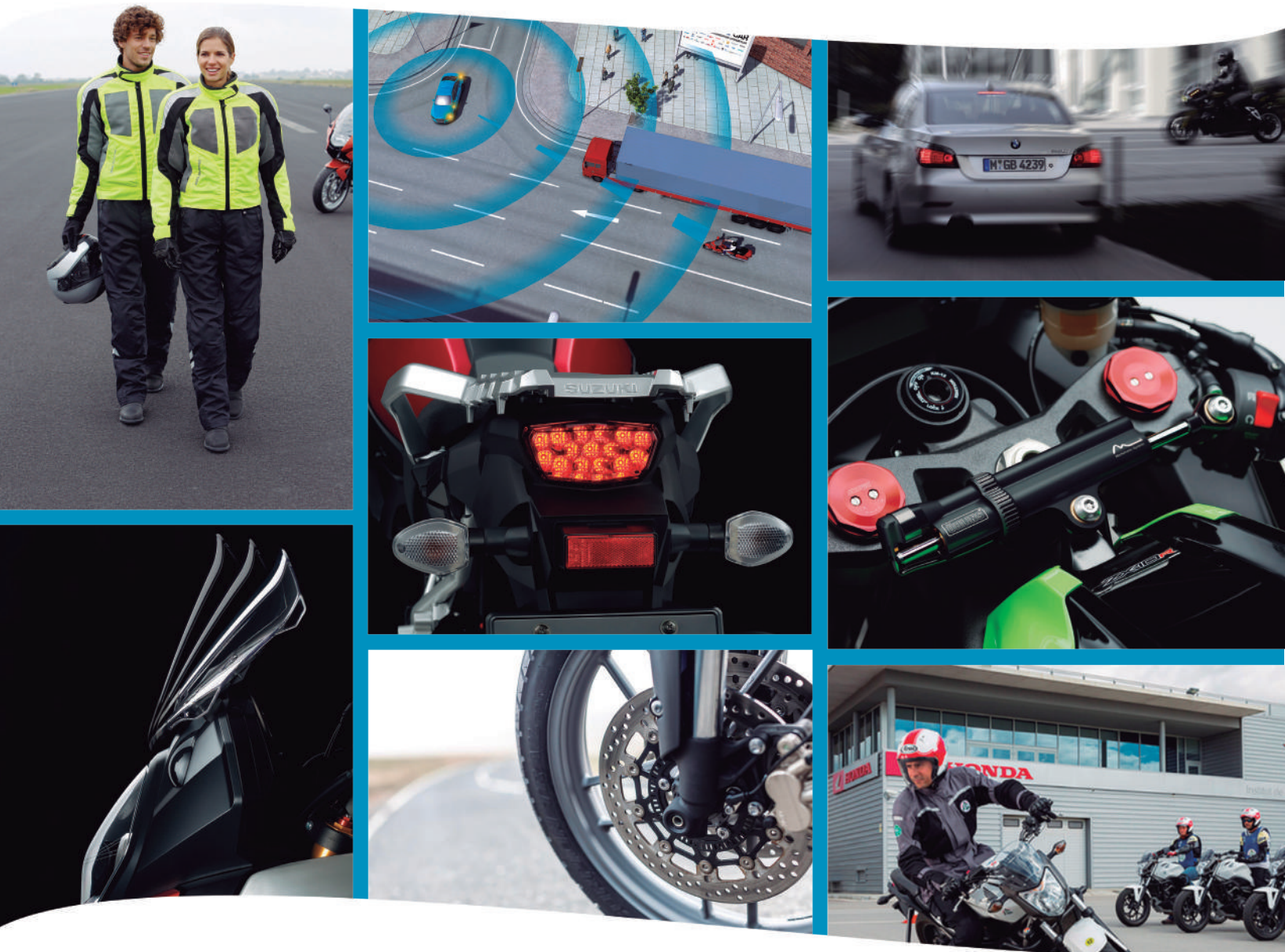


The safe ride to the future

The motorcycle industry's commitment to road safety



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Conclusions and policy recommendations

Road safety is one of the major challenges faced by the EU. Substantial improvements have been achieved in this area in recent years, but much remains to be done. The motorcycle industry believes that the number of fatalities amongst PTW users can, and must be further reduced. For this reason, it is essential that all stakeholders (i.e. industry, and public authorities as well as users and non-governmental organisations) join forces to promote an integrated approach to road safety.

Road safety initiatives and policies must take into consideration vehicles' safety features as well as users behaviour and infrastructure design and maintenance. It is only by working together in these three areas that the number of accidents that affect motorcyclists will be further reduced.

- **The industry is committed to improving road safety through better technology.** Today's motorcycles bear little resemblance to the machines that were circulating on Europe's roads 20 years ago. Advanced motorcycle design, new intelligent features as well as new braking, lighting and suspension systems have led to a substantial increase in motorcycling safety. ACEM members will remain at the forefront of progress in technology innovation and will continue to develop technologies that minimise the risk of accidents on Europe's roads.
- **Motorcycling should be mainstreamed into transport policies.** Whilst many improvements have been made to vehicle safety, with further developments likely to follow as PTW technologies evolve, a true solution to safer riding requires the involvement of public decision makers. Given that the number of PTW vehicles on Europe's roads can be expected to continue growing – probably at a faster rate as the economy recovers – it is important to ensure that they are adequately integrated into the transport system. Appropriate policies should be developed by European and national policy-makers. These inclusive policies should recognise that PTWs are a key mode of transport which fulfils a number of important and diverse roles – in many cases particularly important to local economies and citizens' mobility. As such, they should be integrated into policies and initiatives aimed at creating a safer environment for users. The promotion of PTW usage in transport policy can have a considerable and positive impact on reducing traffic density in heavily congested cities and can bring economic gains through access to jobs and social mobility where other transport modes are unavailable, impractical or too expensive.
- **Training remains vital to improve safety for PTW users.** ACEM manufacturers continuously invest in research and development and build some of the safest vehicles in the world. However, safe vehicles must be driven safely. It is for this reason that ACEM strongly supports both pre- and post-license training for motorcycle riders. Training is also an effective approach for instilling appropriate behaviours and attitudes

in all road users. Improved driver training can reduce the number of driver errors and increase overall road safety also. It is furthermore crucial that other road users have an appreciation of the dangers of misjudging the speed or behaviour of a PTW rider – including the common error of failing to see an approaching PTW. Training for all types of license holders should include awareness of the characteristics and behaviours of other vehicles. This should include the common causes of accidents, such as perception failures or misjudgements of capabilities, understanding of vehicle blind spots, or the differences in stopping distances. Campaigns encouraging riders to improve their skills and hazard perception, as well as campaigns encouraging car drivers to pay attention to motorcyclists on the road have been instrumental in improving road safety. They will certainly continue to be in the future.

- **High quality training schemes should be promoted.** Post-license training plays a key role in improving road safety, particularly for people who are upgrading to a more powerful motorbike, who are returning to riding after an extended period of time, or for those who want to improve their skills. However, the quality of post-license training schemes across the EU is heterogeneous. Also, given their number, it is difficult for riders to identify the best options and make informed decisions. For this reason, ACEM and the German Road Safety Council (DVR, Deutscher Verkehrssicherheitsrat) have started promoting high quality training schemes through the DVR Quality Seal. Moreover, other similar quality labels are currently being developed in the EU. Along with the DVR Quality Seal, they could also help to increase the visibility of the best training programmes available and pave the way towards more uniform quality standards for training in Europe.
- **There is a need for more tailored safety policies.** The motorcycle industry has taken up the challenge of further reducing the number of fatal accidents involving riders. ACEM will organise thematic workshops in close cooperation with industry national associations in order to gain a better understanding of what actions can be taken at local, regional and national level to improve safety for PTW riders. Moreover the motorcycle industry believes that all relevant stakeholders (e.g. users' organisations, public authorities and non-governmental organisations) should take an active role and coordinate their efforts to further reduce PTW casualties.
- **ITS can help to improve road safety records in the future.** ACEM members are committed to developing new ITS safety solutions and to bringing them to market. The industry is currently participating in different European projects that aim to test cooperative ITS in real-life conditions, and joint industry research is ongoing on an eCall system for motorcycles. Furthermore, ACEM members have signed a Memorandum of Understanding on ITS committing themselves to install safety-relevant co-operative ITS onto at least one of their PTW models by 2020. It is important to stress, however, that not all ITS solutions may be suitable for all PTW categories. The industry must be able to explore, within a competitive business environment, the appropriate technical solutions for different types of PTWs and their different uses. Lastly, ITS systems should under no circumstances negatively affect the riders' control of the vehicle.