

Communications Toolkit for Members

**ENDING THE SALE OF NEW, NON
ZERO EMISSION L-CATEGORY
VEHICLES**

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Introduction

On the 14th July, DfT published the [phase out consultation](#) on new, non zero emission L-Category vehicles. MCIA has since produced this communications toolkit to help its members promote MCIA's key messages and strengthen the sector's overall representation.

The consultation period ran until 21st September 2022 and MCIA's submission can be found on our website [here](#).

Objectives

MCIA's submission objectives are to:

Public affairs objectives

- Slow down the phase out to protect today's market, whilst also considering the needs of the future market and its riders.
- Allow manufacturers more time to manage the transition away from fossil fuels to alternative fuels/powertrains.
- Encourage the consideration of Life Cycle Analysis.

Communications objectives

- Increase understanding of the use cases of all L-Category vehicles.
- Position large capacity leisure powered two wheelers (PTWs) as a channel through which Government will achieve net zero quicker.
- Ensure the complexities of L-Category are fully understood in terms of what is and isn't feasible for phasing out certain segments of the market.
- Make clear our key environmental impact point of difference compared to other modes, as well as our economic and jobs contribution, mental health, bike sport and tourism.

Context

DfT announced in its [Decarbonising Transport: A Better, Greener Britain plan](#), that it will:

"...consult this year on a phase out date of 2035, or earlier if a faster transition appears feasible, for the sale of new non zero emission powered two and three wheelers (and other L category vehicles)"

Following this, MCIA published its '[Journey to a Brighter Destination](#)' document, the purpose of which is to support motorcycling as a leisure activity and, therefore, make the case for why it needs to be treated as such by Government in this consultation.

It is also important for the purposes of making sure the complexities of the L-Category market are better understood in terms of what is and isn't feasible for certain segments of the market when it comes to being zero emission at the tailpipe.

The consultation and MCIA's response

The consultation proposed phase out dates for new, non zero emission L-Category vehicles. In addition, it asked for comments and opinions on exemptions and derogations, a ZEV mandate for the sector and areas the sector would benefit from additional Government support.

Government proposed the following dates which were rejected by MCIA:

CONSULTATION PROPOSALS		
2030	2035	2040
New non zero emission L1, L2, L3e-A1, L6 and L7	New non zero emission L-Category vehicles <i>(Or earlier if a faster transition seems feasible)</i>	All new non zero emission road vehicles

The proposals fail to adequately consider the complexities and nuances of the different vehicle categories, which means what is feasible for some segments (e.g. mopeds, or 'L1' vehicles) is not feasible for others (e.g. higher powered motorcycles that sit within the 'L3' category).

MCIA has provided consistent feedback to officials about the proposed dates being unrealistic and a risk to the sector. We have therefore proposed the below alternative timeline for phasing out new, non zero emission L-Category vehicles.

Our industry is being asked to make significant changes to the way in which our vehicles operate. Before committing to any investments in new technology, it is critical that our members receive a guarantee from Government that, in doing so, the necessary infrastructure is in place and policies around driving demand and improving access to our sector have been implemented. We are therefore also proposing readiness checks in advance of the phase out dates.

MCIA PROPOSALS			
Categories	All L1 and L2 Category vehicles up to 4kW	All L4, L6 and L7 Category vehicles	All L3 and L5 Category vehicles
Readiness check date	2028	2033	2038
Phase out date	2030	2035	From 2040

The MCIA response to the consultation also reflects on:

- The environmental, economic, and sports & tourism contribution of the sector.
- The infrastructure requirements of the sector in terms of charging and alternative fuels.
- Specific examples of sub sectors that should be exempt from the phase out rules.
- A proposed derogation criteria.

- The role of alternative fuels with examples of hybrid and hydrogen concepts for the sector.
- Industry concerns around a ZEV mandate for the sector.
- Areas for Government support, with specific examples linked to the [Action Plan](#) launched in conjunction with Zemo Partnership and DfT.

Resources for industry stakeholders

Below are some suggested activities you and your organisation can get involved in to help promote MCIA's key messages related to the Phase Out plans. Further resources such as a template press release and social media assets can be found [here](#).

When tweeting, please include **@MCIAtweets**. When using LinkedIn please include **@MCIA UK**.

So that we can retweet, favourite, and monitor everything you are doing, please use the hashtag **#ICEPhaseOut**.

Twitter

Some suggested messages and example graphics to share on Twitter can be found below:

- We support @MCIAtweets call for more time to phase out new non zero emission motorcycles **#ICEPhaseOut**
www.mcia.co.uk/phase-out-consultation



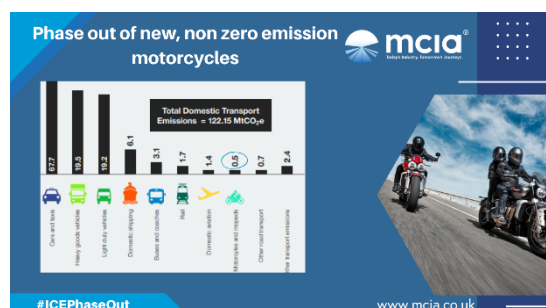
Phase out of new, non zero emission motorcycles

"The proposals fail to adequately consider the complexities and nuances of the different vehicle categories, which means what is feasible for some segments (e.g. mopeds) isn't feasible for others (e.g. higher powered motorcycles). A 'one size fits all' approach will not work for this sector."

Tony Campbell, CEO, MCIA

#ICEPhaseOut www.mcia.co.uk

- Making up just 0.5% of UK domestic transport emissions, the ICE motorcycle phase out should not be a priority. Give the industry more time to adapt and allow technology to catch up **#ICEPhaseOut**
www.mcia.co.uk/phase-out-consultation



Phase out of new, non zero emission motorcycles

Total Domestic Transport Emissions = 122.15 MtCO₂e

Category	Emissions (MtCO ₂ e)
Heavy goods vehicles	87.7
Light duty vehicles	19.3
Domestic shipping	0.1
Buses and coaches	0.1
Sea	0.7
Domestic aviation	1.4
Motorcycles and mopeds	0.5
Other road transport	0.7
Sea transport emissions	2.4

#ICEPhaseOut www.mcia.co.uk

- We support @MCIAtweets call for all new non zero emission motorcycles to be phased out from 2040 rather than the proposed date of 2035. There cannot and must not be a one size fits all approach **#ICEPhaseOut**
www.mcia.co.uk/phase-out-consultation



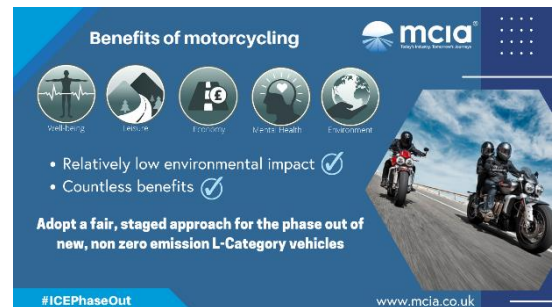
Phase out of new, non zero emission motorcycles

MCIA PROPOSED DATES FOR THE PHASE OUT CONSULTATION RESPONSE

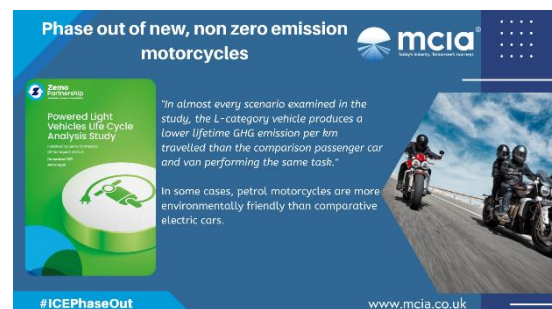
2030	2035	From 2040
L1, L2	L4, L6, L7	L3, L5

#ICEPhaseOut www.mcia.co.uk

- Given the relatively low environmental impact and countless benefits to riding a petrol motorcycle, a staged approach must be considered when phasing them out. The sector is complex and what's feasible for some motorcycles isn't feasible for others
#ICEPhaseOut
www.mcia.co.uk/initiatives



- Lifecycle analysis shows that in some cases, petrol motorcycles are more environmentally friendly than comparable electric cars
#ICEPhaseOut
<https://link.mcia.co.uk/HF8B>



The example graphics to go with your tweets can be downloaded from the MCIA website [here](#).

In addition, we encourage you to tweet your local MP, urging them to support the industry with our key messages in the House of Commons. An example tweet can be found below:

- .@XXX** please support @MCIAtweets to ensure the phasing out of new non zero emission L-Category vehicles doesn't negatively impact the sector.

Please email j.luckman@mcia.co.uk if you are unsure of who your local MP is.

LinkedIn

Below are some suggested messages that can be shared on LinkedIn.

- Being smaller, lighter, and generally less powerful than larger vehicles, motorcycles (or L-Category vehicles) typically consume less energy, during both their manufacture and their use on the road.

This translates into lower greenhouse gas (GHG) emissions over the [lifetime of the vehicle](#). @MCIA UK is calling on Government to consider this when planning the phase out of new non zero emission motorcycles **#ICEPhaseOut**



- @MCIA UK and the motorcycle industry fully supports the decarbonisation of transport, but this must not adversely affect segments of our market that aren't able to phase out as quickly.

All category L3 motorcycles should be included in a phase out date from 2040 rather than the 2030 and 2035 dates as proposed by the Government. The component and system supply chain for these vehicles is far less developed than its automotive counterparts and so commercially unviable for manufacturers to build and for customers to buy as the price point is currently too high.



www.mcia.co.uk

Phase out of new, non zero emission motorcycles

MCIA proposed dates for the Phase Out consultation response:

2030	2035	From 2040
L1, L2	L4, L6, L7	L3, L5

#ICEPhaseOut

Government should agree to regular 'readiness checks' to ensure **#ICEPhaseOut**

The example graphics to go with your posts can be downloaded from the MCIA website [here](#).

Write to your local MP(s)

Make your local MP aware of the industry's position on phase out by writing to them.

Follow these four steps when writing to your local MP(s):

1. **Find your MP:** You can enter your postcode [here](#) to find your nearest MP. If you would prefer, contact Jenny Luckman (j.luckman@mcia.co.uk) who can tell you who they are.
2. **Introduce yourself, your company, and its role in their constituency**
 - a. Who are you? Where are you based? How many people do you employ? Are you able to quantify the economic impact of your business in their constituency?
 - b. Mention your membership of MCIA, which represents over 90% of the UK industry's supply side; the manufacturers and importers of PTWs and other L-Category vehicles, accessory and component suppliers and companies providing associated services.
3. **Bring to their attention the key arguments for pushing back the 2035 phase out date**

Example key messages

- a. L-Category vehicles offer significant environmental, economic, and societal benefits, responding to both physical and emotional needs of travel.
- b. This is especially the case for mopeds (or 'L1' vehicles), which are leading the way on electrification, with over half the market fully electric already.
- c. However, for traditional, large capacity motorbikes (or 'L3' vehicles), transitioning to electric powertrains or alternative fuels is far more difficult. The component and system supply chain for these vehicles is far less developed than its automotive counterpart and so commercially unviable for manufacturers to build and for customers to buy as the price point is currently too high.

- d. We fully support the need to tackle climate challenges, but the Government needs to do more in recognising the complexities of our sector.
- e. The 'L-Category' framework, within which powered two, three and light four wheeled vehicles sit, is complex and varied, which means what's feasible for some vehicles is not feasible for others when it comes to phasing out.
- f. MCIAs [The Journey to a Brighter Destination](#) highlights the significant economic, environmental and health and wellbeing benefits of leisure motorcycling.
- g. Our sector contributes just 0.5% of total UK domestic transport emissions, a drop in the ocean compared to other modes, and even more so when considered alongside our sector's congestion, air quality and urban mobility benefits.
- h. In the 2021 ACEM-commissioned Oxford Economics report, [The economic importance of motorcycles to Europe](#), motorcycle-related activity supported €21.4 billion of output (GDP) across Europe, was associated with 389,000 jobs and €16.6 billion of tax revenues. 11% of the total contribution to GDP was accounted for by the UK and that for every €1 of GDP generated by the sector, a further €1.80 is supported in other industries.

4. Include a call to action

To ensure your MP takes your concern forward, include a call to action. This could include:

- Writing to the Minister, expressing to them the sector's concerns and arguments, calling on them to consider the key messages provided.
- Ask PQs (suggested PQs available upon request).
- Share MCIAs social media assets which can be found [here](#).

Press release

To help raise awareness, we have produced a template press release detailing the key messages and your support for these (appreciating this might not be full support). The template press release can be found [here](#).

Further information

If you require any further information, please contact MCIAs Policy and Public Affairs team:

Alfie Brierley, Head of Policy and Public Affairs, a.brierley@mcia.co.uk, 07590 168714
Jenny Luckman, Government Affairs Manager, j.luckman@mcia.co.uk, 07976 714094