

SHIFT INTO ACTION



Motorbike Buyer Insights

What Kiwi bike buyers are thinking, feeling and doing in 2026



INTRODUCTION

MAPPING THE MODERN BUYER JOURNEY

This report maps the full road to a sale for Kiwi motorbike buyers. From initial mindset and brand consideration through to online research, first contact, test ride, purchase, and post-purchase experience.

Dealers that understand each stage are better placed to show up at the right moment.

Whatever your inventory, there's something in here worth acting on.

ROBUST DATA AND SCALE YOU CAN TRUST

The findings are drawn from a nationwide survey of 660 New Zealand motorbike buyers. People who identified as recently purchasing a motorbike or actively in the market to buy. This makes our survey one of the largest motorbike consumer surveys conducted specifically in New Zealand.

BUYER MINDSET

BUYER MINDSET

BUYER RESEARCH

BUYER ENQUIRY

BUYER TEST RIDE

PURCHASE & FULFILLMENT

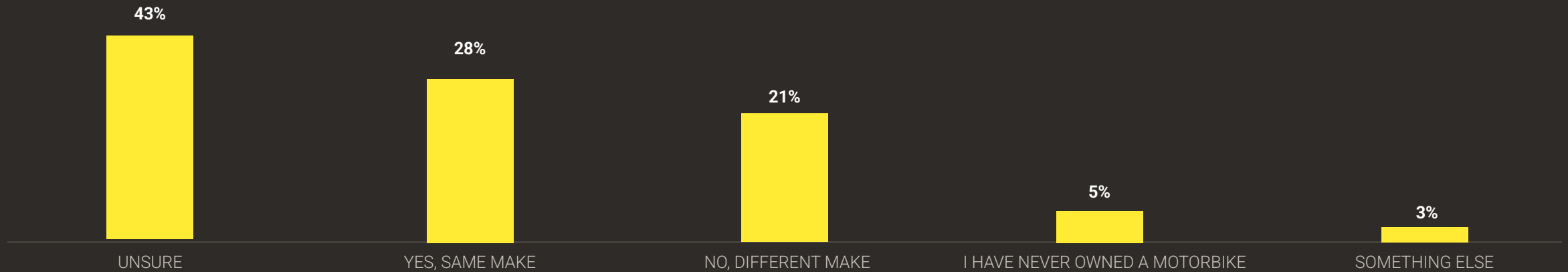
POST PURCHASE

28%

OF ACTIVE BUYERS ARE CONSIDERING THE SAME BRAND AS THEIR CURRENT / PREVIOUS BIKE

Brand loyalty is not a given in the motorbike market. With less than a third of active buyers set on repurchasing the same brand of bike, the majority are open to exploring other options. This presents a significant opportunity for dealers to sway a large, uncommitted portion of the market by stocking a diverse range of makes and models.

ARE YOU LOOKING TO PURCHASE THE SAME BRAND AS LAST TIME?



BRAND CONSIDERATIONS

STOCK WHAT BUYERS TRUST

With 43% of buyers undecided and 21% actively looking to switch brands, brand loyalty is not strong.

This means conquest sales are a major opportunity. Stock a diverse inventory that allows for side-by-side comparisons.

This variety caters to the exploratory nature of the modern buyer and minimizes their need to shop elsewhere.

BUILD CONFIDENCE

For the majority of buyers who are not locked into a specific brand, features, condition, and value become the deciding factors.

Proactively build confidence by highlighting the "proof points" that justify the price. Focus on creating detailed, transparent listings that include high-resolution photos, walk-around videos, full service histories, and any premium features or accessories.

Translating specs into real-world benefits will capture the interest of these value-driven buyers.

TARGET THE FIRST TIME BUYER

5% of active lookers are entirely new to motorbiking. This group has no pre-existing brand loyalty and is highly receptive to guidance and recommendations.

Position your dealership as a trusted advisor by offering comprehensive information, learner-approved (LAMS) models, and a welcoming, pressure-free environment.

Capturing these new riders can lead to long-term customer relationships and future sales.

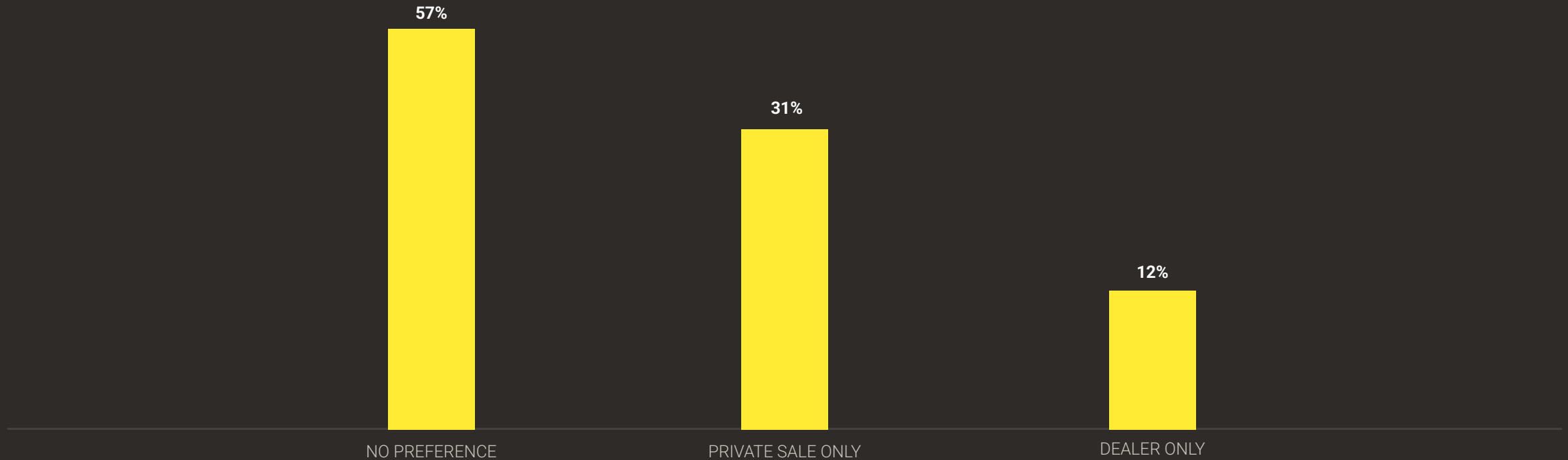
57%

OF BUYERS HAVE NO PREFERRED SELLER TYPE

For the majority of motorbike buyers, the seller is secondary to the sale. 57% have no preference between a private seller and a dealer, the decision to purchase comes down to the bike, its condition, and the price.

This creates a level playing field where dealers can win over a huge segment of the market by competing directly on what matters most to buyers.

SELLER PREFERENCES



SELLER PREFERENCES

WIN ON TRUST AND TRANSPARENCY

With over half of the market undecided on seller type, dealers can stand out from private sellers by offering what they can't: Professional assurance.

For these buyers, condition and price are the priority. Justify your pricing and build trust by providing comprehensive service histories, multi-point inspection reports, and walk-around videos.

Offering a level of detail and transparency that a private seller can't match will convert this large, open-minded group.

CONVERT THE PRIVATE SALE BUYER

31% of buyers initially prefer private sales, often believing they'll get a better deal.

You can capture this audience by demonstrating superior value. Offer competitive trade-in values to simplify their purchasing process.

Highlight the benefits that come with buying from a dealer, such as warranties, financing options, and after-sales support.

Show the overall value and peace of mind you provide can outweigh perceived savings of a private sale.

CATER TO YOUR AUDIENCE

A loyal 12% of buyers only consider purchasing from a dealer.

This group values the security, service, and reliability that dealerships represent. Nurture this segment by delivering an exceptional customer experience.

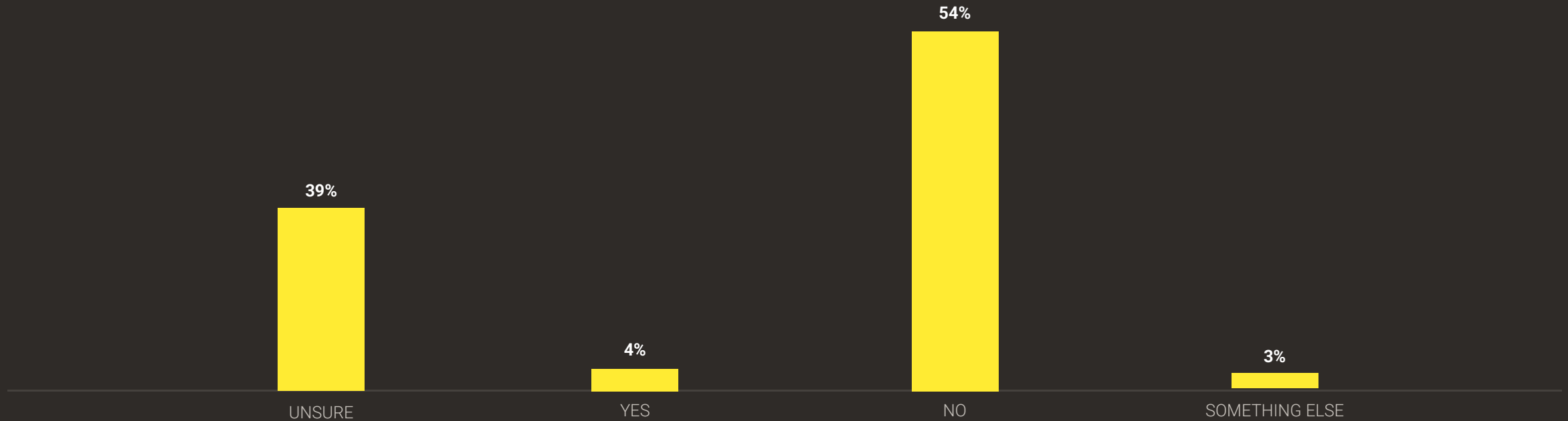
Maintain a strong reputation, offer expert advice, and build long-term relationships in relevant biking communities. These loyal customers are not only a source of repeat business but also a powerful source of referrals that can influence undecided buyers.

54%

OF BUYERS ARE LOOKING AT A DIFFERENT DEALER THAN THEIR LAST PURCHASE

While reputation and relationships are important, past business is never a guarantee of future sales. Over half of experienced buyers are actively looking to purchase from a different dealer. Reputable, proactive dealers with the right inventory still have a strong opportunity to capture market share from their competitors.

ARE YOU LOOKING TO PURCHASE FROM THE SAME DEALER AS LAST TIME?



DEALER LOYALTY

ASSUME EVERY BUYER IS A NEW PROSPECT

With a staggering 93% of buyers either looking elsewhere (54%) or unsure of where they will buy from (39%), treat every lead as a new acquisition.

Focus on the fundamentals: have the right stock, offer competitive pricing, and provide a transparent, high-quality listing.

This will be the driver of enquiry, your reputation and service will help reassure the buyer.

WIN ON INVENTORY, NOT JUST RELATIONSHIPS

You do need the right bike at the right price to win even your most satisfied customers.

Prioritise sourcing and stocking in demand models.

Your inventory is your single most powerful tool for attracting new customers and giving those previous buyers a compelling reason to buy again.

CONVERT THE UNDECIDED

The 39% of buyers who are "Unsure" are an important retention opportunity.

These are customers on the fence, and a proactive strategy can bring them back. Re-engage your past customer database with targeted communications about new arrivals, special offers, and service reminders.

A simple, well-timed email showcasing a bike they might be interested in removes friction. It can be the nudge that turns an "unsure" prospect into a repeat customer.

70%

OF BUYERS ARE PLANNING TO TEST RIDE BEFORE PURCHASING

For the vast majority of buyers, the test ride is a critical step in the journey to purchase. This isn't just about kicking the tires, it's the moment where consideration turns into commitment. Facilitating this experience is one of the most powerful closing tools a dealer has, directly addressing the core needs of the market.

TEST RIDE PLANNING

TEST RIDES ARE YOUR CLOSING TOOL

A massive 70% of buyers are planning to test ride, and our data on past buyers shows why: 78% of those who test rode made their purchase decision *the very same day*.

The test ride is your single greatest opportunity to close a sale. Prioritise making this experience as seamless as possible.

Implement an easy booking system, ensure bikes are prepped and ready, and have a clear process to transition from the ride to the sales desk.

BUILD DIGITAL CONFIDENCE

While most buyers are anticipating a test ride, a significant 30% are either unsure or not planning one.

You can capture this segment by building "digital trust" to replicate the confidence of a physical inspection. Focus on what these buyers value most:

Promoting any Full, Documented Service History, 3rd-Party Inspection Reports, adding high-definition "Cold Start" and Walk-Around Videos.

Investing in these assets for your listings gives you a powerful way to convert buyers, whether they are local or remote.

ADDRESS THE "UNSURE" BUYER

The 22% of buyers who are "unsure" about needing a test ride are your swing vote.

Proactively offer them a no-obligation test ride, but also ensure your digital assets (videos, reports, history) are front and center in your marketing.

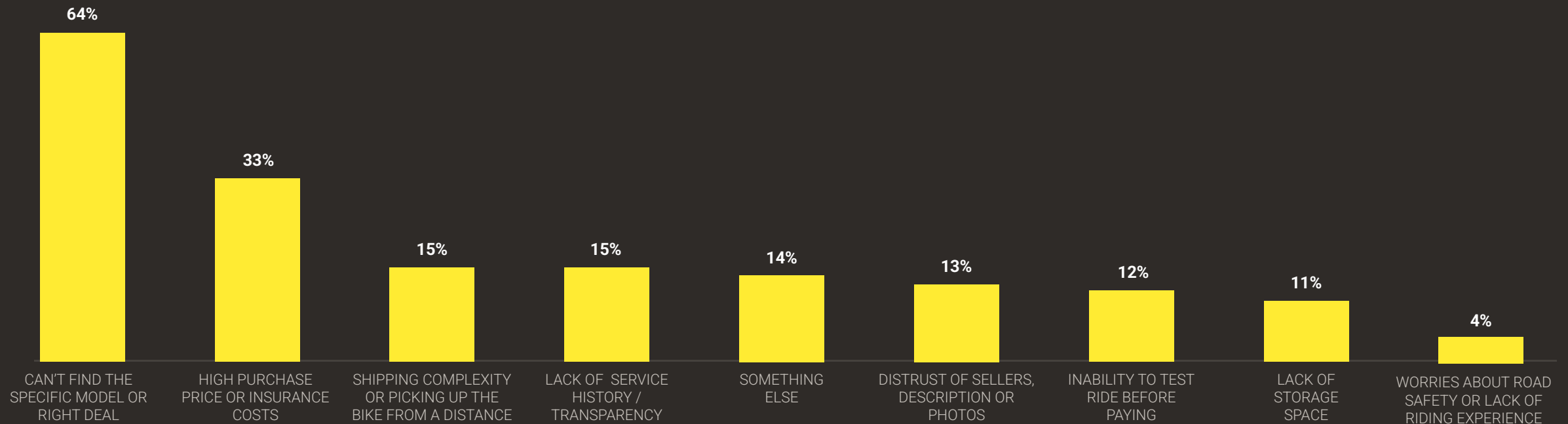
This dual approach covers all bases and positions you as a transparent, customer focused dealer.

64%

OF ACTIVE BUYERS HAVEN'T PURCHASED YET BECAUSE THEY HAVEN'T FOUND THE RIGHT MODEL OR RIGHT DEAL

A huge **64% of active buyers** are ready to purchase but are held back by the single biggest obstacle: finding the right bike at the right price. This isn't a lack of demand, but a clear signal that the opportunity lies in sourcing in demand models and presenting compelling, value-driven deals.

OVERCOMING OBSTACLES - WHAT'S HOLDING THEM BACK?



Note: Percentages total more than 100% as respondents could select multiple answers

OVERCOMING OBSTACLES

STOCK THE SOLUTION

By a massive margin, the #1 obstacle for buyers is finding the right model. This means your inventory is your most critical asset.

Use market data to identify and source the specific makes and models that are in high demand but short supply.

Aligning your floor plan with what the 64% are actively searching for is the most direct way to unlock a sale.

WIN ON TRUST AND TRANSPARENCY

One-third of buyers are stalled by price, while a combined 29% are hesitant due to a lack of transparency and distrust of the seller's description.

This is where dealers have a clear advantage. Build confidence and justify your pricing by providing what private sellers can't:

Full, documented service histories.
Professional, high-quality photos and videos.
Third-party inspection reports.

This evidence-based approach directly counters the key points of friction in the buying process.

MAKE DISTANCE DISAPPEAR

Logistical challenges, such as the complexity of shipping (15%) and the inability to test ride (12%), are significant barriers, especially for remote buyers.

Turn this into a competitive advantage by solving these problems upfront. Offer clear, fixed-price nationwide shipping options.

For those who can't test ride, build digital confidence with "cold start" videos and detailed condition reports.

By making it easy to buy from anywhere, you expand your market from local to national.

BUYER RESEARCH

BUYER MINDSET

BUYER RESEARCH

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PURCHASE & FULFILLMENT

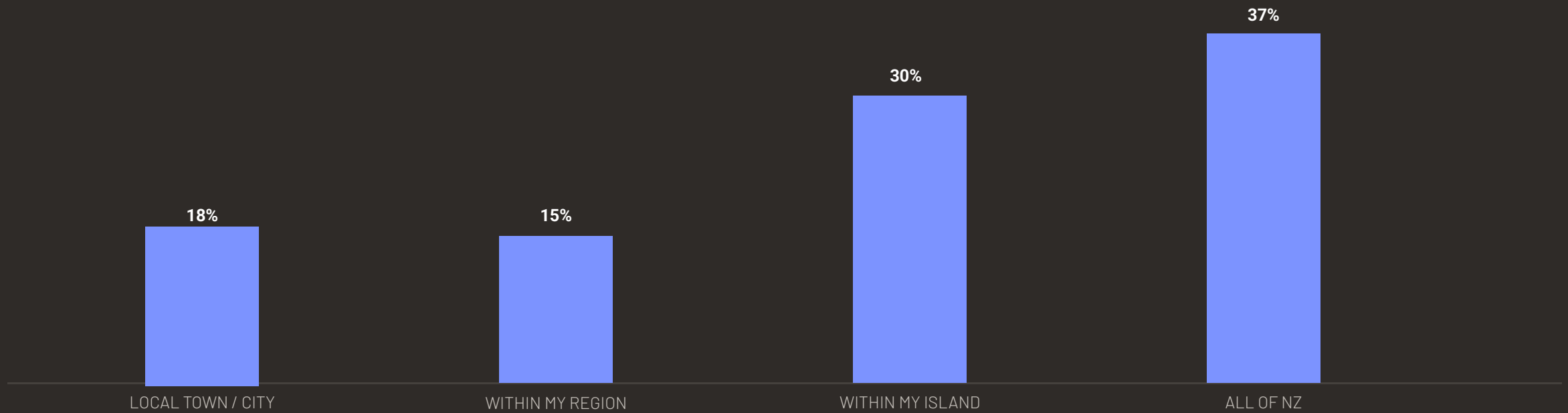
POST PURCHASE

82%

OF BUYERS ARE ACTIVELY LOOKING OUTSIDE THEIR LOCAL AREA

With 82% of motorbike buyers searching beyond their local town, your true market is regional, island-wide, and even national. For these buyers, your online showroom is their first and most important introduction to your business. Making that digital journey frictionless is the key to converting a nationwide audience into customers.

HOW FAR ARE YOU SEARCHING FOR THE RIGHT BIKE?



BUYER SEARCH RADIUS

YOUR PRIMARY SHOWROOM IS DIGITAL, NOT PHYSICAL

A massive 67% of buyers are searching for their next motorbike across their entire island (30%) or all of NZ (37%).

Your competition is no longer just the dealer down the street; it's every dealer in the country. Treat your online listings as your national showroom.

Invest in high-quality photography, detailed descriptions, and a professional online presence to ensure you stand out and compete effectively on this much larger stage.

MAKE DISTANCES DISAPPEAR

For the 82% of buyers looking outside their local area, the biggest hurdles are trust and logistics.

You can win their business by solving these problems for them. Create "digital confidence" with high-definition walk-around videos and full service histories. Offer transparent, nationwide shipping details to make the remote buying process feel as simple and secure as buying in person. Simply stating you deliver nationwide is too vague.

By removing the friction of distance, you transform a nationwide audience into your addressable market.

DOMINATE YOUR "SUPER-REGION"

While the national opportunity is huge, don't neglect the 33% of buyers who prefer to stay closer to home (18% local, 15% regional).

Solidify your position as the go-to dealer in your area. Use geo-targeted advertising to reach local buyers and promote the unique advantages you offer: immediate test rides, in-person inspections, and local after-sales support.

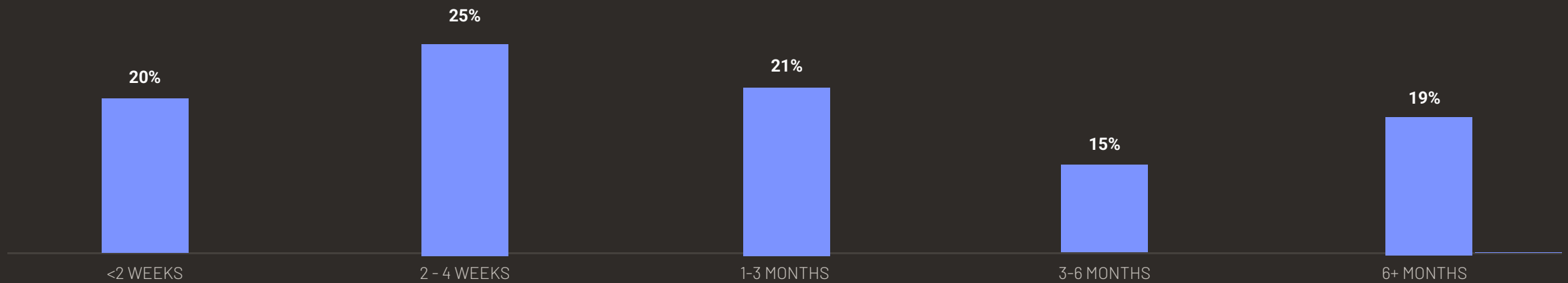
This creates a strong local reputation from which you can pursue national sales.

20%

OF BUYERS CONTACT A DEALER AFTER LESS THAN 2 WEEKS OF RESEARCH

Buyers are more informed than ever before, but you have no way of knowing the length of time they have been searching. Treat every inbound lead as well-informed and ready to buy.

HOW LONG DID YOU RESEARCH BEFORE CONTACTING A DEALER?



RESEARCH DURATION

WIN THE RACE FOR THE RAPID BUYER

A significant 45% of buyers make contact within their first month of searching (20% in under two weeks).

This segment values speed and convenience. To win their business, you must be ready to move as fast as they are.

Ensure your listings are complete and compelling from the moment they go live.

Your speed to lead, how quickly you respond to an inquiry, is your most critical tool for converting these decisive, fast moving buyers.

NURTURE THE PATIENT RESEARCHER

Over half of your potential customers (55%) are methodical, taking more than a month, and sometimes over six months, to research before they even reach out.

These buyers are watching the market, comparing options, and waiting for the perfect bike and deal.

Engage them by providing deep, detailed information to build the long-term trust needed to win their eventual purchase.

BE PREPARED FOR EVERY TIMELINE

The split between fast and slow researchers proves you can't have a one size fits-all approach.

You must treat every lead as if they are both highly informed and ready to buy immediately.

Equip your team with all the necessary information on each bike upfront.

A prompt, thorough, and transparent first response builds instant credibility and satisfies the needs of the impulse buyer while building the trust required by the long-term researcher.

BUYER ENQUIRY

BUYER MINDSET

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PURCHASE & FULFILLMENT

POST PURCHASE

79%

OF BUYERS CONTACTED A DEALER BECAUSE THEY HAD THE MOTORBIKE THEY WANTED TO BUY

Right product, right time. For nearly four out of five buyers, the decision to contact a dealer comes down to one simple factor: you have the specific motorbike they want. While other factors matter, inventory is the undeniable key that unlocks the door to a conversation. From there, a dealership's reputation and expertise become critical for closing the sale.

WHAT DRIVES DEALERSHIP CONTACT



- 1 They had the make or model of motorbike I wanted
- 2 Strong reputation/expertise in a specific motorbike type
- 3 Proximity to my location
- 4 Personal recommendation
- 5 Something else

REASONS FOR CONTACT

YOUR STOCK IS YOUR STRONGEST MAGNET

An overwhelming 79% of buyers are drawn to you for one reason: your inventory.

This confirms that your most crucial business activity is sourcing and stocking the right bikes.

Use market data and insights to understand which models are in high demand, and align your floor plan accordingly.

Getting your inventory right is not just part of the job; it's the single most effective marketing tool you have.

REPUTATION IS WHAT SETS YOU APART

A strong reputation or specific expertise is important, but for the vast majority of buyers it's not the primary reason they made contact.

However, while your inventory gets you the lead, your reputation is what helps you win it. This is your chance to shine against private sellers and less specialised competitors.

Actively manage your online reviews, showcase customer testimonials, and create content that highlights your unique knowledge in a particular brand or bike type.

This all builds the trust that turns an inquiry into a sale.

LEVERAGE YOUR LOCAL ADVANTAGE

While buyers will search far and wide, convenience and trust are still powerful motivators.

For the 6% of buyers driven by proximity and personal recommendations, being the local, trusted expert is a significant advantage.

Nurture your local community and past customers. A fantastic sales and service experience doesn't just create repeat business. It generates the word of mouth recommendations that will bring new customers directly to your door.

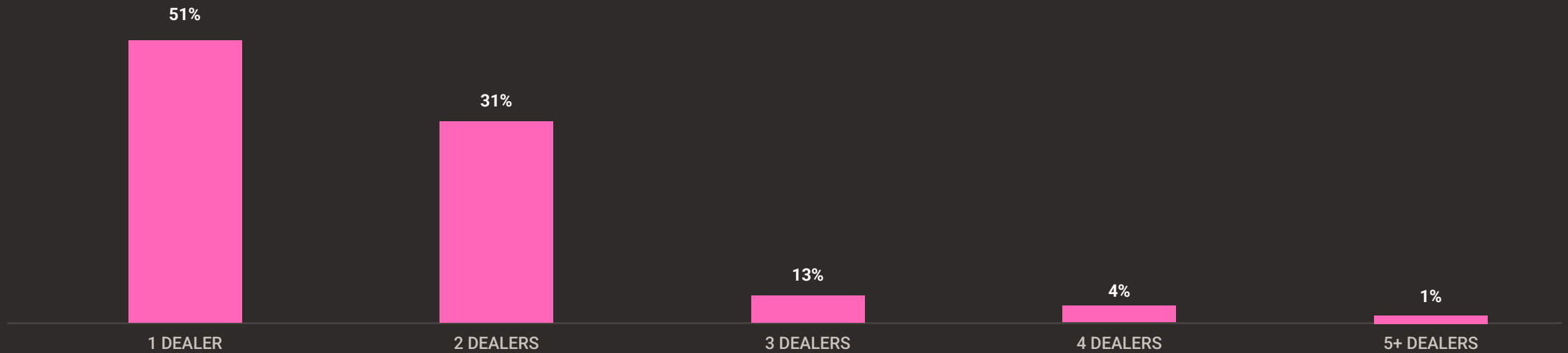
51%

**OF BUYERS CONTACTED JUST ONE
DEALERSHIP BEFORE PURCHASING**

For nearly half your inbound leads it's an audition and you have one shot, the sales are yours to lose.

BUYER ENQUIRY

DEALERS CONTACTED BEFORE PURCHASE



DEALER CONTACT

TREAT EVERY LEAD AS EXCLUSIVE

When an inquiry comes in, assume you are the only dealer they are talking to.

For the 51% of buyers who contact just one dealership, their decision is already 90% made based on your listing. Your job is to validate their decision to contact you and make the final 10% seamless.

A prompt, professional and transparent response to their enquiry can seal the deal before they even think about looking elsewhere.

WIN THE HEAD TO HEAD BATTLE

A further 31% of buyers will contact two dealers. In these situations, you are in a direct, head-to-head competition.

Speed and substance are your winning combination. Be the first to respond with a comprehensive answer that includes all the details they need.

Providing superior information like documented service histories, high-quality photos and videos or third-party inspection reports, faster than your competitor is the key to winning this one on one contest.

BE THE ONLY CALL THEY NEED TO MAKE

How can you ensure you're the one and only contact? By building overwhelming value before they even pick up the phone. This comes from executing the fundamentals flawlessly:

Stock the right bikes, create and promote perfect listings, be transparent.

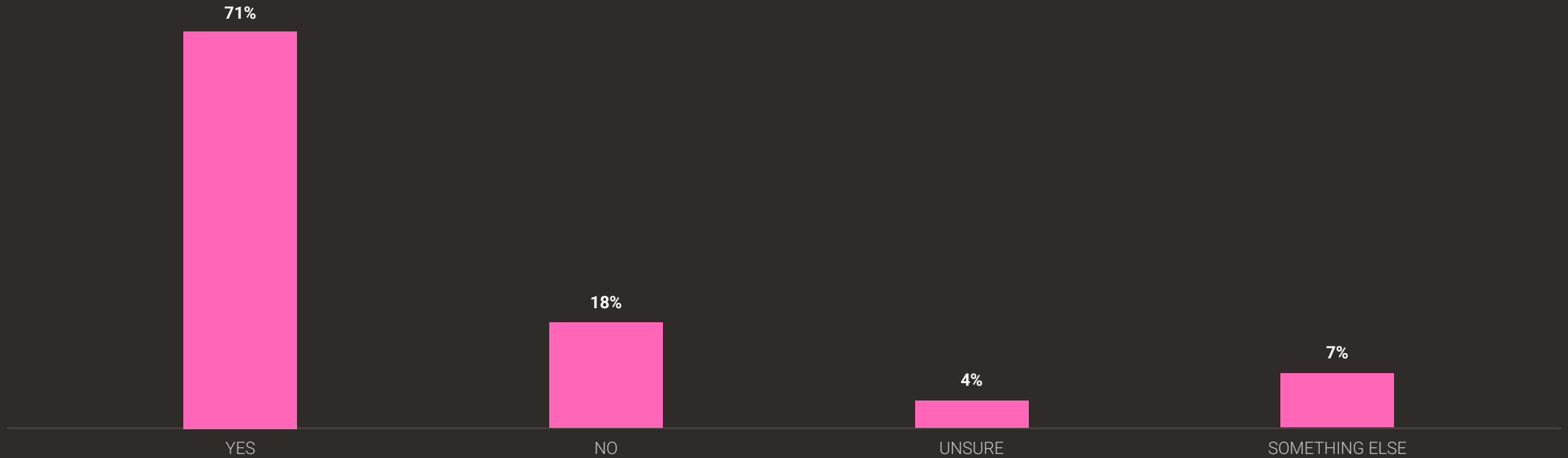
By presenting the strongest case online, you give buyers the confidence to believe they've already found the best option, making you the only call they need to make.

71%

OF BUYERS HEAR BACK FROM DEALERS, BUT MANY DON'T.

While over two thirds of buyers eventually get a response, a shocking 18% hear nothing at all from dealers they contact. This means nearly one in five sales opportunities are simply being lost to the competition. Responding to every lead is an easy competitive advantage you can gain without cost.

DID YOU HEAR BACK FROM ALL THE DEALERS YOU CONTACTED?



DEALER RESPONSE

WIN THE RACE YOUR COMPETITORS FORFEIT

Nearly one in five buyers who reach out to a dealer are met with silence. This is your single greatest opportunity against competition.

By simply having a system in place to ensure every lead receives a prompt, professional response, you are immediately more competitive.

This isn't about being the best; it's about being present.

SET THE PACE WITH SPEED

The 71% of buyers who do get a response are your next target. While the competition may eventually reply, you can win by replying *faster*.

In a market where many buyers are making decisions in days, not weeks, your speed to lead is a critical advantage.

A fast, thorough response shows you are serious, professional, and respectful of their time, setting a high bar that slower competitors can't match.

IMPLEMENT A "NO LEAD LEFT BEHIND" POLICY

Turn this insight into an unbreakable business process. Implement a "no lead left behind" policy, utilizing CRM tools and clear team responsibilities to track every inquiry and ensure 100% response rates.

Do not assume your CRM and lead management processes are working flawlessly, audit them with consistency to guarantee you capture every opportunity your competition is letting slip through their fingers.

BUYER TEST RIDE

BUYER MINDSET

BUYER RESEARCH

BUYER ENQUIRY

BUYER TEST RIDE

PURCHASE & FULFILLMENT

POST PURCHASE

37%

OF BUYERS TEST RODE A BIKE BEFORE PURCHASE

While a test ride feels like a crucial part of buying a motorbike, the data reveals a startling truth, for the majority, it isn't.

63% of recent buyers purchasing *without* a test ride.

REPUTATION AND TRUST

LET THE BIKE'S REPUTATION AND STATUS DO THE SELLING

Since most buyers contact you because they have already chosen their dream bike, your primary role is to validate their passion.

Capitalise on the established brand trust and model reviews they've already consumed. When displaying the bike, lean heavily into its technical specs, performance history, and what makes that specific model special.

Highlight its "hero" features, whether it's class leading technology, legendary engine reliability, or dynamic handling, to instantly reinforce their pre-existing decision.

BUILD UNSHAKABLE TRUST

When a buyer skips the test ride, the physical presence and condition of the bike must do the talking.

If they come in to view the bike, the aesthetic and mechanical presentation must be flawless. Ensure the bike is detailed to showroom standards, highlight any premium aftermarket parts or upgrades, and be ready to let them hear the engine run (a "cold start" in person).

A pristine machine physically confirms everything they've read online, removing any lingering doubts about making the purchase.

PROVIDE PROOF OF THE BIKE'S INTEGRITY

For a buyer who is already sold on the model but skipping the ride, their only remaining question is: *"Is this specific one a good, reliable example?"*

Remove this last obstacle by proactively presenting concrete proof of the bike's health.

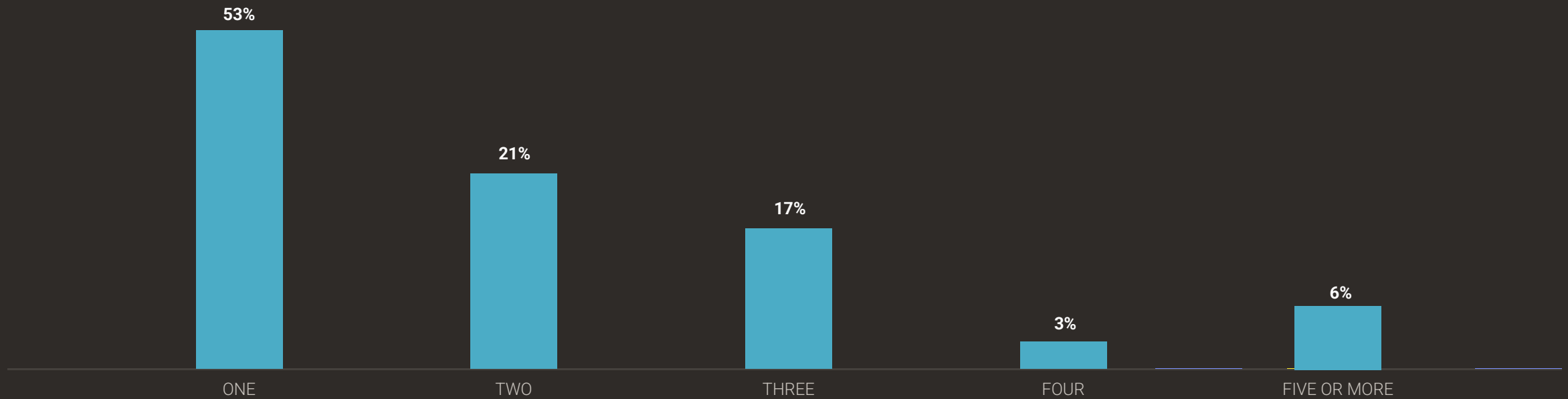
Showing them that the bike has been meticulously cared for turns their emotional desire for that specific model into a confident, logical purchase.

53%

OF PEOPLE WHO TEST RODE, RODE JUST ONE MOTORBIKE BEFORE PURCHASING

This reveals that the test ride is often not a comparison tool, but the final confirmation step in a buyer's journey. They have done their research, found the Motorbike online, and are riding it to validate their choice.

HOW MANY BIKES TEST RIDDEN BEFORE PURCHASE



THE FINAL TEST

TURN THE TEST RIDE INTO A VICTORY LAP

With 53% of test riders only riding one bike, the sale is already yours to lose.

Treat the test ride not as a sales pitch, but as a celebration of their excellent choice.

Ensure the bike is immaculate, fuelled up, and ready to go. A seamless, positive experience at this final stage eliminates any chance of last-minute doubt and smoothly converts their online decision into a signed deal.

SET THE PACE WITH SPEED

While most buyers have made up their minds, 21% will test ride a second bike, putting you in a direct head to head contest.

This is where your preparation pays off. A well-maintained, beautifully presented bike will stand out. Be ready to confidently articulate the key differences and superior value of your motorcycle.

This is your chance to shine against the competition and win over the buyer who is on the fence.

OPTIMISE YOUR ONLINE “PRE-RIDE”

Since the test ride is the last step, your online listing is doing all the heavy lifting.

The decision to ride your bike, and potentially only your bike, is made based on the quality of your digital showroom.

Your investment in a perfect online listing ensures you are the one and only bike they need to see.

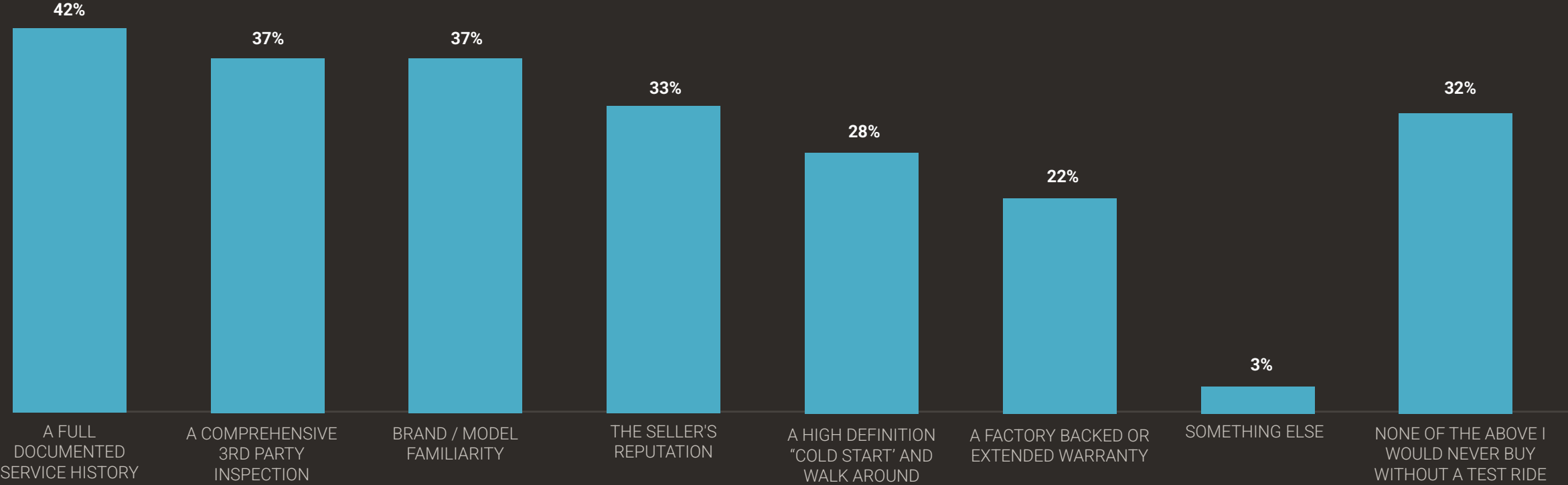
42%

**OF BUYERS SAID A FULL
DOCUMENTED SERVICE HISTORY
WAS THE #1 THING THAT WOULD
GIVE THEM CONFIDENCE TO BUY
WITHOUT A TEST RIDE**

For the modern buyer, trust isn't just felt, it's documented.

The single most powerful confidence builder isn't a sales pitch, it's a folder full of facts. Transforming a bike's past into the buyer's future peace of mind and makes it the most potent closing tool you have.

CONFIDENCE TO BUY WITHOUT A TEST DRIVE



Note: Percentages total more than 100% as respondents could select multiple answers

BUILDING CONFIDENCE

WEAPONISE YOUR PAPERWORK

A full service history is the #1 confidence builder for buyers purchasing without a ride.

Turn this insight into your ultimate competitive advantage. For every eligible bike, compile a physical and digital "Trust Folder" containing the full service history, maintenance logs, and any receipts for parts or upgrades.

When a customer enquires, hand them this folder (or email it).

This single, powerful act of transparency immediately elevates you above the competition and makes any other dealer who *doesn't* offer this level of proof seem untrustworthy.

BUILD AN UNBEATABLE CASE

While service history is #1, buyers look for a collection of proof. The next most powerful factors are "Brand/Model Familiarity" (37%) and a "3rd-Party Inspection Report" (37%). Create a "Confidence Checklist" for your bikes.

The Bike's Story: The full service history.

The Expert Opinion: A printed 3rd-party inspection or detailed internal condition report.

The Public Praise: Have links or printouts of positive reviews for that specific model from trusted publications.

Presenting this trio of evidence makes your bike's quality and value an objective fact, not a sales claim.

SET THE STANDARD

Your goal is to arm the buyer with so much proof and confidence that their experience with you becomes the new standard.

When they leave your dealership (or finish your email), they will be armed with a folder of facts. If they do decide to look elsewhere, they will be asking the next dealer for the same level of detail.

The dealers who can't provide it will instantly fail the comparison, driving the buyer right back to you.

You're not just selling a bike; you're setting the terms of the sale for the entire market.

PURCHASE AND FULFILLMENT

BUYER MINDSET

BUYER RESEARCH

BUYER ENQUIRY

BUYER TEST RIDE

PURCHASE & FULFILLMENT

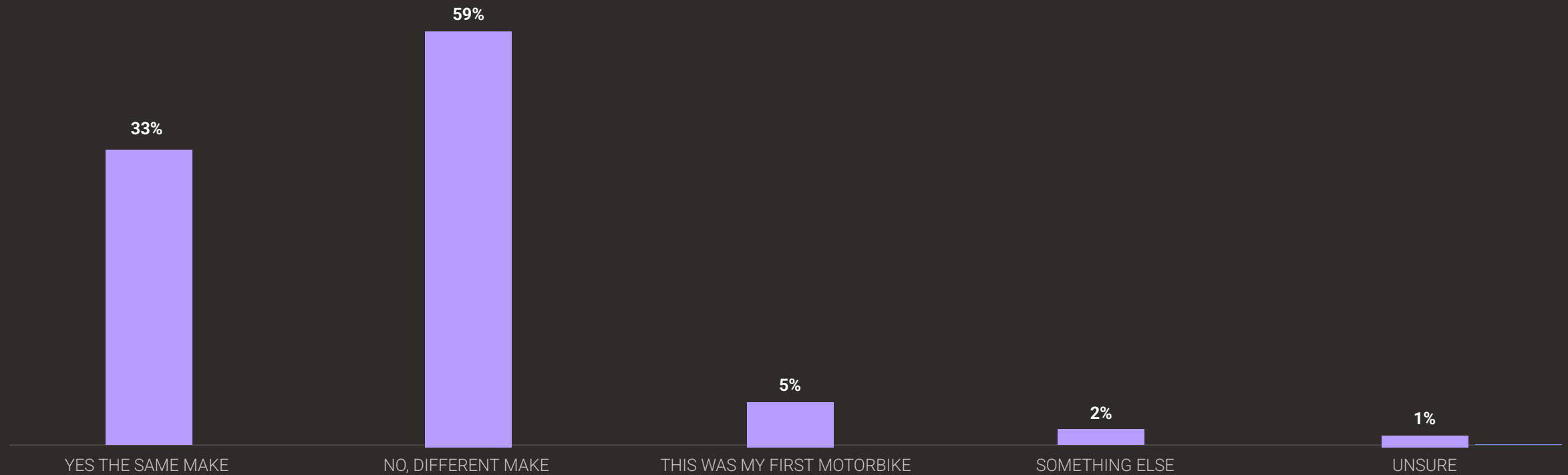
POST PURCHASE

59%

OF BUYERS PURCHASED A DIFFERENT MAKE FROM THEIR LAST MOTORBIKE

Past passion is no predictor of future purchases. A staggering two-thirds of experienced buyers are switching brands, proving that the motorbike market is a fluid, dynamic space where loyalty is constantly up for grabs. This isn't a market of entrenched brand loyalists; it's a wide-open field of opportunity for the dealer with the most compelling machine, regardless of the badge on the tank.

BRAND LOYALTY



BRAND LOYALTY

TREAT EVERY BUYER AS AN OPPORTUNITY

With 59% of the market actively switching brands, you must assume every customer, even one with a trade-in, is open to something new.

This is a conquest market. Your most powerful strategy is to stock a diverse range of makes and models, allowing for direct, side-by-side comparisons.

Position yourself not just as a seller of a specific brand, but as an expert guide to the wider world of motorcycling.

TURN BRAND SWITCHERS INTO YOUR BEST CUSTOMERS

A buyer abandoning their previous brand is looking for something new, better performance, different features, or superior value.

This is your chance to shine. Train your team to ask discovery questions: "What did you like about your old bike, and what are you looking for now that it didn't provide?"

By understanding their motivations, you can perfectly position an alternative from your inventory as the ideal solution, turning their dissatisfaction with a competitor into a sale for you.

CAPTURE THE NEW RIDER

Don't overlook the 5% of buyers who are completely new to motorbiking.

This is your most valuable long-term opportunity. They have no brand allegiance and are highly receptive to expert guidance.

By providing a welcoming, informative, and pressure-free first experience, you can win their trust and secure not only their first purchase but potentially all their future ones.

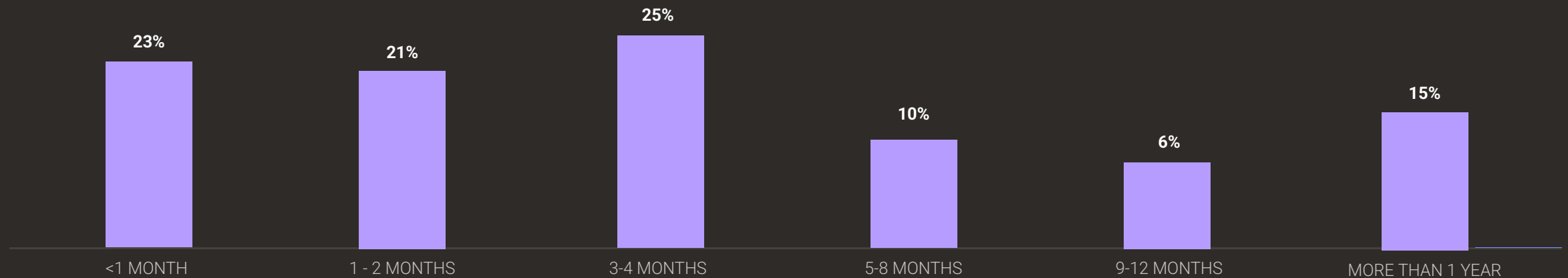
This is where true, lasting loyalty is built from the ground up.

23%

OF BUYERS SPENT LESS THAN A MONTH LOOKING BEFORE PURCHASING

While the market has its share of patient researchers, nearly a quarter of all buyers are making their purchase in less than a month. These are highly-motivated, decisive individuals who act quickly once they find what they're looking for. Capturing their business requires you to be just as fast and ready as they are.

RESEARCH BEFORE PURCHASE



RESEARCH TO PURCHASE SPEED

WIN THE SPRINT FOR THE “NOW” BUYER

A massive 44% of all purchases happen within the first eight weeks of looking (23% in the first month alone).

This segment is on a mission, and they value speed and availability above all. To win their business, you must be prepared to move at their pace.

Ensure your listings are immaculate from the moment they go live and prioritise your speed to lead.

A prompt, thorough response is your most powerful tool to convert these fast-moving buyers before they look elsewhere.

RUN THE MARATHON FOR THE METHODICAL BUYER

The largest single group of buyers (25%) are the deliberate researchers, taking 3-4 months to find the perfect bike.

Do not write off the lead as dead too early. There's just as much potential in those buyers slower to convert.

Nurture and advise: win them over with patience, professional guidance and persistence.

ENGAGE THE LONG TERM DREAMER

And you shouldn't ignore the 15% of buyers who have been looking for over a year.

These aren't indecisive customers; they are passionate enthusiasts waiting for a rare model, a specific colour, or a significant life event to finally make their dream purchase.

Engage this group by positioning yourself as a fellow enthusiast and expert. Create content about models, host events, invite them into the community around your dealership.

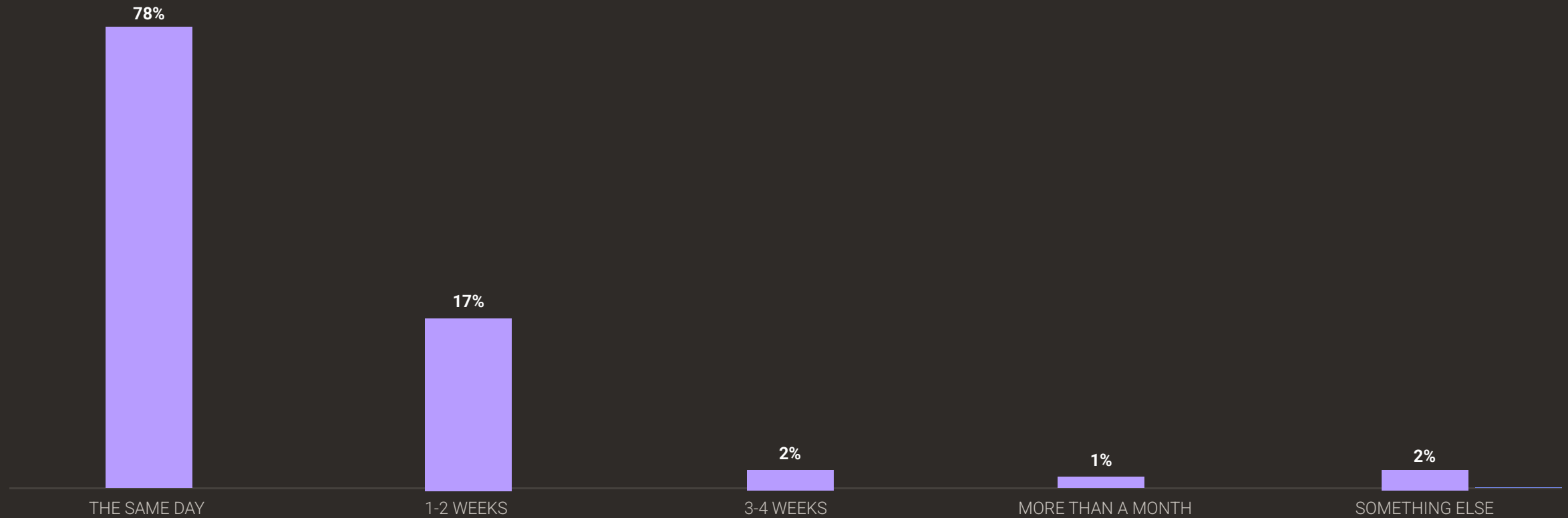
When they are finally ready to pull the trigger, they will come to the dealer they know and trust.

78%

OF BUYERS PURCHASED THE SAME DAY AS THEIR TEST RIDE

The test ride isn't part of the journey; it's the destination. For nearly eight out of ten buyers, the ride ends with a purchase the very same day. This isn't a moment for consideration; it's the moment of commitment. It is the single most important, high-intent closing opportunity in the entire sales process.

FROM TEST RIDE TO PURCHASE



SPEED OF DECISION

TREAT THE TEST RIDE AS THE FINAL CLOSING ROOM

With 78% of buyers ready to purchase immediately after the ride, you must treat this moment as the final step in the sale.

Don't let the momentum fade. Be prepared to seamlessly transition from the test ride directly into discussing final numbers, financing, and paperwork.

SECURE THE "MAYBE" BEFORE THEY WALK AWAY

The 17% of buyers who take 1-2 weeks post to decide are your biggest flight risk.

They are likely comparing your bike to one other option. For this group, immediate and strategic follow up is critical.

A personalised call or email within 24 hours of the ride, reinforcing the bike's key benefits and answering any unasked questions, can be the crucial nudge that prevents them from choosing your competitor.

KNOW WHEN TO PIVOT

Don't confuse the research phase with consideration post test ride.

If a buyer hasn't purchased 3 weeks after a test ride, you're chasing diminishing returns at this point.

Your efforts are going to be more optimal in nurturing others more likely to convert.

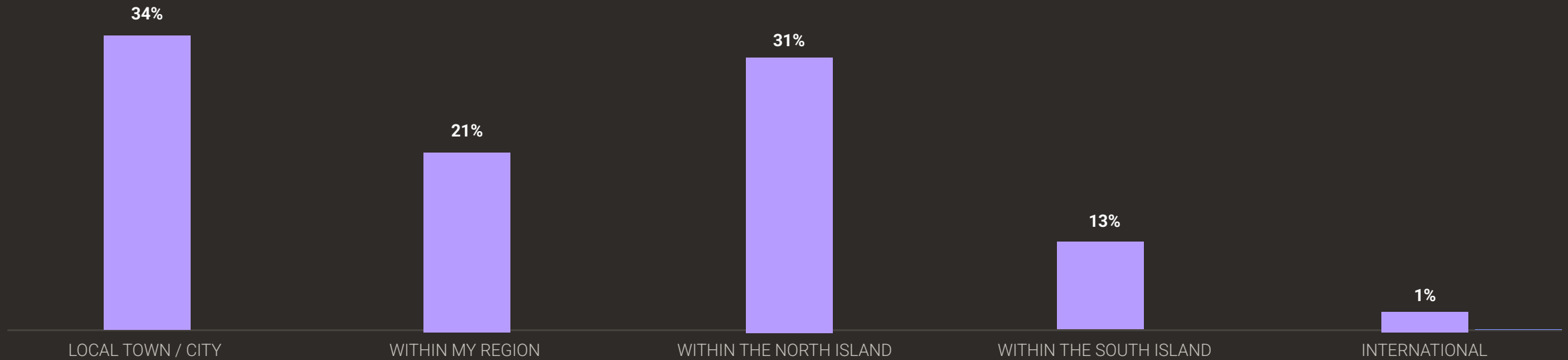
34%

OF BUYERS PURCHASED WITHIN THEIR LOCAL TOWN / CITY

While 82% of buyers cast a wide net and search nationally, when it comes time to buy, convenience often wins. The data shows that over half of all buyers (55%) ultimately purchase within their local town or region.

Your digital presence must be strong enough to attract national attention, but your local service and availability must be sharp enough to close the deal with the majority who prefer to buy closer to home.

WHERE WAS THE MOTORBIKE YOU PURCHASED LOCATED?



PURCHASE RADIUS

DOMINATE YOUR HOME TURF

With 55% of all sales happening within a buyer's home region (34% local town, 21% wider region), your local market is your single most important asset.

Win this majority by being the undisputed local expert. Emphasise the benefits of buying locally: immediate test rides, easy in person inspections, and trusted local after-sales service.

CONVERT THE DETERMINED REMOTE BUYER

A huge 45% are still willing to purchase from outside their region.

These are highly motivated buyers who have not been able to find their desired bike or deal closer to home.

To win their business, you must perfect the art of remote selling. Offer transparent, fixed-price nationwide shipping. Build confidence with comprehensive videos, service histories, and inspection reports that make remote consideration frictionless for the buyer.

TURN A WIDE SEARCH INTO A LOCAL SALE

A buyer may be looking at a bike 500km away, but they will almost always check for a similar option closer to home before committing.

Ensure your inventory is priced competitively and your listings are detailed enough to intercept these buyers.

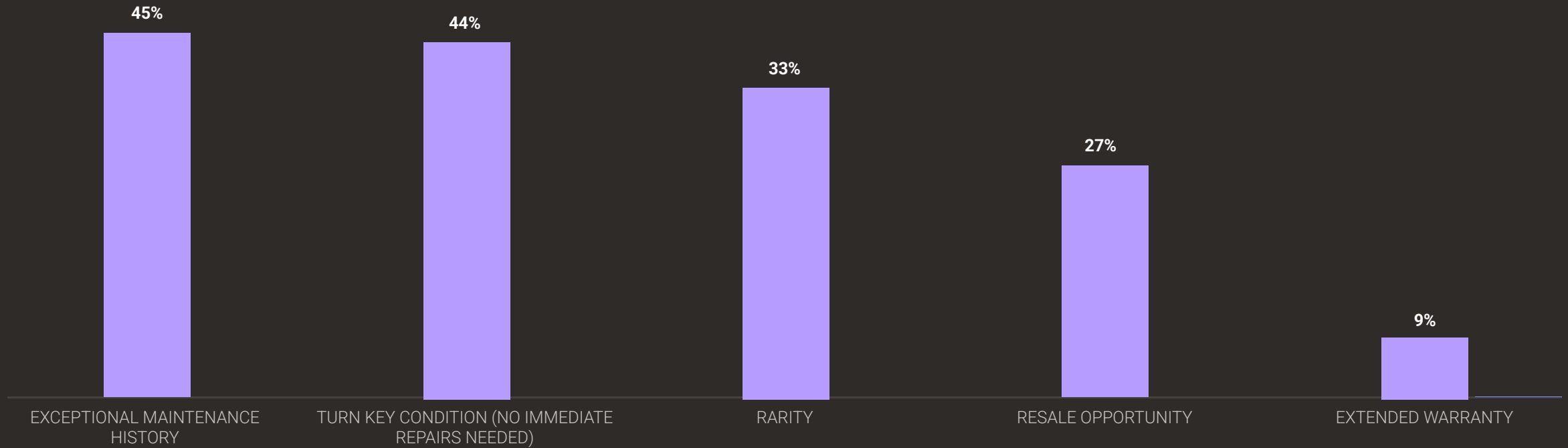
By presenting an equally compelling offer, you can capture the customer who was about to buy from a competitor across the country.

45%

OF BUYERS WOULD SPEND MORE ON A MOTORBIKE WITH AN EXCEPTIONAL MAINTENANCE / SERVICE HISTORY

A buyer's budget is not a fixed limit; it's a starting point. For nearly half of all buyers, the key to unlocking a higher spend isn't a bigger engine or flashier paint, it's a folder full of paper. An exceptional service history is the single most powerful tool you have to move a conversation from price to value, giving buyers the confidence they need to spend more.

WHAT FACTORS WOULD HAVE JUSTIFIED YOU SPENDING MORE THAN YOUR BUDGET?



JUSTIFYING MORE

SELL THE PEACE OF MIND PREMIUM

The top two reasons a buyer will break their budget are both about confidence: an exceptional service history (45%) and turn-key condition (44%).

These aren't just features; they are a premium service you can charge for. For every eligible bike, create a "Trust Checklist" with the full service history and a detailed presale inspection.

This tangible proof of reliability is what gives nearly half your customers the justification they need to spend more.

MONETISE YOUR RECONDITIONING

Every dollar you spend bringing a trade-in up to "turn-key condition" is an investment you can monetise.

Don't just tell buyers the bike has been serviced; *show* them. Itemise the work done, from oil changes to new tires, and present it as part of the bike's story.

By making the reconditioning process visible and transparent, you are providing concrete evidence of the value you've added, directly appealing to the 44% who will pay more to avoid immediate repairs.

CATER TO THE COLLECTOR AND INVESTOR

One-third of buyers (33%) will pay more for a rare bike, and 27% are thinking about future resale.

This shows a significant segment of the market views motorbikes as assets, not just transportation.

When you have a rare, limited edition, or particularly sought-after model, market it as such. Highlight its production numbers, its significance in the brand's history, and its strong resale value.

This shifts the conversation from a simple purchase to a savvy investment.

POST PURCHASE

BUYER MINDSET

BUYER RESEARCH

BUYER ENQUIRY

BUYER TEST RIDE

PURCHASE & FULFILLMENT

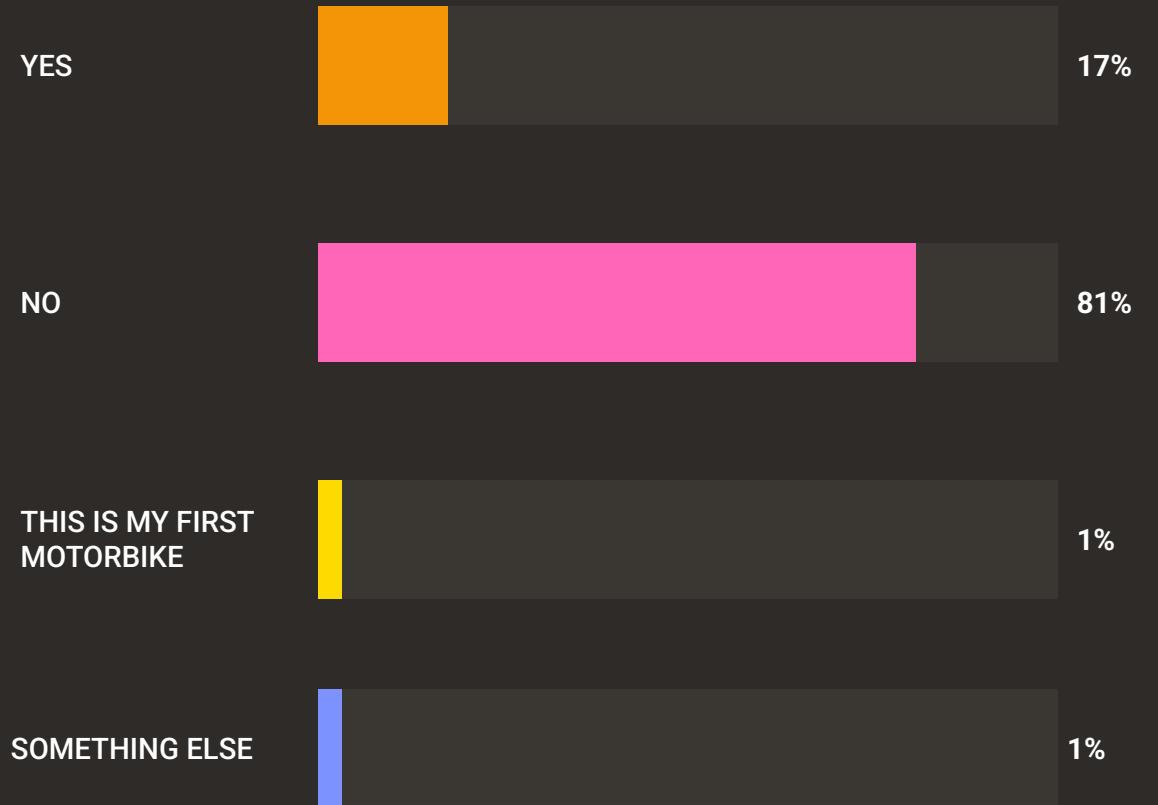
POST PURCHASE

17%

PURCHASED FROM THE SAME DEALER AS LAST TIME

Despite high satisfaction, only 17% of experienced buyers actually returned to their previous dealer for their next purchase. This isn't a failure of service; it's a failure to re-engage. The modern buyer's journey is fluid, and past happiness alone is not enough to guarantee a future sale.

WHO PURCHASED FROM THE SAME DEALER AS LAST TIME



SECURING THE REPEAT BUYER

DON'T MISTAKE SATISFACTION FOR AUTOMATIC RETENTION

The enormous gap between the 86% of customers who *would* buy from you again and the 17% who *actually did* reveals the central challenge of the modern market.

Your great service earned their trust, but it didn't guarantee their return. The primary reason they went elsewhere is simple: the other dealer had the bike they wanted.

You can't rely on past satisfaction to bring customers back; you must give them a reason to return.

WIN THE NEXT SALE WITH YOUR SOURCING STRATEGY

Since inventory is the #1 driver of dealer choice, your sourcing and trade-in strategy is your most powerful retention tool.

Understand what your past customers are likely to buy next. Are they upgrading to a larger bike? Switching from sport to touring?

By anticipating their needs and stocking the right machines, you ensure that when your happy customers are ready for their next purchase, you're the one who has what they're looking for.

TURN YOUR DATABASE INTO YOUR ULTIMATE WEAPON

The only way to bridge the loyalty gap is through proactive re-engagement.

Don't wait for your past customers to start their search; start it for them. When you get a desirable trade-in or a new model arrives, mine your customer database for those who would be a perfect fit.

A targeted email or phone call saying, "I know you love your current bike, but something just arrived that I thought you had to see," is the single most effective way to convert the 86% of well intentioned buyers into actual, loyal, repeat customers.

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INSIGHTS

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