



[HIGHLIGHTS]

GUIDELINES FOR PTW SAFER ROAD DESIGN IN EUROPE

In line with its Plan for Action to improve PTW riders' safety, ACEM launched "Guidelines for Powered Two-Wheelers – Safer Road Design in Europe", an integrated handbook based upon the available literature and latest knowledge about the causes of PTW accidents in Europe.

[...read more on p. 3](#)

[NEWS]

April 19th – Brussels – ACEM Presents Infrastructure Guidelines to MEPs

ACEM had the opportunity to present the GUIDELINES FOR POWERED TWO-WHEELERS – SAFER ROAD DESIGN IN EUROPE to Members of the European Parliament at a Conference jointly organised by MEP Corien Wortmann-Kool and FEMA, the Riders' Association (more info is available on www.corienwortmann.nl/ and www.fema.kaalium.com/).

April 5th – Amsterdam – ACEM Launches "Guidelines for Powered Two-Wheelers – Safer Road Design in Europe"

In line with its Plan for Action to improve PTW riders' safety, ACEM launches "PTW-Safe Road Design in Europe", an integrated handbook based upon the available literature and latest knowledge about the causes of PTW accidents in Europe (read more on p.3).

February 22nd – ACEM Cautiously Welcomes Mid-Term Review of Safety Action Programme

(read more on p.2).

February 15th – Italy – ANCMA signs the European Road Safety Charter

ANCMA has signed the European Road Safety Charter. One of the most recent outcomes of ANCMA's commitment is the CD-ROM "Motorino? Sicuro!" which is intended for young PTW riders and can be downloaded free from the website www.ancma.it (read more on p.5).

February 13th – UK – Industry Launches Youth Education Programme

The Motor Cycle Industry Association (MCI) is launching the motorcycle industry's youth education programme, 'LINKS -- Connecting Citizenship and Road User Education'. 'LINKS' is a comprehensive pack that has been produced to help teachers, youth workers and anyone involved in education inform young people about road safety issues (read more on p.5).

January 20th – Italy – New number plates for 50cc models

The Council of Ministers has finally approved a decree implementing the procedure governing the release of new number plates for 50cc models: a personal data plate mated to a single vehicle, larger than the current format, and new documents enabling drivers of licensing age to carry a passenger, as is already common practice in the rest of Europe (more info on www.ancma.it).

[EDITO]



Dear Reader,

The Council of Transport Ministers of 5 June 2003 in Luxembourg "underline[d] the urgent need to give special attention to the specific needs of vulnerable road users – such as pedestrians, motorcycle riders, moped riders, and cyclists, as well as young and elderly persons and people with disabilities – which should be duly reflected in Member States' road safety policies". The Commission's Road Safety Action Programme (RSAP) refers to moped and motorcycle riders as "vulnerable users" (p.8). However, the mid-term review of the RSAP is far less clear about this.

It is clearly of strategic importance for powered two wheelers (PTWs) to be regarded as vulnerable road users (VRU) as this unlocks the policy process to reduce vulnerability. As a vulnerable mode of transport, PTWs need policies to reduce rider vulnerability where they are used as practical transport. Even for leisure motorcycling, it is important to create an environment of reduced vulnerability. Today, riders continue to face a hazardous environment, particularly in towns. Infrastructure aspects are a concrete example here and many of the principles in the recently published guidelines relate to vulnerability reduction (read more on page 3).

The vulnerability of PTWs in use needs to be addressed. VRU status means measures to support safer motorcycling through infrastructure and education. VRU status has proved to be of great benefit in the UK and sometimes elsewhere, and has also led to recent and productive debates regarding 'equal treatment' for PTWs and other vulnerable user groups such as cyclists, pedestrians, etc.

In the context of the mid term reviews of both the White Paper on Transport Policy and the Road Safety Action Programme, it is now time to broaden this view in a European context.

Enjoy your read and ride safely!

Jacques Compagne
ACEM Secretary General

[SUMMARY]

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[HIGHLIGHTS]

ROAD SAFETY RESULTS : COMMON CONCERN FOR COMMON OBJECTIVE

European Commission assesses results of Road Safety Action Programme. The Motorcycle Industry in Europe contributes.

The mid-term review of the Road Safety Action Programme (RSAP) was released by the European Commission on 22 February 2006. Halving the number of road accident fatalities by 2010 remains the major objective of the European Road Safety Action Programme.

[“Progress has been made but more effort will be needed, at national and European level”]

The RASP mid-term review was followed by an informal meeting of transport ministers on 2 and 3 March 2006 in Bregenz (Austria), exclusively devoted to road safety. During the meeting, Austrian Transport Minister and President of the Transport Council, Hubert Gorbach, explained how improving road safety was no easy task. “It requires strong political will and the support and active involvement of all people and sectors to increase awareness of all road safety issues and goals”, he said. And Jacques Barrot, the European Commission Vice-President responsible for transport added: “There are three important approaches to road safety as far as the Commission is concerned: safe behaviour by traffic participants, safe roads and safe vehicles. To optimise results, all three must be tackled in their own right.”

Safe roads

According to the Commission’s review 12-16% of fatalities could be avoided through better infrastructure safety management. The European Commission underlined the importance of safe infrastructure in all European countries and announced concrete action on road infrastructure safety in its White Paper on Future European Transport Policy (2001), and again in its Communication on a European Road Safety

“the single most frequent primary cause of accident is a car driver’s perception failure”
[MAIDS]

Action Programme (2003). “Providers of road infrastructure should be given the guidelines, training and the information they need”, says the Commission, “to avoid unnecessary safety risks in their road networks”.

In order to encourage and facilitate initiatives in the field of road design and maintenance, ACEM launched its “Guidelines for PTW-safer road design in Europe” at the Intertraffic Conference in Amsterdam on 5 March 2006. This publication, which combines best practices from 7 countries, is aimed at road experts and contains guidelines for those responsible for road design and road maintenance. ACEM also wants to promote exchanges of best practice and is currently working to disseminate these guidelines.

Safe vehicles

In its broad conclusions, the report states that the European Union has been instrumental in putting road safety at the top of Member States’ political concerns. But not only Member States! The European Road Safety Charter has encouraged road safety stakeholders to shoulder their responsibilities, and so has the Motorcycle Industry, both jointly and individually¹, confirming a strong commitment to safety. Motorcycle Manufacturers will deploy Advanced Braking Systems on the majority of roadgoing PTWs by 2010, for both current and new models.



Safe behaviour by traffic participants

In Bregenz, the day's session on «Crossing Borders in Creating Awareness» had provided a good opportunity to compare different measures and campaigns by the participating countries in the field of road safety, explained Hubert Gorbach, who also announced plans for a pan-European information campaign with billboards along major highways and at motorway service stations.

ACEM welcomes these plans and stresses that the single most frequent primary cause of accident is a car driver's perception failure [MAIDS] mainly due to a lack of awareness. Motorcycle awareness among car drivers is therefore a crucial safety factor.

Vulnerable Road Users

The Council of Transport Ministers of 5 June 2003 in Luxembourg "underline[d] the urgent need to give special attention to the specific needs of vulnerable road users – such as pedestrians, motorcycle riders, moped riders, and cyclists, as well as young and elderly persons and people with disabilities – which should be duly reflected in Member States road safety policies". The Road Safety Action Programme (RSAP) from the Commission refers to moped and motorcycle riders as part of the category of "vulnerable users" (p.8). However, the mid-term review of the RSAP is far less clear about this.

"The specific needs of vulnerable road users should be duly reflected in Member States road safety policies" [Council of Transport Ministers, 5 June 2003]

It is clearly of strategic importance for powered two wheelers (PTW) to be regarded as vulnerable road users (VRU) as this unlocks the policy process to reduce vulnerability.

As a vulnerable mode of transport, PTWs need policies to reduce rider vulnerability and measures to support safer motorcycling through infrastructure and education.

Road safety needs an integrated approach and is a matter of "shared responsibility". As stated by the Council, only an integrated systemic approach addressing all pillars of road safety – the driver, his vehicle and the infrastructure - can lead to significant and lasting results. **The challenge for policy makers is to promote these pillars through appropriate strategies, while reducing rider vulnerability to accidents through policy integration and proactive but supportive road safety initiatives.**



In-Depth investigation of motorcycle accidents

MAIDS : Motorcycle Accident In-Depth Study of more than 900 motorcycle and moped accidents during the period 1999-2003 in five sampling areas located in France, Germany, Netherlands, Spain and Italy. To provide comparative information, more than 900 control cases were also analyzed in the same sample areas. The data collected in the MAIDS study represents the most comprehensive database of PTW accidents available today.

INNOVATIVE INFRASTRUCTURE GUIDELINES FOR POWERED TWO-WHEELERS LAUNCHED AT INTERTRAFFIC 2006

In line with its Plan for Action to improve PTW riders' safety, ACEM launched "Guidelines for Powered Two-Wheelers – Safer Road Design in Europe", an integrated handbook based upon the available literature and latest knowledge about the causes of PTW accidents in Europe.

Improving safety on our roads is a high priority for the Motorcycle Industry in Europe. The "Guidelines for PTW-safer road design in Europe" are a new example of the manufacturers' commitment to the improvement of motorcycle road safety.

ACEM presented its new work directly to transport planners, engineers and road safety experts and chose to launch the Guidelines at the 2006 Intertraffic event in Amsterdam. Intertraffic is considered to be the world's largest industry platform for road related issues.

The first edition of the handbook was presented to the International Road Federation conference during the fair. Anthony Pearce, Director General of IRF, welcomed the Guidelines and the handover at the IRF conference has resulted in a commitment from them to support ACEM by promoting a global version of the document and giving top priority to the issue.

The presentation seminar was very well attended, generating stimulating discussion with participants from European countries including Italy, Holland, the UK, Switzerland, Belgium, Portugal, Austria, Sweden, Germany, Spain and many international representatives, which demonstrated the far reaching importance of the Guidelines.





[PUBLICATION]

The GUIDELINES FOR POWERED TWO-WHEELERS – SAFER ROAD DESIGN IN EUROPE build upon and draw together results from previous studies across Europe. Several initiatives from Member States (Belgium, France, Germany, Norway, The Netherlands, The United Kingdom) and form users (Final Report of the Motorcyclists and Crash

Barriers Project, FEMA, the Federation of European Motorcyclist Associations) have produced guidelines for traffic engineering to create safer roads for motorcyclists and as an aid to integrate motorcycle use as part of transport policy and planning.

The ACEM Guidelines cover:

- Integrating motorcycles into transport policies and strategies
- Road design
- Traffic engineering
- Road maintenance
- Traffic management
- Parking provision
- Road safety campaigns
- Elements for PTW road safety audits.

www.acembike.org
(Publications)



The need for an integrated approach

PTW safety needs an integrated approach. Enhancing appropriate road design and maintenance will significantly improve PTW safety on roads. Vehicle technology is continuously being improved¹ but such improvements will not be of much help where riders encounter inappropriate road design or maintenance problems.

It is quite easy to understand that the issue of stability, handling, and road holding is far more sensitive on a motorcycle than in the case of a four-wheeled vehicle. With this in mind, various studies have taken place in the Netherlands, France, Norway, Belgium and Germany, often with ACEM Members among the initiators. The ACEM Guidelines, in turn, integrate existing literature with the latest knowledge about PTW accident causation in Europe provided by the MAIDS study.

["Enhancing appropriate road design and maintenance will significantly improve PTW safety on roads"]

the Members of the European Parliament during the FEMA-MEP Wortmann-Kool Conference and will be taken on at national level by National Associations members of ACEM.

ACEM now plans to build on this momentum and continue developing the project to create more opportunities for implementation and fulfil our aim to make concrete improvements to motorcycle road safety across Europe. ACEM will also provide this information as a contribution to the guidelines for the expected infrastructure audit directive from the European Commission.

The next step: dissemination of the handbook

Intertraffic was the ideal platform to launch the European Guidelines and has generated far greater interest and support than ACEM had hoped for. The ACEM website has been overwhelmed with the response to the launch and the handbook has been downloaded over 13,000 times so far.

Future activities will include supporting the European dissemination of the ACEM infrastructure handbook. It was presented to



In-Depth investigation of motorcycle accidents

- 1923 notified cases
- 921 collected cases in the accident database
- 923 controls cases in the exposure database
- 2000 variables per accident

The MAIDS database provides striking information as regards to infrastructure:

Road surface defects	30%
Environment as a primary contributing crash factor	7,7%
Environment as a secondary contributing crash factor	8%
Roadway design defects	6%
Hazardous traffic situation	6%
Inappropriate maintenance, design, road furniture or signs	10%
After human error, it is the second most frequent primary contributing factor	

¹ Permanent product improvements and innovations in terms of handling, stability, light alloy frames, composites, advanced braking systems, etc.

[REPORT]

MOTORCYCLE INDUSTRY LAUNCHES NEW EDUCATIONAL RESOURCES FOR YOUNG PEOPLE

The industry has accepted its share of the responsibility to help create safer roads. Young people are a specific target and, therefore, specific educational resources have been developed and disseminated in the UK and Italy by the Motorcycle Trade and Industry Associations, both of which are ACEM members.

The industry shares an overall responsibility to help create safer roads for all road users, including young people. Young people have greater learning capabilities and it is therefore extremely important to take advantage of this situation to make sure they receive proper education about the wide range of issues that might affect them as they take to the roads.

In the UK, the Motor Cycle Industry Association (MCIA) launched the motorcycle industry's youth education programme called "LINKS -- Connecting Citizenship and Road User Education" at the Education Show in March. "LINKS" is a comprehensive pack that has been produced to help teachers, youth workers and anyone involved in education to inform young people about road safety issues. Produced as a CD-ROM, using the in-house expertise of the youth and safety teams, the pack outlines how road user education fits into the curriculum with learning strands, an 'ideas bank', task descriptions and assessments. Around 4,500 secondary schools across the UK have been sent a copy of the pack following its launch.

"Research carried out by the MCIA revealed that only a limited amount of road safety education is being taught to pupils aged 14-16. Half of the teachers who responded said they did offer road safety education, but some stated that it was a one-off lesson that wasn't supported by a road safety package", explains Karen Cooke, MCI's Head of Motorcycle Safety. Included was also a copy of the industry's DVD, "Act Your Age", an educational DVD aimed at young people and commuters who ride scooters or mopeds or who are considering getting on two wheels.



Citizenship curricula to improve road safety

ANCMA, the Italian Motorcycle Association, came to the same conclusion and recently distributed "Motorino? Sicuro!" to ten thousand schools in Italy to tie in with the new moped licence. It is hoped that the CD-ROM will become a reference for moped licence courses.

The Italian version of the CD-ROM explores some of the topics related to the safe driving of PTVs such as vehicle equipment, mechanical parts, correct maintenance of the vehicle, etc. It also deals with some aspects of safe driving, illustrating them with a rich range of images, filmed sequences and graphic animations. The 9-section CD-Rom gives an overview of:

- protective clothing and helmet manufacturing process;
- the basics of driving;
- road traffic regulations; and
- virtual tests and links to the major road safety association websites.

Citizenship curricula provide ideal platforms for this type of education, which aims to teach young people how to use the road more responsibly. In both cases, the idea is to have the broadest distribution possible.



The Italian Association recently signed the European Road Safety Charter, committing itself to

1. raising awareness of the main causes of accidents involving powered two-wheeled vehicles;
2. training young learner drivers to drive motorcycles, placing qualified technicians from the best establishments in the sector at the disposal of schools involved in the organisation of courses for attaining the «Patentino» (moped licence); and
3. launching a pilot programme for the introduction of a practical driving test to complement the theory courses organised by schools for students to attain the «Patentino» (moped licence).

[FACTS & FIGURES]

[AWARENESS CAMPAIGNS]

BELGIUM: PTW AWARENESS CAMPAIGN 2006

Accidents involving cars and powered two wheelers are often due to a misperception.

Generally speaking, powered two wheeler users have too much confidence in the abilities of other road users, especially car drivers. They believe they have been seen, while car drivers often do not see them. Car drivers have limited experience of the dynamics of powered two wheelers and are not aware of the specific dangers encountered by PTW riders. This lack of awareness along with inadvertent errors can place the rider in danger.

As a proven positive effect of PTW awareness, it is worth repeating one of the most important conclusions of the MAIDS study: it confirms that car drivers holding a PTW licence are by far less likely to neglect powered two wheeler users.

The Belgian campaign aims to increase motorcycle awareness among car drivers.

LINKS

• more info on www.ibsr.be



[AGENDA]

	May	17-21	SP (Barcelona)	Motoshow www.motoshowbcn.com
	June	20	EU (Brussels)	MEPs' Ride www.fema.kaalium.com
	October	9-10	DE (Köln)	6th International Motorcycle Conference www.ifz.de
	October	11-15	DE (Köln)	INTERMOT www.intermot.de
	October November	26-05	UK (Birmingham)	International Motorcycle and Scooter Show 2006 www.motorcycleshow.co.uk
	November	14-19	IT (Milan)	EICMA www.eicma.it
	November	21	EU (Brussels)	ACEM Annual Conference

[MOTORCYCLING & SOCIETY]

PARISIAN TAXIBIKES

Ask your average Parisian taxi driver how long it will take to get you to the Airport, and the answer will invariably be: 'Aaaah ca, Msieu, ca dependra du traffic hein !'... which means it could take him anything between an hour and two hours depending on the time of the day, on the weather conditions, on which day of the week it is, on his knowledge of shortcuts, on his mood, on his driving skills, on what kind of cars he uses (Parisian cabbies can drive the weirdest contraptions sometimes) so... better safe than late for the plane, and call for a taxi three hours before check-in time.

Well... not necessarily so !

A taxibike will take a passenger with cabin-luggage to Paris-Roissy in 35 minutes, or Paris-Orly in 25 minutes. Guaranteed. Any time of any day in any weather. Some operators even pledge to reimburse 10€ for every 10 minutes they are late on the agreed ETA ! Sounds far-fetched, doesn't it, but it isn't.

Only a motorcycle can move at such a predictable pace in heavily congested traffic, weaving through bottlenecks, swiftly streaming between lanes of cars idling bumper-to-bumper.

Some operators use the prestigiously massive Honda Goldwing GL 1800 but most reply on Suzuki Burgman 650s or Honda Silverwing 600s, these overgrown scooters providing ample storage space for compact luggage, superb comfort for both passenger and rider, unequalled agility in traffic, compact size and more than a decent turn of speed on stretches of 'peripherique'.

Adverse weather conditions are no hindrance, as clients are provided with a full Gore-Tex weather gear with over-boots and a blanket if needed, two-way in-helmet radio communication with their 'chauffeur', and even a lady client in skirts and high heels will reach the airport as fresh as a daisy. Agility in urban traffic congestion is the essence of course, when four-wheeled taxis

use up a lot of tarmac space to ferry a lone client with a slim briefcase in an oversized diesel-guzzling behemoth with an empty boot, Taxibikes reign supreme. They are thrifty on petrol, are cheaper to operate and far easier to park, they are space-efficient and quiet, they are nippy and comfortable, they can squeeze through miles of congestion and stationary traffic and make it to their destination in half the time.

Nimble as they are, fashionable as they have become with some showbiz celebs or Parisian businessmen, taxibikes still have a huge development potential ahead of them. Operators are enjoying a meteoric growth because they do guarantee an agreed journey time, and that is priceless.

What a difference it would make if only half the Parisian cabs were two-wheelers !

[EVENTS]

BRUSSELS EUROPEAN MOTORSHOW

The European Motor Show 2006 took place in Brussels from 12 to 22 January 2006. The show is the greatest public event in Belgium as it welcomes each year around 750 000 visitors to the Heizel Exhibition Center.

This year's Motor Show took place in a positive economic context, with an upward trend in motorcycle registrations. Over the last five years, the number of motorcycles in circulation in Belgium has continued to increase and about 315,000 Belgians currently own a motorcycle or a maxi-scooter. This is in addition to approximately the same number of scooters and mopeds of less than 50cc.

This year's Motor Show also hosted the "Rail Meets Road" Conference on mobility. Mobility in and around major Belgian cities, and Brussels in particular, is a major concern for politicians and experts. The conference highlighted the specific characteristics and needs of all road users, and heard a contribution from Roger Renoy – President of the Belgian Motorcycle Council – who presented the advantages of Powered Two Wheelers for mobility.



LINKS

- more info on www.salonauto.be and www.railmeetsroad.be

[FIGURES]

2005 POSITIVE FOR THE PTW SECTOR

According to the last update of ACEM statistics, the overall European PTW market has now reached more than 1.9 million units, an increase of almost 3% compared to 2005. The top five PTW countries in 2005 were Italy, France, Spain (4th in 2004), Germany and the UK, while the top five PTW brands were Piaggio, Yamaha, Honda, Suzuki and Peugeot.

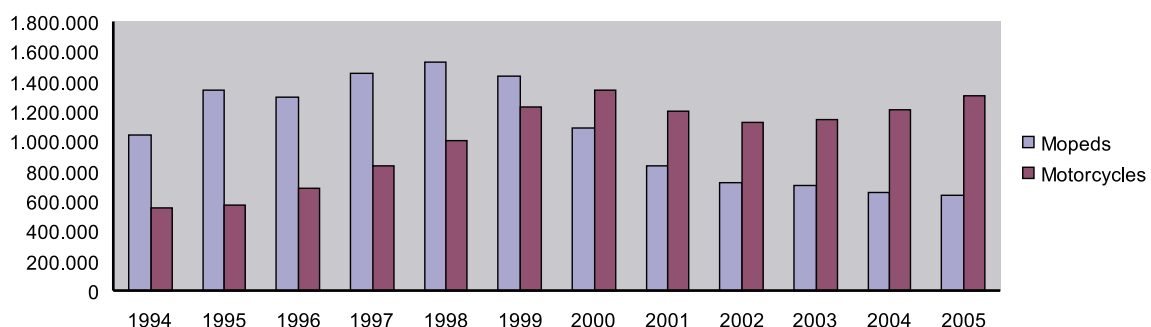
Registered motorcycles above 50 cc increased significantly by approximately 8% over 2004

levels, reaching more than 1.3 million units thanks to the enormous increase observed in Spain and generated by the driving licence B/A1 equivalence (cars/light motorcycles). Significant progress in France and the United Kingdom should also be mentioned, though alongside this Germany's negative trend continued. The top five motorcycle countries for 2005 were Italy, Spain (4th in 2004), France, Germany and the United Kingdom, while the top five motorcycle brands were Honda, Piaggio, Yamaha, Suzuki and

BMW.

A different trend prevails for unregistered PTWs. The overall market for scooters of less than 50cc and for mopeds is still contracting with a drop of almost 9%, reaching 0.6 million units. The top five 50cc countries for 2005 remained unchanged compared to 2004, being France, Italy, Spain, Germany and the Netherlands, while the top five 50cc brands were Piaggio, Yamaha (including MBK), Peugeot, Kymco and Malaguti.

Total Moped and Motorcycle registrations in Europe



[OUR MEMBERS]

ACEM represents 12 manufacturers and 12 national associations in 11 countries. ACEM members are responsible for 85% of the total production of an economic sector of more than 230.000 jobs, and an economic value of more than 1.5 bn Euros.



THE RAI ASSOCIATION : 800 ENTERPRISES UNDER ONE ROOF

The RAI Association represents the interests of enterprises in the area of mobility. From cars to bicycles and from heavy trucks to garage equipment and parts.

The RAI Association voices the needs and interests of all road users and is always ready to discuss the role of mobility in the Netherlands with the government and other organizations. The RAI is one of the organizations that has helped to convince the government that mobility is a vital element in our society and a force behind the growing welfare. The Association does not shy away from its responsibility when faced with tricky situations. It takes a position on issues and offers solutions that contribute to broader interests such as accessibility and the environment. For more than 110 years, the RAI Association has played an active role in achieving favourable conditions for the production and sales of vehicles and parts for the 800 members who are together the suppliers of road transportation. The RAI story began in 1893 when agreements for promotional activities such as expositions were made. Its first lobbying campaign – a protest against a proposed bicycle tax – dates from three years after that. The enterprise members of the RAI Association, grouped according to product in five different divisions, form a unique cluster. Nowhere in the world are so many of the industries that rely on mobility united in one organization.

RAI Powered Two-Wheelers

One of the RAI Association's divisions is the Powered Two-Wheelers (PTW) Division. This represents the interests of all manufacturers and importers of motorcycles, mopeds, all-terrain vehicles, parts, accessories, clothing and helmets. The department focuses on securing broader acceptance of powered two-wheelers by both government and society as a whole.

The PTW Division of the RAI Association attaches great importance to traffic safety and mobility. It plays an active role in national and international activities and events in order to continue their traffic safety campaign launched in 2004. Another important aim of the PTW Division is to focus more attention on the advantages of PTWs for solo commuting. It therefore aims to establish good relations with the government and sets great store by further expanding its European and national lobbying activities. As a founding member of ACEM the PTW Division is also closely involved in various activities undertaken by ACEM in the interests of the industry. And, last but not least, it organises the MotoVak trade fair and the MotoRAI exhibition for its members.

Throughout the year it holds regular discussions with several branch partners, e.g. BOVAG (retailers), KNMV, MAG (rider organisations) and ANWB (Royal Dutch Touring Club). The PTW Division also takes part in Motorplatform (a consultative body

for improving safety for motorcyclists). Naturally, the division is also in regular communication with the relevant ministries. Most recent results are the two amendments, taken in parliament December last year. One concentrates on the improvement of safety for powered two wheelers and the second focuses on the acknowledgement of the role that powered two wheelers can play in solving the urban transport dilemma. In the area of safety, RAI PTW plays an active and leading role in improving the current infrastructure towards a safer one in the near future.



Eugène C. Daams, Director Powered Two Wheelers RAI Association

ACEM is a non profit association which represents the views of European PTWs & national associations

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