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ACEM PRESS RELEASE - Two motorcycle training programs provided by KTM AG receive the European Training Quality Label award

Today, two of KTM's Riders Academy training programs were awarded the European Training Quality Label. The award was granted after a site visit and inspection by safety experts from the German Road Safety Council (DVR), a German NGO active in the field of road safety. To date, a total of 24 post-license motorcycle training programs have been certified in Austria, France, Germany and the Netherlands.

The Academy, which was launched in 2018, provides courses that build on the latest empirical research on rider behavior and training, as well as the experience of Klaus Schwabe, one of the leading German experts in motorcycle safety. Training sessions are conducted in small groups of no more than six riders per trainer, and are open to motorcyclists using any brand of bike. The KTM Riders Academy plans to organise between 40 and 50 training sessions in Austria and Germany, involving about 300 motorcyclists.

Commenting on the award of the European Training Quality Label, **Stefan Pierer, President of KTM AG and current President of the European Association of Motorcycle Manufacturers (ACEM)** says, "I am delighted that the two KTM Riders Academy motorcycle training programs have received this important recognition at the European level. Training at our Academy aims to improve both the cognitive and the motor skills of the motorcyclist, increasing both safety and the pleasure of riding".

Antonio Perlot, Secretary General of the European Association of Motorcycle Manufacturers (ACEM), says, "The European Training Quality Label is granted to the best post-license training programs in Europe. It is one of the main elements of the motorcycle industry's safety strategy, and we are confident that this initiative will help motorcyclists to easily identify the best training programs in Europe".

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NOTE FOR EDITORS

About the European Training Quality Label

The European Training Quality Label is a label that helps motorcyclists to clearly and easily identify high-quality post-license training programs in Europe. The scheme is the result of a partnership between ACEM, the European Association of Motorcycle Manufacturers, and the German Road Safety Council (DVR), the leading German NGO in the area of road safety. The European Training Quality Label, a voluntary certification procedure, is open to a wide range of organisations based in Europe, including, amongst others, training schools, motorcycle manufacturers and public bodies.

About KTM AG

KTM AG, formerly KTM Sportmotorcycle AG, is an Austrian motorcycle and sports car manufacturer. The company, which is led by CEO Stefan Pierer, was created in 1992 but traces its foundation to as early as 1934. Today, KTM AG is the parent company of the KTM Group. In 2017, the total turnover of KTM AG was 1,331.7 million euros, and it employed 3,245 people, 2,276 of which in Europe.

About ACEM

The European Association of Motorcycle Manufacturers (ACEM) represents manufacturers of mopeds, motorcycles, three-wheelers and quadricycles (L-category vehicles) in Europe. ACEM members include 17 manufacturing companies and 17 national industry associations. ACEM manufacturing members are: BMW Motorrad, Bombardier Recreational Products (BRP), Ducati Motor holding, Harley-Davidson, Honda, Kawasaki, KTM, Kymco, MV Agusta, Peugeot Scooters, Piaggio, Polaris Industries, Renault, Royal Enfield, Suzuki, Triumph Motorcycles and Yamaha.

About KTM's Rider Academy

The KTM Riders Academy was founded in 2018 to offer post-license motorcycle training. Its training programs are based on the latest empirical research on rider behavior and training, and benefited from the expertise of the Würzburg Institute for Traffic Sciences (WIVW). The KTM Riders Academy has two training programs: a "Street Training Basic course" which takes place on a closed test track and teaches basic motorcycling skills (e.g. lean angle control, anticipatory and defensive motorcycling, etc.), and a "Street Training Advanced course", which takes place in real traffic conditions, and allows trainees to receive immediate and detailed feedback from trainers using a Bluetooth connection.