

Second Commitment to the European Road Safety Charter Promotion and advertising guidelines

Commitment

Second commitment (November 2006): Promotion & Advertising guidelines

The ACEM Promotion & Advertising guidelines commitment covers the following areas and entails the following actions:

1. Safety-oriented powered two-wheelers advertising content:

- All riders and passengers shown in a riding position shall always wear a certified helmet and be shown in compliance with the relevant road safety regulations.
- When appropriate the advertisement shall indicate that the pictures have been shot on a circuit / closed road with a professional rider.

2. Promotion of safety-enhancing features:

- Manufacturers shall include in any promotion & advertisement details of any safety-enhancing features of the advertised powered two-wheeler.

3. Promotion of dealer training programmes:

- Manufacturers acknowledge the need for joint development and promotion of dealer training programmes on the Promotion & Advertising guidelines.
- Manufacturers shall include in any dealer training details of any safety-enhancing features of their powered two-wheelers with the corresponding promotional material.

4. Media information:

- Manufacturers shall inform the Media about and supply them with the ACEM Promotion & Advertising guidelines, with respect to the on-road testing of powered two-wheelers.

The ACEM Promotion and Advertisement guidelines will be implemented from January 2007. A transitional period of 12 months is foreseen for notification to the importers / distributors / dealers and clearing of the existing promotion & advertisement material.

A yearly monitoring will be undertaken under the responsibility of ACEM.