, and real-time measurement technology. Although there are also a large number of patent applications every year, most of them are changes in appearance and design, and there are not many that truly have broad significance and practical promotion value.

Source: Zhenhua Motorcycle Co.,Ltd.

At present, various enterprises in the motorcycle industry are still in a state of "fighting alone". After years of development, regional industrial clusters in China's motorcycle industry have basically formed, and have shown obvious regional characteristics in product categories. However, there is still a lack of effective cooperation between vehicle enterprises and between vehicle and component enterprises within the same region. Even the integration of the motorcycle industry within the military equipment system, which has been widely discussed in the industry in the early stage, has significantly lower substantive results than the expectations of both inside and outside the industry; There is still a primitive supply and demand relationship between the main engine factory and the parts factory, and even a certain state of opposition arises due to the exchange of goods and payments. Recently, a new type of motorcycle industry cluster with three wheeled motorcycle products as the core has gradually formed in Henan, and its development and characteristics are worthy of industry attention.

The relationship between enterprises and research institutions is more loose. Based on the development process and characteristics of China's motorcycle industry, the technical foundation within the industry is weak, and there are many common technical problems that involve research and development, manufacturing, materials, inspection, and other aspects; Most enterprises are weak in their own strength and find it difficult to respond effectively independently. Due to their own system, operating mechanism, and degree of association with industries and enterprises, some professional research institutions are unable to fully utilize their technical capabilities and achievements are difficult to quickly promote, often resulting in a situation where enterprises face technical difficulties while professional research institutions "have no rice to cook" and both sides are in trouble, Some "industry university research" collaborations have not been effective.

Source: Zhenhua Motorcycle Co.,Ltd.

After more than 50 years of construction, the motorcycle industry standard system has been relatively complete and has achieved significant achievements. Some standards have achieved international integration, and the Chinese motorcycle industry has participated in the formulation and revision of international motorcycle related standards and regulations. However, there are still certain issues with the motorcycle industry standard system. For example, due to various factors, more emphasis is placed on environmental protection requirements, with a slightly weaker focus on safety, energy conservation, and other aspects; The formulation of some standards is relatively strict and disconnected from industry reality, while some standards are too loose; Some are directly converted from enterprise standards without universality, and so on. Various individual phenomena are not conducive to the development of the industry, and the industry standard system urgently needs to be further enriched and improved.

Since the implementation of the motorcycle production access policy in 2003, the country has issued multiple industry management related policies, which have significantly promoted the development of the motorcycle industry.

On the other hand, the suppression effect of the "prohibition and restriction of friction" implemented in various regions on the motorcycle industry is far greater than the promotion of any current management policy on the development of the motorcycle industry. The implementation of the "prohibition and restriction of motorcycle use" policy has played a certain role in regulating urban traffic order, improving urban environmental image, and rectifying social security to a certain extent, it cannot be denied that, The implementation of the "prohibition and restriction of friction" policy has also brought certain negative impacts.

Source: Zhenhua Motorcycle Co.,Ltd.

At present, there are over 180 cities in China that implement the policy of "prohibiting and limiting motorcycle use", accounting for more than half of the country's more than 330 cities at or above the prefecture level. The policy of "prohibiting and limiting motorcycle use" has seriously affected the urban motorcycle market, especially the development of the high-end motorcycle market, restricting the improvement of the technical level of China's motorcycle industry, and also significantly affecting the travel and living standards of some citizens.National policy support has always been a necessary condition for industrial development, and the motorcycle industry is no exception. As an important national industrial system, China's motorcycle industry has made significant contributions to the development of the national economy and the improvement of people's living standards. The good development of the motorcycle industry meets the needs of the people to improve their living standards, conforms to the national energy and environmental protection development strategy, and conforms to the overall goal of "taking the path of socialism with Chinese characteristics and building a moderately prosperous society in all respects" formulated by the 18th National Congress of the Communist Party of China.

Undoubtedly, the development of the new energy vehicle industry has important reference value for the struggling transformation of the motorcycle industry. In terms of the development of China's motorcycle industry, it is more important to consciously strengthen the industry's own construction. Only by clarifying the development direction and stage goals, formulating practical and feasible technical routes, establishing a new and effective structural system, and adopting scientific and reasonable implementation methods, can we strive for more favorable policy support, enable the industry to smoothly transform and develop healthily, and achieve the "dream of becoming a strong motorcycle country" that generations of people in the motorcycle industry have long dreamed of as soon as possible.

Source: Zhenhua Motorcycle Co.,Ltd.

4: Environmental Concerns and Sustainability

4.1 Emissions Regulations and Compliance
4.2 Sustainable Manufacturing Practices

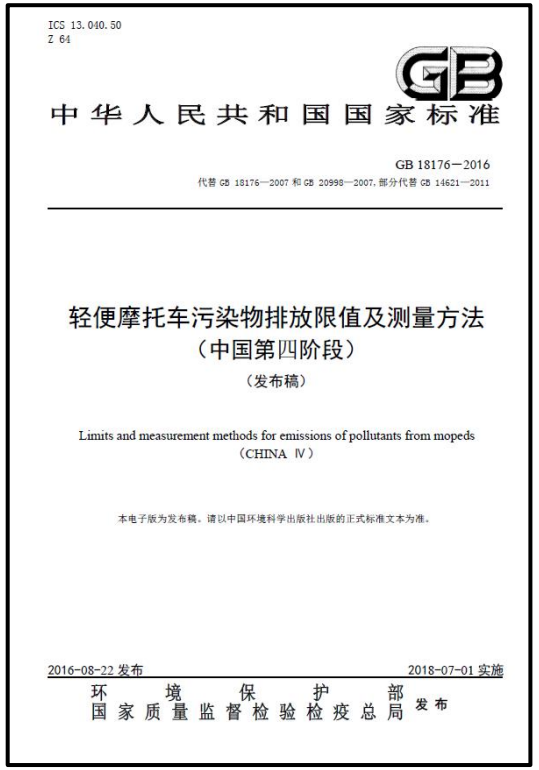
4.1 Emissions Regulations and Compliance

Current emission standards

China has been formulating pollutant emission standards for motorcycles and mopeds since the mid-1980s, and has since made four revisions to these standards, gradually improving the level of emission control.

The current motorcycle emission standards are(hereinafter referred to as China IV)

- "Limits and Measurement Methods for Emissions from Motorcycles (China IV) "(GB14622-2016)
- "Limits and Measurement Methods for Emissions of Pollutants from Mopeds (China IV)" (GB18176-2016)


ICS 13.040.50
Z 64

GB

中华人民共和国国家标准

GB 18176—2016

代替 GB 18176—2007 和 GB 20998—2007，部分代替 GB 14621—2011

轻便摩托车污染物排放限值及测量方法
（中国第四阶段）
（发布稿）

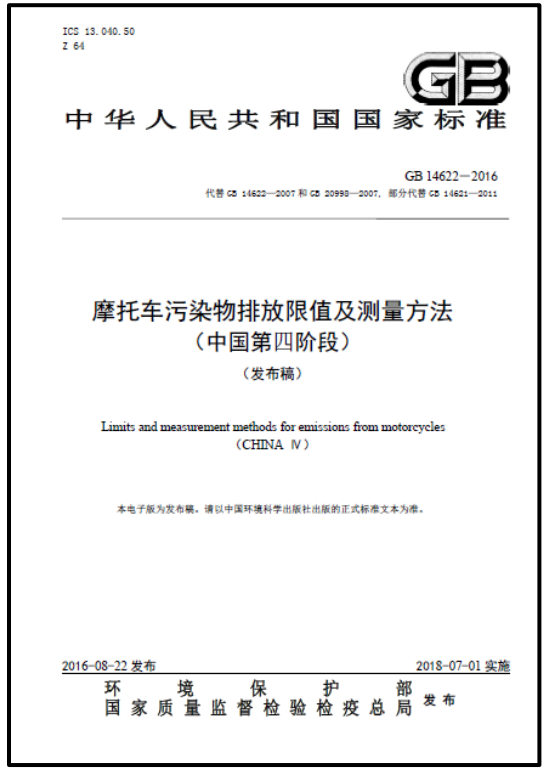
Limits and measurement methods for emissions of pollutants from mopeds
(CHINA Ⅳ)

本电子版为发布稿。请以中国环境科学出版社出版的正式标准文本为准。

2016-08-22 发布　　2018-07-01 实施

环境保护部
国家质量监督检验检疫总局 发布

Limits and Measurement Methods for Emissions from Motorcycles (China IV)


ICS 13.040.50
Z 64

GB

中华人民共和国国家标准

GB 14622—2016

代替 GB 14622—2007 和 GB 20998—2007，部分代替 GB 14621—2011

摩托车污染物排放限值及测量方法
（中国第四阶段）
（发布稿）

Limits and measurement methods for emissions from motorcycles
(CHINA Ⅳ)

本电子版为发布稿。请以中国环境科学出版社出版的正式标准文本为准。

2016-08-22 发布　　2018-07-01 实施

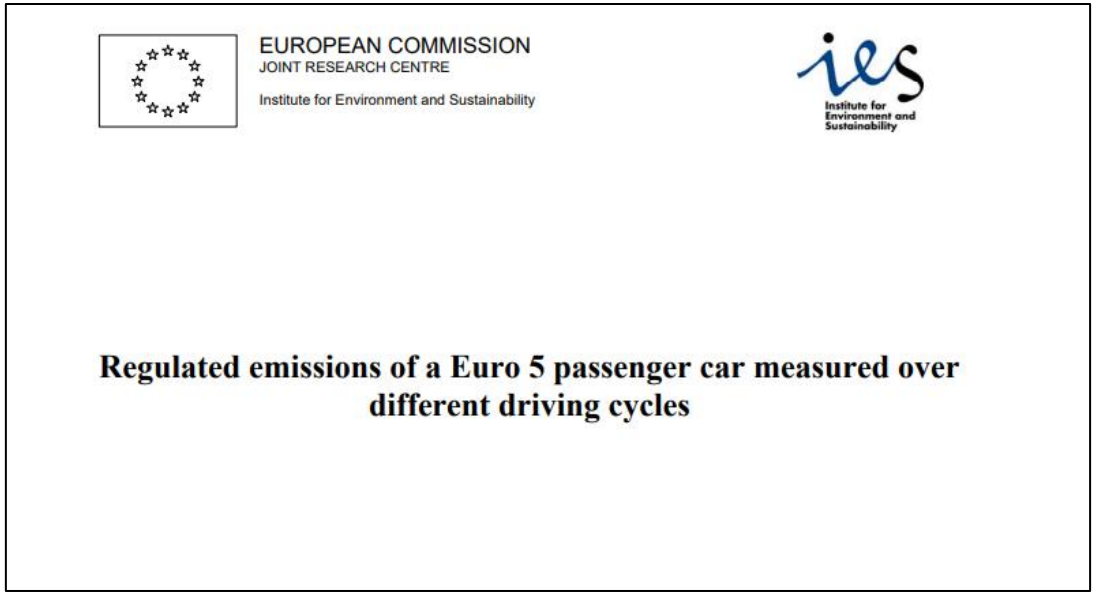
环境保护部
国家质量监督检验检疫总局 发布

Limits and Measurement Methods for Emissions of Pollutants from Mopeds (China IV)

Source: China Chamber of Commerce for Motorcycle (CCCM)

Emission standards for the fifth stage of the country

The emission limits and measurement methods for pollutants from motorcycles and mopeds (China's fifth phase) are currently in the solicitation stage, and the standard submission is planned to be completed by 2023, with the basic content consistent with the Euro 5 regulations.



Source: China Chamber of Commerce for Motorcycle (CCCM)

4.2 Sustainable Manufacturing Practices

China‘s motorcycle industry is committed to sustainable development. Protecting the environment is a major challenge facing the world today, and saving the Earth's homeland is a common mission for all humanity. Every country and nation, every enterprise and individual, should act dutifully. Energy conservation, environmental protection, and safety are the three major themes for the development of China's motorcycle industry. Faced with increasingly strict environmental standards, the motorcycle industry bears the important mission of achieving green development, safe development, and harmonious development between humans and nature. The Chinese motorcycle industry hopes to further enhance its technology and adjust its industrial structure from a political perspective of scientific development and building a harmonious society through the upgrading of national environmental protection standards and the efforts of the entire industry, achieving a strategic transformation from a major motorcycle production country to a powerful country.

On the 39th World Environment Day, the China Association of Automobile Manufacturers and the Motorcycle Branch of the China Association of Automobile Manufacturers jointly signed the "China Motorcycle Industry Green and Environmental Protection Declaration" in Beijing with 128 complete vehicle and component enterprises including Dachangjiang, Zongshen, Longxin, Jialing, Jianshe, and Jincheng.

One is to make environmental protection a prerequisite for the survival and development of enterprises. Firmly establish the concept of prioritizing environmental protection, strictly abide by environmental laws and regulations, comprehensively implement various environmental protection measures, ensure comprehensive coordination and sustainable development between enterprise operations and the ecological environment, and achieve the integration of economic and environmental benefits.

Source: Economic Daily News

The second is to increase investment in environmental protection technology research and development. Improve independent innovation capabilities, promote the transformation and upgrading of traditional industries to high-tech fields, strive to develop environmentally friendly motorcycle products, and achieve industrialization as soon as possible.

The third is to vigorously promote the improvement of the environmental protection level of the entire industrial chain. Optimize the industrial technology route, comprehensively promote the "green procurement" plan, strive to improve the environmental awareness and industrial process level of all employees, take environmental protection, safety, and health as the industry development direction, and promote the environmental upgrading of the entire industrial chain through the integration of advantageous resources.

The fourth is to produce and sell products that meet the national III environmental protection standards. Starting from July 1, 2010, enterprises will strictly organize the production of motorcycles that meet the emission standards in accordance with the third stage (National III) emission standards. The industry association will work closely with government departments to ensure the smooth implementation of National III standards.

Fifth, closely connect with relevant product partners and actively promote the environmental upgrading and remanufacturing of vulnerable and consumable components.

Source: Economic Daily News

The 128 motorcycle enterprises participating in this declaration account for 80% of the industry's production. They hope to further improve the technology of the motorcycle industry, adjust the industrial structure, and achieve a strategic transformation from a major motorcycle production country to a strong country through the upgrading of national environmental standards and the efforts of the entire industry. At the same time, the event also showcased 9 new hybrid electric motorcycles, lithium-ion electric motorcycles, and environmentally friendly motorcycles equipped with electronic injection engines produced by some motorcycle companies that fully meet the national III standard.

Source: Economic Daily News

ITALIAN TRADE AGENCY

5: Future of the Motorcycle Industry

Motorcycles are a convenient, economical, and personalized mode of transportation, and at the same time, they possess recreational and social attributes, making them a beneficial complement to urban transportation. Many car owners also purchase motorcycles as supplementary means of transportation. China's motorcycle industry has tremendous development potential, driven by continuous industrial upgrading, product structure optimization, and the integration of electrification, intelligence, and connectivity in products. The development of a robust motorcycle culture industry will also be a significant direction for the growth of the motorcycle industry in the country.

Establishing a systematic and well-developed motorcycle leisure and entertainment industry will further improve the motorcycle ecosystem and environment

With a massive market of over 1.4 billion people, China's middle-income population accounts for more than 30%, indicating tremendous potential in the consumer market. Consumer preferences are shifting towards personalized, diversified, and self-driven choices. Motorcycles that encompass leisure, entertainment, and social attributes will gain more attention from consumers. As a crucial engine for the high-quality development of China's motorcycle industry, high-displacement recreational motorcycles will continue to experience rapid growth. Related supporting facilities such as helmets, apparel, equipment, personalized cultural creations, racing circuits, campsites, and entertainment venues will form an integrated industry, further developing towards standardization, regulation, and service-oriented directions. The spatial dimension of motorcycle leisure and entertainment will expand, enhancing convenience, and the industry will continue to thrive and flourish.

Source: China Chamber of Commerce for Motorcycle (CCCM)

Promoting the accelerated development of electric motorcycles, new energy motorcycles, and intelligent motorcycles

Regardless of national development strategies or the global energy trend, electric motorcycles are an extremely important direction for the motorcycle industry's development. Electric motorcycles will serve as a crucial platform for the industry's transition towards intelligence and connectivity, finding broader applications in the daily lives and urban commuting of residents, becoming an essential part of modern smart transportation systems. Additionally, hydrogen-powered motorcycles are also being explored as a development direction. They will accompany the growth of hydrogen-powered cars and the advancement of hydrogen production technologies (green hydrogen), hydrogen refueling methods, and infrastructure. Currently, the "Motorcycle Cloud" project led by the Motorcycle Chamber of Commerce is attempting to organically integrate vehicles, enterprises, services, and management, creating a mutually reinforcing cycle of development.

Closely following the national strategic deployment and promoting the integration of the domestic cycle with the international cycle, we aim to upgrade the quality of China's motorcycle exports and cultivate international market competitiveness

Since the beginning of this year, China's motorcycle foreign trade exports have faced significant pressure due to the weakening international market demand. According to customs statistics, in the first quarter, motorcycle exports showed significant growth only in the Asian market, remained relatively stable in the European market, while other markets experienced varying degrees of decline.

Source: China Chamber of Commerce for Motorcycle (CCCM)

However, entering April, this situation has seen considerable improvement, and exports have gradually shown positive trends.

In 2022, China exported approximately 7 million motorcycles to countries participating in “The Belt and Road Initiative”, accounting for 69% of the total motorcycle exports. In the first quarter of this year, motorcycle exports to the Asian region also witnessed a 30% increase. With China's economy surpassing 120 trillion yuan and its comprehensive national strength reaching new heights, the country's global influence continues to expand. China will further deepen its breadth and depth of foreign economic and trade cooperation, working towards establishing an open and fair international market. This will create a healthier international environment for the motorcycle industry, and the sector will align with the national development strategy, seize strategic opportunities, and engage in various forms of foreign trade cooperation, expanding export scope and diversifying cooperation methods.

Currently, international motorcycle market competition is increasingly focused on existing market shares, intensifying the competition in the international motorcycle arena. For the industry, it is crucial to stabilize the existing international market scale and continuously launch products with stronger international competitiveness based on the upgrading of the domestic motorcycle industry. Seizing the opportunity of the rise of Chinese brands and the rapid development of large displacement motorcycles in China, efforts should be made to create a positive image of high-end Chinese motorcycle brands on the international stage and promote high-end motorcycle products to the world. With the rapid development of large displacement motorcycles in China, some domestic models have reached the level of foreign high-end brands in terms of design and product performance. The export of large displacement motorcycles with displacements above 250ml is also on an upward trend year by year. The industry will accelerate the transformation and upgrading of China's traditional motorcycle international market through the drive of large displacement motorcycles.

Source: China Chamber of Commerce for Motorcycle (CCCM)

Furthermore, leveraging the development of internet technology, China's mid-to-small displacement motorcycles and electric motorcycles have also made new breakthroughs in appearance design, functional design, and intelligence, continuously enhancing their product competitiveness. In the next few years, the motorcycle industry will focus on the international market and promote the transformation and upgrading of China's motorcycle export products.

Focusing on recreational motorcycles, we strive to promote the high-quality development of China's motorcycle industry

The high-quality development of the motorcycle industry is inseparable from the high-end product market. In the past, China's motorcycle industry lacked large displacement high-end products in its product structure. However, with the rise of recreational motorcycles, the industry has undergone substantial changes, optimizing its product structure, and witnessing an increasing number of stylish large displacement recreational models.

High-end products not only lead to increased economic benefits for enterprises but also drive the upgrading and restructuring of the entire industry chain and the automation and intelligence upgrading of manufacturing processes at the enterprise level. Some motorcycle companies have leveraged the introduction of high-end products to upgrade their intelligent production processes, integrating with the industrial Internet and upgrading their supporting component development. After-sales service systems have also become more enriched and improved, providing consumers with a higher-quality product experience.

Source: China Chamber of Commerce for Motorcycle (CCCM)

Leveraging technology to drive the overall upgrading and replacement of mid-to-small displacement motorcycles

Traditional mid-to-small displacement motorcycles (with displacements of 250ml and below) still hold the majority share in China's motorcycle production and sales volume. In 2022, sales of mid-to-small displacement motorcycles reached 12 million units, accounting for 95% of the total sales of fuel-powered two-wheelers. Of this, approximately 5 million units were sold domestically, representing 93% of the total domestic sales of fuel-powered two-wheelers, while around 7.07 million units were exported, constituting 98% of the total exports of fuel-powered two-wheelers. Mid-to-small displacement motorcycles serve as the "ballast stone" for the development of China's motorcycle industry and are critical to ensuring market scale and industry growth. They continue to have stable market space both domestically and internationally for a considerable period.

In recent years, large displacement motorcycles in China have experienced rapid development, reaching new levels in product design, technology, and services. In response, mid-to-small displacement motorcycles are also undergoing repositioning and adjustments, shifting towards more stylish, sporty, and functional directions, promoting the transformation and upgrading of this segment.

Source: China Chamber of Commerce for Motorcycle (CCCM)

To create internationally influential Chinese motorcycle brands

China's motorcycle industry boasts numerous product brands, but it faces the issue of unclear positioning and insufficient differentiation. However, with the deepening of product transformation and the rapid development of large displacement recreational motorcycles, a group of motorcycle brands with stable reputations and distinctive characteristics have emerged. These brands have gradually established their unique brand features, becoming the "soft power" that sets their products apart and makes them difficult to imitate.

As China enters a new development stage, adhering to the concept of new development and building a new development pattern, it will provide a solid foundation for accelerating the construction of a brand-strong country. For the motorcycle industry, integrating brand concepts into the development strategies of enterprises and seizing historical opportunities through the vast domestic market and evolving consumer demands will be key to gradually forming several influential Chinese motorcycle brands on the international stage, leading the industry towards high-quality development.

Source: China Chamber of Commerce for Motorcycle (CCCM)

6: Appendix-Motorcycle Types and Segments

6.1 Main Motorcycle Types and Popular Models
6.2 Chinese Main Producers & Brands

ITA
ITALIAN TRADE AGENCY

6.1 Main Motorcycle Types and Popular Models

Standard/Conventional Street Bike/Roadster/Naked Bike

Cyclone RZ3SZS400GS

Engine: Inline Twin-Cylinder Four-Stroke Water-Cooled, 380cc

Length x Width x Height (mm): 2000x825x1065

Yamaha Feizhi YS150

Engine: Single-Cylinder Four-Stroke Air-Cooled, 150cc

Length x Width x Height (mm): 2015x745x1095

Wuyang Honda CB190X

EngineSingle-Cylinder Four-Stroke Air-Cooled, 190cc

Length x Width x Height (mm): 2125x920x1360

Scooter

Cyclone Ruitu RT3

Engine:Single-Cylinder Four-Stroke Water-Cooled 250cc

Length x Width x Height (mm): 2165x767x1395

Wuyang Honda SCR 125

Engine:Single-Cylinder Four-Stroke Air-Cooled 125cc

Length x Width x Height (mm): 1795x680x1085

Sunrido Honda NS125T

Engine:Single-Cylinder Four-Stroke Air-Cooled 125cc

Length x Width x Height (mm): 1800x686x1125

Underbone/Cub

Sunrido Honda WING Cross Cub

Engine:Single-Cylinder Four-Stroke Air-Cooled 110cc

Length x Width x Height (mm): 1931x799x1108

Zonsen Yami

Engine:Single-Cylinder Four-Stroke Air-Cooled 110cc

Length x Width x Height (mm): 1900x680x1010

Jialing CoCo Cross

Engine:Single-Cylinder Four-Stroke Air-Cooled 125cc

Length x Width x Height (mm): 1800x686x1125

Sport Bike

Jiedi Vision K750

Engine: Inline Twin-Cylinder Four-Stroke Water-Cooled 750cc

Length x Width x Height (mm): 2090x775x1090

QJMOTOR 600

Engine: Inline Four-Cylinder Four-Stroke Water-Cooled 600cc

Length x Width x Height (mm): 2130x775x1150

KOVEMOTO 321RR

Engine:Inline Twin-Cylinder Four-Stroke Water-Cooled 320cc

Length x Width x Height (mm): 1800x686x1125

American/Cruiser

Cyclone RA401

Engine: Inline Twin-Cylinder Four-Stroke Water-Cooled 400cc

Length x Width x Height (mm): 2230x780x1140

VOGE RA401

Engine: Inline Twin-Cylinder Four-Stroke Water-Cooled 500cc

Length x Width x Height (mm): 2225x845x1105

BENDA JINJILA450

Engine:V-Twin Four-Stroke Water-Cooled 450cc

Length x Width x Height (mm): 2260x846x1183

Off-Road Bike

KOVEMOTO MX250

Engine:Single-Cylinder Four-Stroke Water-Cooled 250cc

Length x Width x Height (mm): 2096x805x1210

Haojue NK150

Engine: Single-Cylinder Four-Stroke Air-Cooled 150cc

Length x Width x Height (mm): 2070x825x1165

VOGE 300GY Rally

Engine: Single-Cylinder Four-Stroke Water-Cooled 300cc

Length x Width x Height (mm): 2120x875x1360

Vintage

Sunrido Honda CBF190TR

Engine:Single-Cylinder Four-Stroke Air-Cooled 190cc

Length x Width x Height (mm): 2019x822x1083

Gaokin GK400

Engine: Inline Twin-Cylinder Four-Stroke Water-Cooled 450cc

Length x Width x Height (mm): 2070x825x1165

VOGE 300AC

Engine:Single-Cylinder Four-Stroke Water-Cooled 300cc

Length x Width x Height (mm): 2024x810x1087

Rally

KOVEMOTO 525X

Engine: Inline Twin-Cylinder Four-Stroke Water-Cooled 500cc

Length x Width x Height (mm): 2197x930x1370

Benelli TRK502

Engine: Inline Twin-Cylinder Four-Stroke Water-Cooled 500cc

Length x Width x Height (mm): 2300x925x1398

Chunfeng 800MT

Engine:Inline Twin-Cylinder Four-Stroke Water-Cooled 800cc

Length x Width x Height (mm): 2340x910x1340

Motorized tricycle

DOFERN F1-300

Engine: Single-Cylinder Four-Stroke Water-Cooled 300cc

Length x Width x Height (mm): 2080x760x1340

Yingang SUV500

Engine: Single-Cylinder Four-Stroke Water-Cooled 450cc

Length x Width x Height (mm): 2200x1610x1140

Roadever LD1800ZD

Engine: Inline Four-Cylinder Four-Stroke Water-Cooled 1800cc

Length x Width x Height (mm): 3500x1500x1300

Electric Motorcycles

Yadi E9

Battery Specifications: 72V 38Ah

Length x Width x Height (mm): 1820x790x1360

Ninebot Electric N Series

Battery Specifications: 60V 23Ah

Length x Width x Height (mm): 1875x675x1080

Niu Nqi

Battery Specifications: 60V 33Ah

Length x Width x Height (mm): 1795x700x1150

Pocket Bike/Minibike

Chunfeng XO

Engine: Single-Cylinder Four-Stroke Air-Cooled 125cc

Length x Width x Height (mm): 1750x700x975

Benelli TNT123

Engine: Single-Cylinder Four-Stroke Oil-Cooled 135cc

Length x Width x Height (mm): 1840x755x1010

Yingang Super Mini 150

Engine: Single-Cylinder Four-Stroke Air-Cooled 150cc

Length x Width x Height (mm): 1755x780x1040

6.2 Chinese Main Producers & Brands

HAOJUE

Jiangmen Dachangjiang Group Co.,Ltd.

Location: J35C+HCP, Shuanglong Blvd, Pengjiang District, Jiangmen

Website: en.haojue.com

WUYANG-HONDA

Wuyang-Honda Motorcycle (Guangzhou) Co., Ltd.

Location: 1 XinXinLiu Road, Yonghe, Xintang Town, Zengcheng District, Guangzhou

Website: www.wuyang-honda.com

ZONSEN

Chongqing Zongshen Automobile Industry Manufacturing Co., Ltd.

Location: Zonsen Industrial Park, No. 126, Yunan Avenue, Banan District, Chongqing

Website: zonsenmotor.com/?t=1690439109179

LONCIN

Loncin Motor Co.

Location: No.116 Juye Road, C Area of Jiulong Industrial Park, Jiulongpo District, Chongqing

Website: www.loncinindustries.com/en/Group/Default.aspx

YINXIANG GROUP

Chongqing Yinxiang Motorcycle Group Co. Ltd.

Location: No.55, Yinxiang Ave, Tuchang Town, Hechuan District, Chongqing

Website: www.yinxiangmotor.com

HAOJIN MOTOR

Guangzhou Haojin Motorcycle Co., Ltd.

Location: Auxiliary Road of Lixin Highway, Zengcheng District, Guangzhou

Website: en.haojin.com.cn

JIAN SHE

Chongqing Jianshe YAMAHA Motor Co., Ltd.

Location: No.47 Xiejiawan, Chongqing

Website: www.jym.com.cn

SUNRIDO HONDA

Sundiro Honda Motorcycle Co., Ltd.

Location: 188 Jiasong Middle Road, Qingpu District, Shanghai

Website: www.honda-sundiro.com/en

GUANGDONG TAYO

Guangdong Tayo Motorcycle Technology Co.,Ltd.

Location: No.188, Jin'ou Road, Jianghai District, Jiangmen

Website: www.tayomotor.com/EN/index.aspx

SANYA

Guangzhou Sanya Motorcycle Co., Ltd.

Location: Xinkaipuding, Chengjiao Street, Conghua District, Guangzhou

Website: m.sanyamotor.com/en/index.html

LUOYANG NORTHERN / DAYANG MOTOR

Luoyang Northern Ek Chor Motorcycle Co., Ltd

Location: 65 Feng Run Road, Jian Xi District, Luo Yang City

Website: en.dayang-motorcycle.com

LIFAN

Lifan Industry (Group) IMP.&EXP. Co., Ltd.

Location: No.16 Fengxi Road, Caijiagang Town, Beibei District, Chongqing

Website: www.lifanmotos.net

AERO SPACE BASHAN MOTORCYCLE

Chongqing Aero Space Bashan Motorcycle Manufacturing Co. Ltd.

Location: FG4C+7H3, Banan, Chongqing

Website: www.chinabashan.com

DAYUN

Guangzhou Dayun Motorcycle Co., Ltd.

Location: Qixing Road, Pingbu Avenue, Shiling Town, Huadu District, Guangzhou

Website: www.dayun.cc

AERO SPACE BASHAN MOTORCYCLE

East Shineray Group Co., Ltd.

Location: 8 Shineray Road, Hangu Town, Jiulongpo District, Chongqing

Website: www.shineray.com/Shineray-motorcycle142

RATO

Chongqing RATO holding (Group) Co. Ltd.

Location: NO.99 Jiujiang Avenue, Shuangfu District Chongqing

Website: en.ratogh.com

QIANJIANG

Zhejiang Qianjiang Motorcycle Co., Ltd.

Location: No. 169 Jinping Rd,Wenling, Taizhou

Website: motor.qjmotor.com

CFMoto

Zhejiang Chunfeng Power Co., Ltd.

Location: 116 Wuzhou Road, Yuhang Economic Development Zone, Linping District, Hangzhou

Website: cfmotousa.com

Xiashing

Xiamen Xiashing Motorcycle Co., Ltd.

Location: No.99 Xibin Road, Xinglin Area, Xiamen

Website: www.xsmt.com

ITALIAN TRADE AGENCY

For further information, please contact :
Italian Trade Agency Guangzhou office
E-mail: canton@ice.it
Tel : +86-20-85160140
Web: www.ice.gov.it