



# Global Motorcycle Report

The Global Motorcycle Report examines market conditions across Western Europe, North America as well as key emerging countries such as China and India. Also considered are the latest developments in technology, along with profiles of 23 OEM's and 17 suppliers. Published in January 2010, this report is available now in PDF format.

## Background to this Research

Until as recently as the mid 1980s, motorcycles were relatively simple machines, categorised into only two or three different classes. There was the basic, all purpose bike (also known as the UJM, or the universal Japanese motorcycle), the off road/dirtbike and the sportsbike. Now you have a dozen categories - there are cruisers, dual purpose bikes, supermotos, superbikes, supersports bikes, off road bikes, customised choppers, touring bikes, sports tourers, streetfighters, muscle bikes and many more.

Just like bikes have evolved and become highly focused, specialised machines over the last 25 years, motorcycle markets have also evolved, with each market assuming its own unique characteristics that are surprisingly different from each other. The way motorcycles are conceptualised, designed, made and sold, differs from Europe to the US to Japan and the rest of Asia.

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