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### ACEM PRESS RELEASE

#### The European Transport Safety Council (ETSC) joins the European Motorcycle Training Quality Label consortium

Today the European Transport Safety Council (ETSC), the most important NGO in the field of road safety in Europe, has joined the European Motorcycle Training Quality Label consortium as a supporter member. The Label is a voluntary certification scheme for motorcycle post-licence training programmes. It aims to help motorcyclists easily identify the best safety training programmes in Europe.

Also, the motorcycle training school of the Swedish Association of Motorcyclists (SMC) has recently been awarded the European Motorcycle Training Quality Label for their “Advice and guidelines version 3 - The Basics” programme. The SMC motorcycle training school is the largest training provider in Sweden and offers safety training courses for different levels. More than 10,000 motorcyclists attended 300 SMC courses this year.

This brings the number of certified programmes to 28. Motorcyclists in Sweden, France, Spain, the Netherlands, Austria and Germany now know which training schools offer the best post-licence training options.

More information on the European Motorcycle Training Quality Label can be found at: <https://motorcycle-training-label.eu/>

**Antonio Avenoso, Executive Director of the ETSC**, stated that: “In recent years, the safety of vulnerable road users in Europe, including motorcyclists, has not progressed at the same pace as that of car occupants. Much more needs to be done through the introduction of higher safety standards for infrastructure and vehicles, as well as better enforcement and encouraging safer driver and rider behaviour. We are pleased to support the European Motorcycle Training Quality Label with its focus on helping riders choose approved training courses that help raise awareness of the key safety issues. We believe improved rider training can play an important role as part of the safe-system approach to road safety.”

According to **Antonio Perlot, Secretary General of the European Association of Motorcycle Manufacturers**: “The European Motorcycle Training Quality Label is one of the main elements of the motorcycle industry’s safety strategy and we are confident that this action contributes to the overall aim of making Europe’s roads better and safer for all motorcyclists. We are delighted that the ETSC recognizes the importance of this initiative and has decided to endorse the European Training Quality Label. We also congratulate SMC for joining the group of the best training providers in Europe”.

**Jesper Christensen, Secretary General of the SMC**, said: “Our members ride 80% of all motorcycle kilometres in Sweden, so their safety is a top priority for us. Our five hundred instructors of the SMC School strive to reach out to more riders and provide safety-orientated and fun motorcycle training. We are really happy that our educational platform has received this important recognition at the European level.”

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## NOTE FOR EDITORS

### About the European Transport Safety Council

- ETSC is a Brussels-based independent non-profit organisation dedicated to reducing the number of deaths and injuries in transport in Europe. It provides an impartial source of expert advice on transport safety matters to the European Commission, the European Parliament and Member States.
- ETSC maintains its independence through funding from a variety of sources including membership subscriptions, and public and private sector support. ETSC seeks to promote effective measures on the basis of scientific research and best practices in areas which offer the greatest potential for a reduction in transport crashes and casualties.
- It provides factual information through scientific reports, factsheets and newsletters in support of high safety standards in EU harmonisation and the adoption of best practices and transport safety research. To learn more about ETSC please visit: [www.etsc.eu](http://www.etsc.eu)

### About the Swedish Motorcyclist Association (SMC)

- The Swedish Motorcyclists Association – SMC – is an NGO with 21 district organizations, 400 associated clubs and 70,000 individual members. There are 15 fulltime employees and more than 1,000 volunteers on the payroll. MC-Folket, the membership magazine, is the largest motorcycle magazine in Scandinavia.
- SMC has national consultation status in Sweden in all matters related to motorcycling as well as road safety. No decisions are made about motorcycles in Sweden without asking SMC. The 500 instructors at the SMC School produce 300 training programme.
- SMC is a member of FEMA and FIA. To learn more about SMC please visit <https://www.svmc.se/smc/In-English>

### About the European Motorcycle Training Quality Label

- The European Motorcycle Training Quality Label helps motorcyclists to clearly and easily identify high-quality post-license training programmes in Europe. The scheme is the result of a partnership between the European Association of Motorcycle Manufacturers, the German Road Safety Council and the International Motorcycling Federation.
- The 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 the European Association of Motorcycle Manufacturers (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.
- To learn more about ACEM, please visit: <http://www.acem.eu>

### **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/>

### **About the International Motorcycling Federation (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, Trail, 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>