

Improving motorcycling safety:

A Shared Responsibility'

The review of the motorcycle industry's road safety plan for action

Jacques Compagne
Secretary General of ACEM

Improving motorcycling safety:

A Shared Responsibility'

The review of the motorcycle industry's road safety plan for action

- **Introduction**
- **ACEM views on PTW road safety figures**
- **Industry initiatives**
- **Conclusions**

ACEM – Association des Constructeurs Européens de Motocycles - The Motorcycle Industry in Europe

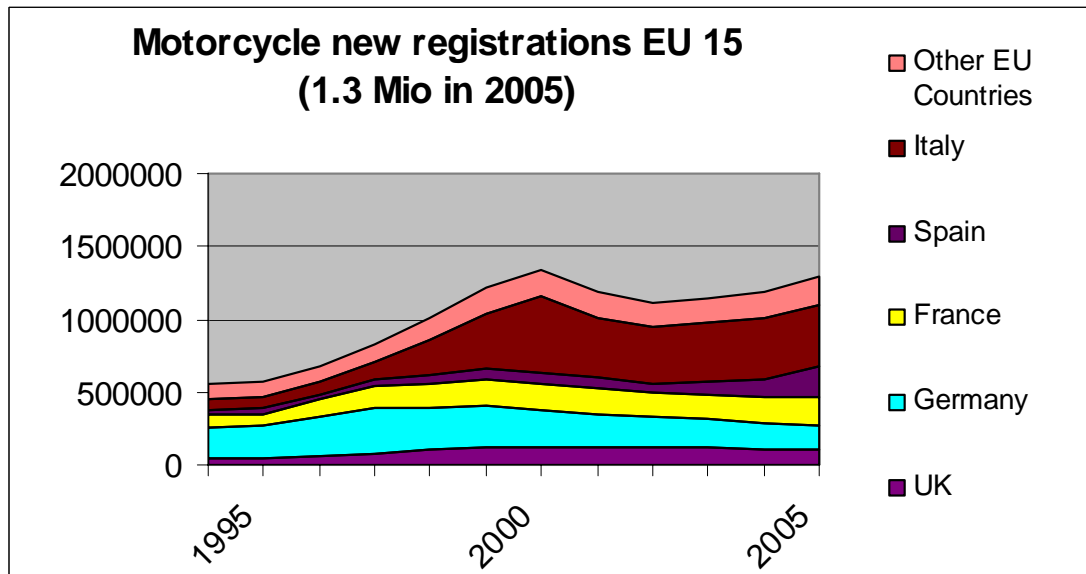
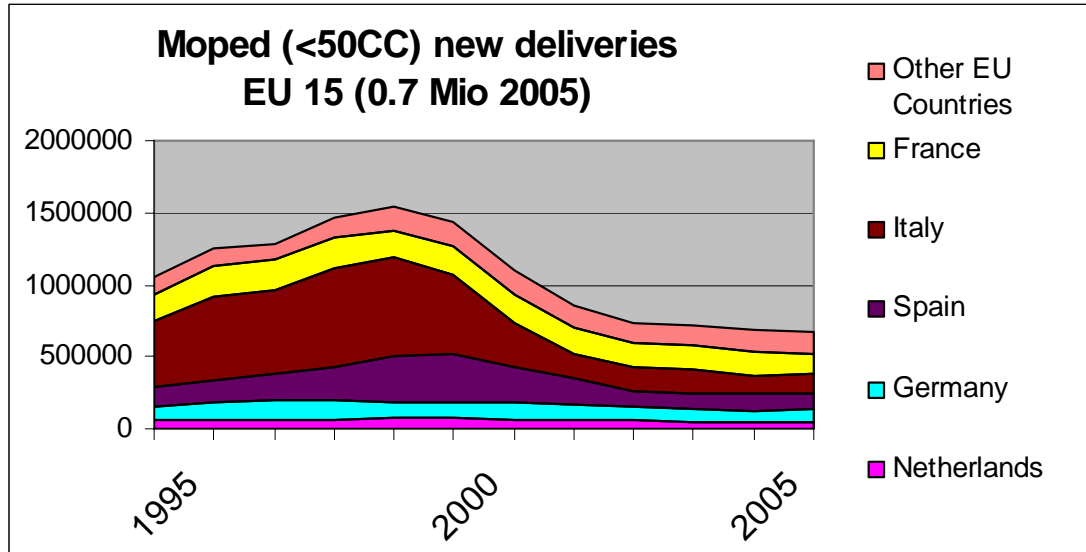


Motorcycling – 30 million users in EU 25

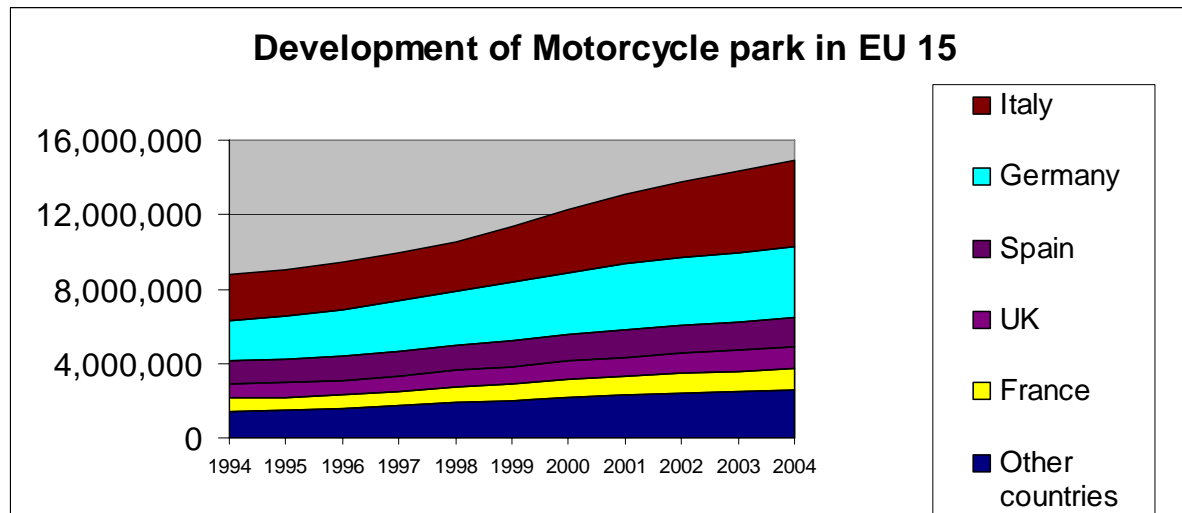
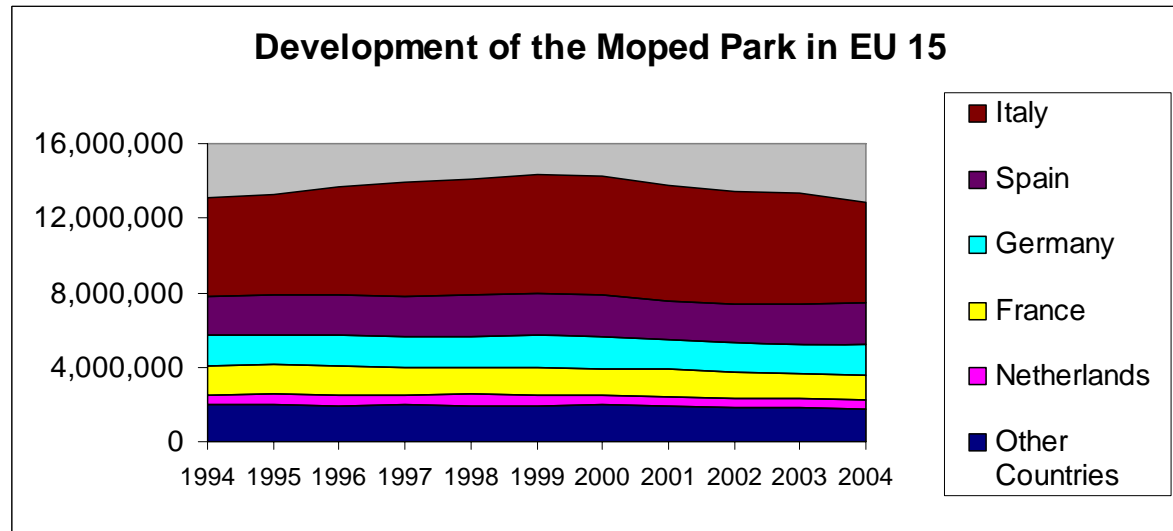
- Diversity of owners, purposes and products



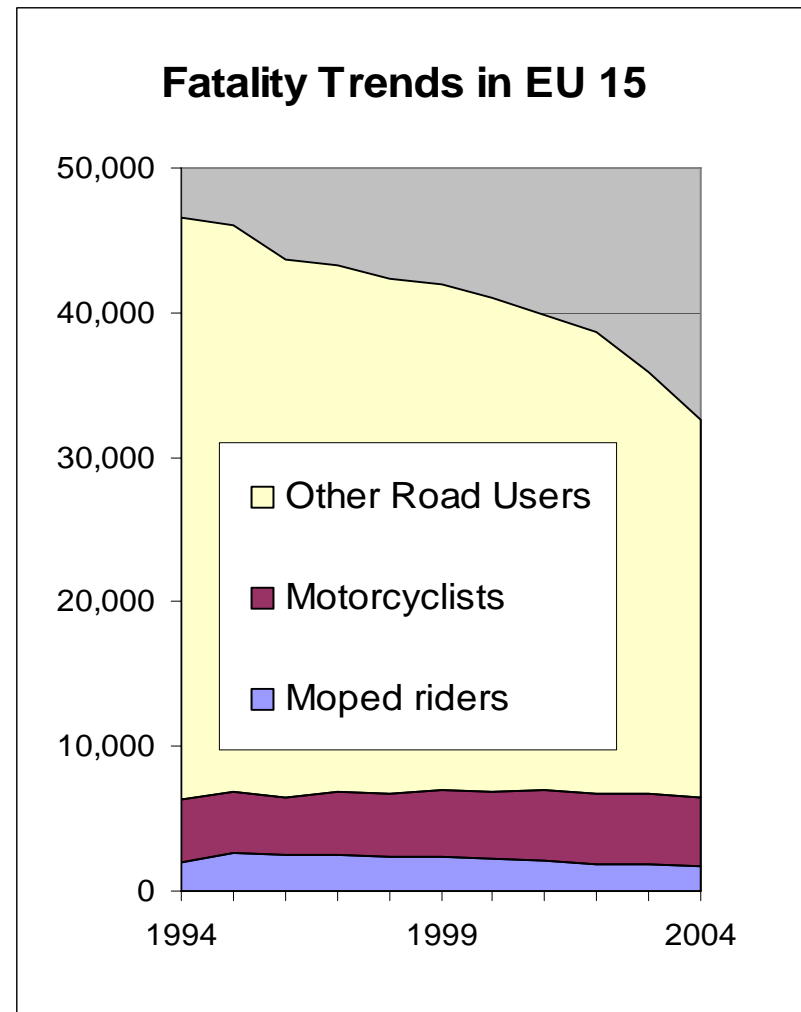
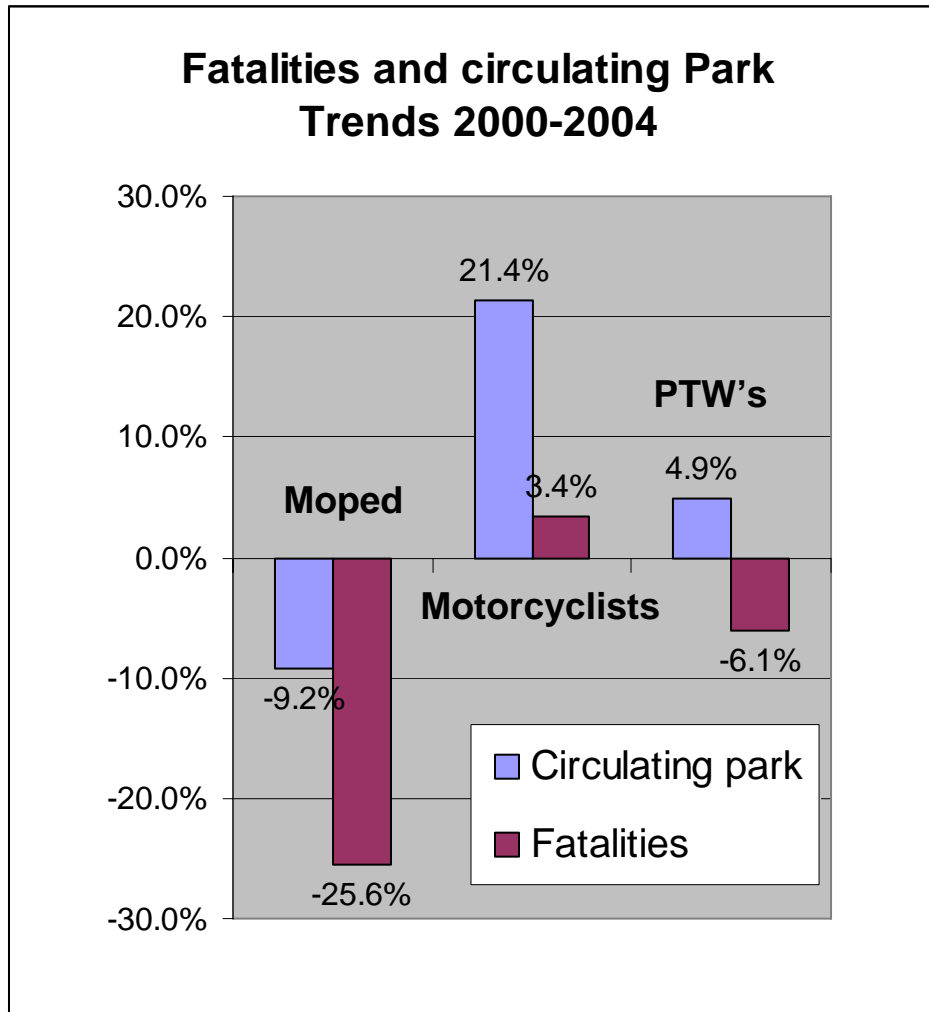
Main market trends



Circulating park trends

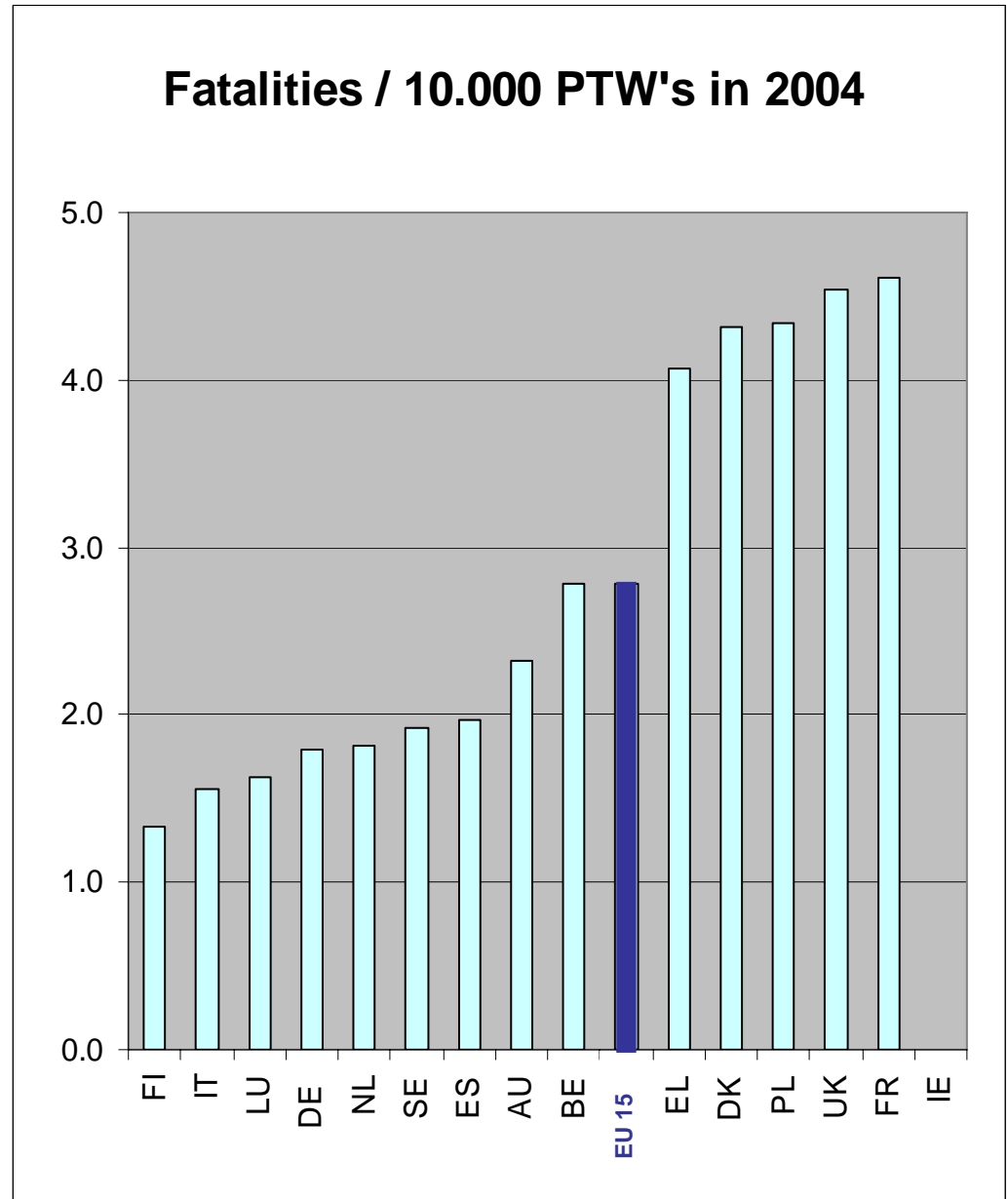


Industry's views on PTW road safety figures



Industry's views on PTW road safety figures

Through the perspective of the circulating park



Areas of particular attention



Industry's commitment to Road Safety



**Braking
Commitment**



Accident analysis and research

- **Motorcycle In-Depth Accident Database**
 - Cooperation with 'On The Spot'-project (UK) and other EU projects
 - **Informed and knowledge-based decision making**



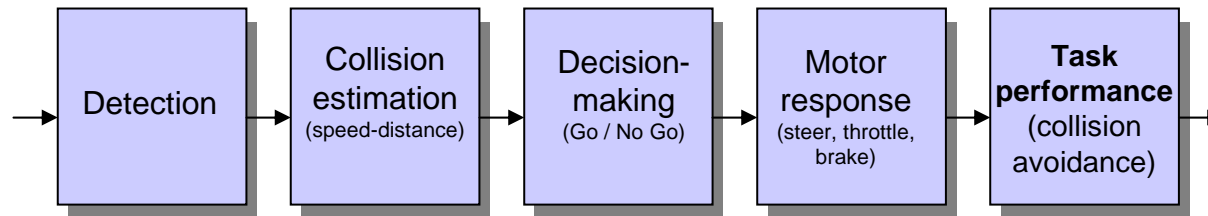
Research on conspicuity

- **Low perception of PTW's**
 - Automatic Headlamp On



Research on conspicuity

- **Low perception of PTW's**
 - Automatic Headlamp On
 - Development of a scientific methodology for conspicuity evaluation



Research and awareness campaigns

- **Low perception of PTW's**
 - Industry seeks technical solutions



Research and awareness campaigns

- **Impact of car DRL?**
 - Freeze any decision
 - **Need for awareness campaigns**




What does it take to get your attention?

Are motorcyclists your blind spot?

Devon County Council
Road Safety Helpline
01392 446124
www.devon.gov.uk/roadsafe

Devon County Council
TRANSPORT
Devon Road Safety

Vehicle innovations – New concepts

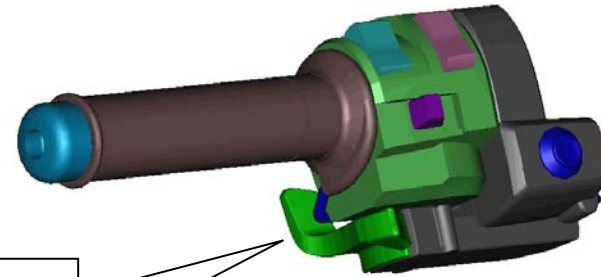
- **BMW C1**



- **Piaggio MP3**



Vehicle innovations – New functions



change gear
without operating
the clutch lever

Automatic
Stability
Control



Tire pressure
monitoring

Alert

Vehicle innovations – Braking

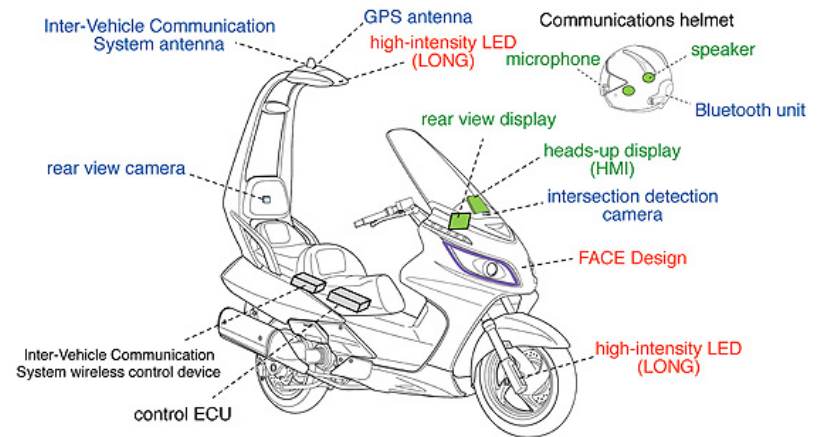
- The majority of street models available in 2010 will be equipped with an advanced braking system.
- Implementation on schedule



Vehicle innovations – Under research

- Concepts for
 - Front lighting
 - Airbag
 - Inter-vehicle communication
 - Human Machine Interface

- And **many** other...



The human element

Training and Education initiatives

- e-Coaching and Multimedia



- Dedicated guidebooks



The human element

Training and Education initiatives

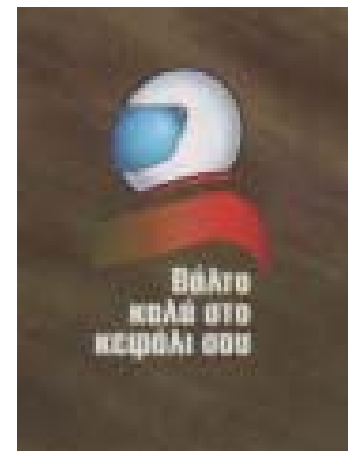
- Moped safety training
- Motorcycle safety training
 - Basic
 - Post-test
- Specialty skills training featuring safety aspects



The human element - Correct helmet wearing

- Pilots for integrated campaign in 2007
 - Italy
 - Spain
 - The Netherland

- **Invitation for authorities' contributions**



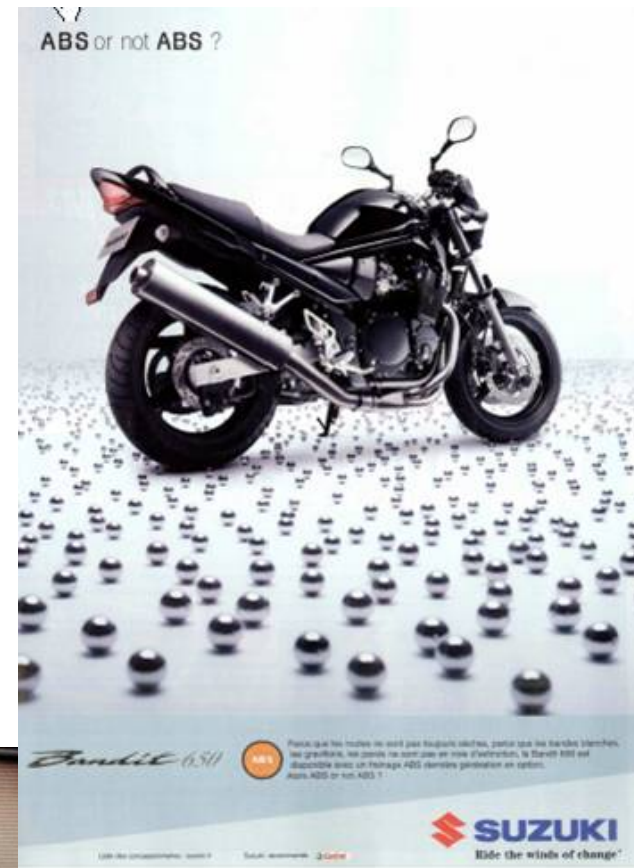
Infrastructures

- Need for PTW friendly design
- Need for forgiving roads



Marketing

- Newly agreed advertising guidelines to increase desire for safety features
- New ACEM commitment to the Road Safety Charter



Conclusions

- Motorcycle Industry is committed to road safety
- Time for inclusive, informed and balanced integrated transport policies, leading to effective motorcycling policy strategies.



*e.g.,
Motorcycle
Council
Belgium*



- Authorities' key instruments
 - Awareness campaigns
 - Road infrastructure
 - Targeted enforcement
 - Exchange of best practices



Improving motorcycling safety in Europe

'A Common Objective, A Shared Responsibility'



The graphic is a conference invitation for the 3rd ACEM Annual Conference. It features the ACEM logo in the top left, a hand cursor icon, and four interlocking puzzle pieces. The puzzle pieces contain images of a motorcyclist, a group of people, a red motorcycle, and a car. The text '3rd ACEM Annual Conference' is in a grey box. The main title is in large grey font, and the date and location are in smaller grey font. The word 'Invitation' is in blue at the bottom left. The '25 000 LIVES TO SAVE' logo is in the bottom right.

 3rd ACEM Annual Conference

« Improving Motorcycling Safety :
A Shared Responsibility »

Tuesday 21 November 2006
Residence Palace, Brussels,
Conference Room « Polak »

Invitation


25 000
LIVES TO SAVE
European Road Safety Charter



Thank you