

## **MSR Membership Bike Makeup by the Numbers**

<b>Make</b>	<b>Total</b>	<b>[%]</b>	<b>Model</b>	<b>Total</b>	<b>[%]</b>
Honda	27	39.7	Honda CBR1000	12	17.6
Suzuki	11	16.2	Suzuki GSXR1000	6	8.8
Kawasaki	10	14.7	Honda CBR600	4	5.9
BMW	5	7.4	BMW S1000RR	3	4.4
Yamaha	5	7.4	KTM 990	3	4.4
KTM	3	4.4	Kawasaki ZX10	3	4.4
Ducati	2	2.9	Honda CBR 954	2	2.9
Aprilia	2	2.9	Honda CBR929	2	2.9
Triumph	1	1.5	Suzuki Hayabusa	2	2.9
MV Augusta	1	1.5	Yamaha R1	2	2.9
Moto Guzzi	1	1.5	Kawasaki ZRX1200	2	2.9
			The rest	27	39.7
	<b>68</b>	<b>100.0</b>		<b>68</b>	<b>100</b>

What does it mean?

Of the 74 members, 68 ride bikes. If a member has two or more bikes, I chose their current favourite eg Rob Langer KTM 990 (but it could have been his BMW R1150GS or Kawasaki Z1000, both popular in the recent past). The six non-riders are typically Associate Members.

There are 27 Honda riders in the Club making up 40% of the Club by make. The next most popular make is Suzuki with 11 machines making up 16% of the Club. Kawasaki is next with 10 bikes and 15%. Yamaha is equal with BMW, which says a lot about BMW. The S1000RR is a phenomenal machine.

The most popular model, as we all know by the ride attendances, is the Honda CBR1000RR: 12 owners making up 18% of the total bikes. This is historically an extraordinarily high number is my gut feeling, but with no records to prove it, it remains just that: a feeling.

Surprisingly, the next most popular model is the Suzuki GSXR1000 with six machines, though only half as many compared to the Honda CBR1000RR. The GSXR edges out the Honda CBR600 with four examples in the Club. It wasn't that long ago there were no Suzukis in the Club.

We say we are an all-makes club and we have 11 brands represented including some of the more exotic marques such as Moto Guzzi, MV Augusta, Ducati and Aprilia. All Italian.

The other figure that jumps out is 40% of the riding population rides a unique model bike, everything from a Kawasaki Z750 or ZX9, Ducati 1098, MV Augusta 1078, Suzuki SV650 to BMW F800ST. 26 unique model bikes in the Club. I guess we need a bigger membership!

What does it mean? We are a diverse bunch of riders, riding machines probably in the same ratio as reflecting in bike sales figures, skewed somewhat by the number of Hondas. The CBR1000RR has been winning the "best road bike" category for a lot of years and that is reflected in our numbers. The vast majority of riders ride pure sports bikes (as one would expect and hope with a name like MSR). So nothing that we didn't already know or expect.

**Ben Warden**

p.s. Julie says I do have all the figures from the past so can do a comparison – next month!