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ACEM PRESS RELEASE

Honda Safety Institute receives the European Motorcycle Training Quality Label award

Today the “advanced motorcycling course” of the Honda Safety Institute in Barcelona, received the European Motorcycle Training Quality Label. The award, which recognizes the best post-license training programmes delivered in Europe, was granted after an onsite visit by safety experts from the German Road Safety Council (DVR), the most important German NGO active in the field of road safety.

The European Motorcycle Training Quality Label is a voluntary certification scheme launched in 2015 by ACEM, the European Association of Motorcycle Manufacturers and DVR, to help motorcyclists clearly and easily identify high-quality post-license training programmes in Europe. The label is open to a wide range of organisations based in Europe, including training schools, motorcycle manufacturers and public bodies. To date, a total of 27 post-license motorcycle training programmes have been certified in Spain, France, the Netherlands, Austria and Germany.

The Honda Safety Institute is the latest centre to have received this award. The centre was created in 2009 to provide motorcycle safety training courses and is located in Santa Perpètua de Mogoda, close to Barcelona’s metropolitan area. The HSI has 20,000 square meters of tracks and facilities, designed exclusively to train motorcycle users and is the largest facility of its type in Europe. More than 20,000 motorcyclists have been trained at the HSI since its opening in 2009. In 2017 alone, about 3,000 people were trained by Honda at this facility.

Commenting on the award of the European Motorcycle Training Quality Label, **Vito Cicchetti, General Manager of the Motorcycle Division at Honda Motor Europe** declared, “I am delighted that our Safety Training Institute has been recognized with this important quality label. Motorcycle safety is at the heart of what Honda does and we want to make sure that people enjoy riding in a safe manner. We, as managers of motorcycle companies, have an important responsibility for how people use our products”.

According to **Antonio Perlot, Secretary General of the European Association of Motorcycle Manufacturers (ACEM)**, “the motorcycle industry set up the European Motorcycle Training Quality Label, to help motorcyclists identify the best post-license training options. It is extremely important that people learn through adequate and professional training, instead of through trial and error. We are convinced that this initiative will make a positive difference for motorcycle users in Europe”.

Albert Caveró, Responsible for road safety at Honda Spain, stated: “Riding a motorcycle is much more than simply handling a machine. Basic skills are important, no question about that, but motorcycle safety is more than riding techniques, body positioning, throttle control or braking. That is precisely why at our training centre, we not only teach motorcyclists about motorcycle riding but also about the importance of defensive riding, that is anticipating potentially difficult situations and avoiding them”.

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NOTE FOR EDITORS

About the European Motorcycle Training Quality Label

- The European Motorcycle Training Quality Label is a label that helps motorcyclists to clearly and easily identify high-quality post-license training programmes 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, and the International Motorcycling Federation (FIM).
- The European Motorcycle Training Quality Label, a voluntary certification procedure, is open to a wide range of organizations based in Europe, including, amongst others, training schools, motorcycle manufacturers and public bodies.

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 the Honda Safety Institute

- The Honda Safety Institute (HSI) was created in 2009 to provide motorcycle safety training courses. The centre is located in Santa Perpètua de Mogoda, close to Barcelona's metropolitan area. The HSI has 20,000 square meters of tracks and facilities, designed exclusively to train motorcycle users and is the largest facility of its type in Europe.
- The HSI training programmes cover the entire range of drivers, from children aged six up to expert motorcyclists. They are delivered by professional instructors, with a maximum of 5 participants per trainer. More than 20,000 motorcyclists have been trained at the HSI since its opening in 2009. In 2017 alone, about 3,000 people were trained by Honda at this facility.

About the International Motorcycling Federation / Fédération Internationale de Motocyclisme (FIM)

- The FIM (International Motorcycling Federation) founded in 1904, is the governing body of motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed of 113 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC). Of the 50 FIM World Championships, the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway.
- FIM is also actively involved in the following areas: public affairs, road safety, touring and environmental protection. The FIM was the first international sports federation to impose an Environmental Code in 1994.
- To learn more about FIM, please visit: <http://www.fim-live.com/fr> and <http://www.fim-publicaffairs.com>

About the German Road Safety Council (DVR)

- The German Road Safety Council (DVR) is the leading independent non-profit road safety NGO in Germany. Founded in 1969, the DVR coordinates a wide range of activities for its 200 members, which include the German Federal Ministry of Transport and the transport Ministries of the Federal States, the Statutory Accident Insurance Institutions, the German Road Safety Volunteer Organisation (Deutsche Verkehrswacht), automobile clubs, vehicle manufacturers, insurance companies, passenger transport operators and trade unions.
- The DVR advocates for policy measures that reduce the number of road traffic deaths and injuries in Europe. The key issues DVR deals with include traffic engineering, traffic law, road safety awareness campaigns and general traffic education.
- To learn more about the DVR, please visit: <https://www.dvr.de/>