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ACEM PRESS RELEASE

“Ready to Ride” motorcycle training programme receives the European Training Quality Label

The “Ready to Ride” motorcycle training programme, by the Flemish Foundation for Traffic Safety (VSV), was today awarded the European Motorcycle Training Quality Label. “Ready to Ride” was introduced in 2015 to promote motorcycle safety training in Belgium. This programme is currently offered across the Belgian region of Flanders in 9 different training centres. Almost 2,000 motorcyclists have followed this programme so far.

The European Motorcycle Training Quality Label was launched in 2016 to promote the best post-licence training programmes in the EU. The scheme is run by the European Association of Motorcycle Manufacturers (ACEM), the German Road Safety Council (DVR)¹ and the International Motorcycling Federation (FIM). A total of 29 training programmes operating in Austria, Belgium, France, Germany, the Netherlands, Spain and Sweden have already been recognized with this award.

Quote

Wouter De Clercq, Project manager of the VSV, said: “We believe it is important that motorcyclists take their own responsibility in riding safely with a powered two-wheeler. Riding a motorcycle is far from being an easy task. Motorcyclists, as vulnerable road users, must be aware of any risks on the roads and recognize hazards that are specific to powered two-wheelers”.

“VSV developed its “Ready to Ride” safety training programme precisely to achieve this important objective. The programme is currently delivered in several training centres in Flanders”.

Antonio Perlot, Secretary General of the European Association of Motorcycle Manufacturers (ACEM) said: “Many motorcycle training centres offer excellent post-licence programmes. However, it is not always easy for motorcyclists to know which ones to do. This is why we are delighted to award the European Motorcycle Training Quality Label to this programme. It is the recognition of both the quality of the training programme established by VSV and its commitment to making a positive difference to motorcycle safety”.

“The motorcycle industry fully supports the EU’s objective to reduce the number of fatal and serious accidents on Europe’s roads. This is precisely why our sector is working closely with public authorities, training organisations and users to improve motorcyclists’ safety”.

Video

[Informational video \[Dutch\]](#)

¹ The Road Safety Council (in German: “Deutsche Verkehrssicherheitsrat”, DVR) is an independent German NGO active in the field of road safety.

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NOTE FOR EDITORS

About the Flemish Foundation for Traffic Safety

The VSV was founded in 1990 by a Flemish Parliament decree. The organisation's main objective is to run the "Ready to Ride" training programme. VSV selects training organisations and motorcycle instructors that are able to meet very stringent requirements in order to deliver motorcycle training to the highest possible standards.

The following motorcycle training schools in Belgium (Flanders) offer the "Ready to Ride" programme:

- [STAM education](#)
- [PRiODRIVE](#)
- [Centrum Motoropleiding Dirk](#)
- [Centrum voor Motorbeheersing](#)
- [RinCC](#)
- [Motortraining](#)
- [Cobra Travel & Training](#)
- [Rijschool Traffix](#)
- [Kortrijkse Rijschool](#)

About the European Training Quality Label

The European Motorcycle Training Quality Label is a label that helps motorcyclists to clearly and easily identify high-quality post-licence training programmes in Europe. The Label operates as 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.

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 Transport Safety Council (ETSC), the most important NGO in the field of road safety in Europe, joined the consortium as a supporter member in 2018.

The European Commissioner for Transport, Violeta Bulc, recently commented "We are grateful that the European Motorcycling Training Quality Label has been set up, responding to our call for voluntary commitments".

For more information about the Label please visit: <https://motorcycle-training-label.eu/>

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 18 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.