



THOUGHTS

447 words, 2 min read

WHY ELECTRIC MOTORCYCLES STILL FEEL MORE LIKE A TOY THAN A REAL MEANS OF TRANSPORT?

Considering the overall picture of the market, it becomes clear why so many multi-million-dollar investments in this segment eventually burn out, while seemingly stable companies sometimes end up bankrupt. At the same time, general interest in motorcycles continues to grow. Category L motorcycles with ICE engines are actively being developed by young companies from China and India. The Asian market has traditionally shown that two-wheeled transport must first and foremost be affordable. The European market is in a more vulnerable position, but it is still ruled by the traditional giants.

So, what's wrong with the electric segment? This is, of course, a purely subjective opinion, and the question can remain open for discussion. Any engineering company will immediately point out that L3-class motorcycles always face serious limitations — essentially, there's "air" everywhere. Hiding bulky power systems is a difficult task, and sometimes practically unsolvable.

As a result, everything usually comes down to ready-made solutions and minor updates to the plastic bodywork. Adaptive lighting, numerous apps, and complex stabilization systems for beginners certainly attract attention. However, without real progress in range, interest tends to fade quite quickly. Large traditional players in the industry create beautiful interactive presentations featuring augmented reality and helmet integration. Yet these technologies have been shown for many years, and we still haven't seen any explosive growth from the motorcycle community.

Even the market leaders are still in microscopic volumes. Here are the latest sales figures for the full year 2025:

Manufacturer	2025 Sales	Change vs 2024	Comment
Zero Motorcycles	Not disclosed exactly (record year)	+89 % in North America +17 % in Europe and rest of world	Best year in company history
LiveWire (Harley-Davidson)	653 units	+7 %	Dominates the US (≈70 % of >50 hp premium segment)

I'm not speaking for everyone but based on my own experience I can say that after 500–600 km or more – especially in less-than-ideal weather – it's no longer the best idea. Vibrations tire the eyes. In good weather you always want to open the visor and simply enjoy the beauty of the world around you without any intermediary.

Thus, many innovations only look useful on paper but don't always reflect real life. The reality for any electric motorcycle is the need to make a fully loaded bike travel far enough to even approach parity with ICE machines. Until someone delivers a complete "magic pill" solution to this problem, interest in electric motorcycles will remain quite contradictory. Companies will continue to balance on the edge of survival or quietly disappear from the market.

Simply swapping an ICE engine for batteries isn't enough. The desire to reduce financial pressure often simplifies the design to the level of an "electric bicycle" with angular plastic panels. That's why most riders who value long-distance travel won't be ready to replace their proven ICE motorcycles with electric ones anytime soon. And there probably shouldn't be any illusions about that.

These are my thoughts, friends. Ride safe and enjoy the road!

Yury

OMOTORI TEAM

04.2026

