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## PRESS RELEASE

### ACEM launches “The Safe Ride to the Future 2.0”, the Motorcycle Industry’s Safety Strategy

Today, the European Association of Motorcycle Manufacturers, ACEM, presented “The safe ride to the future 2.0”, the motorcycle industry’s safety strategy.

“The safe ride to the future 2.0” sets the motorcycle sector’s vision for Horizon 2030 in areas such as advanced safety technology and connectivity. It also elaborates on the industry’s initiative to increase the quality of post-licence motorcycle training in Europe through a European Training Quality Label.

The policy document also describes how the motorcycle sector is working with other European and national stakeholders to promote the implementation of transport policies that encompass motorcycle safety.

The motorcycle industry supports the adoption, by policymakers, of a Safe System approach towards motorcycling, simultaneously addressing human, vehicle and road infrastructure factors. This, combined with a stronger engagement with civil society and the public and private sectors, will result in further improvements in motorcycle safety.

## QUOTES

**Antonio Perlot, ACEM Secretary General**, said: “There are more than 34 million motorcycles, scooters and mopeds in use across Europe. These bring considerable benefits, such as affordable mobility, reduced traffic congestion levels, access to jobs and services, as well as enjoyment through activities such as leisure mobility, sports and tourism. The motorcycle industry calls upon national, regional and local policymakers to embrace inclusive motorcycle mobility and safety policies, benefiting users as well as the rest of society.”.

**Adina Vălean, European Commissioner for Transport**, welcomed the industry strategy: “We commend the commitment of ACEM, and I welcome the motorcycle industry’s road safety strategy. The EU committed to reduce road fatalities and serious injuries by 50% by 2030. To reach this ambitious target, we are implementing the Safe System approach which addresses all important areas for road safety: infrastructure, vehicles, driving behaviour and post-crash care. The European Motorcycle Training Quality Label has been strongly supported by the European Commission. Indeed, high-quality safety training is a fundamental element in the Safe System approach. We must continue working together towards better road safety for all on Europe’s roads”.

**Matthew Baldwin, European Coordinator for Road Safety**, said: “This is great work from ACEM and we need more strong stakeholder involvement like this at all levels. This is an efficient way to deliver well-tailored safety initiatives that are relevant to the motorcycle community. We will continue to work closely with the industry and are very grateful for their determination to help us meet the safety targets agreed within the EU and of course now set globally at UN level for the next decade”.

For more information on this initiative and to read the full strategy, please visit the dedicated brand-new website : <https://roadsafetystrategy.acem.eu>.

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## **NOTE FOR EDITORS**

### **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 18 manufacturing companies: BMW Motorrad, Bombardier Recreational Products (BRP), Ducati, Harley-Davidson, Honda, Kawasaki, KTM, KYMCO, MV Agusta, Peugeot Scooters, Piaggio, Polaris Industries, Qooder, Renault, Royal Enfield, Suzuki, Triumph Motorcycles and Yamaha.

ACEM also represents 17 motorcycle industry associations in 16 different European countries.

### **Sector statistics**

- A total of 1,079,524 motorcycles were registered in 2019 in the EU.
- The European Union's vehicle fleet counts 10,729,539 mopeds (figures as at 31 December 2018)
- The European Union's vehicle fleet counts 23,934,460 motorcycles (figures as at 31 December 2018)

### **Press photo**

Antonio Perlot, Secretary General of the European Association of Motorcycle Manufacturers, and Matthew Baldwin, European Coordinator for Road Safety.