



[HIGHLIGHTS]

4TH VERONA CONFERENCE OF EUROPEAN MINISTERS OF TRANSPORT

3-4 NOVEMBER 2006

On the 3rd of November, at the invitation of the Finnish Presidency of the European Union and of the Italian Ministry of Transport, the Motorcycle Industry participated to the 4th Verona Ministerial Conference of European Ministers of Transport.

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[NEWS]

3rd ACEM Annual Conference

« Improving Motorcycling Safety : A Shared Responsibility »

21 NOVEMBER 2006, BRUSSELS



« Shared responsibility » is the key-expression of the mid-term review of the Road Safety Action Programme, in striving towards the ambitious goal of halving the number of fatalities on Europe's roads by 2010. Willing to contribute to the achievement of this important target, ACEM is organising its 3rd Annual Conference on the theme of Powered Two-Wheeler safety.

[The full programme of the conference and registration details are available on www.acembike.org]

At this event, the Motorcycle Industry in Europe will be presenting a review of its safety Plan for Action, and launch new initiatives in the field of road safety. Within the « shared responsibility » approach, the European Commission and the European Parliament, as well as National and local public and private authorities, will also bring their contribution to the safety dialogue.

An interactive exhibition of groundbreaking safety innovations by powered two-wheeler manufacturers will take place during the walking lunch and at the end of the conference.

Last day for registrations : 16 November

[EDITO]



Dear Reader,

In the wake of ACEM's participation to the 4th Verona Ministerial Conference of European Ministers of Transport, and with the upcoming 3rd ACEM Annual Conference, it is for me unavoidable to focus this editorial on the important priority for the European Union of improving road safety for all users.

The "Spirit of Verona" has clearly shown once more that the way forward to improve road safety is an intensive dialogue through an extensive exchange of best practices, involving all public and private stakeholders within a common effort towards a common objective. This view of "shared responsibility" is fully supported by ACEM and you will find an article on the Verona event in this Newsletter.

It is following the same approach that the 3rd ACEM Annual Conference will provide an occasion for further constructive exchange of ideas toward improving motorcycling safety, by bringing together Industry, European policy-makers, National authorities, as well as other transport stakeholders. I do hope that the contributions to this event on the 21 November will allow us to provide you with an interesting report in our next Newsletter.

In concluding this short comment, what is also unavoidable is again a mention of the crucial need to fully integrate powered two-wheelers in transport policy, which clearly transpired from all the discussions held in Verona. At a time when the European Union is undergoing the mid-term review of its White Paper on Transport Policy, recognising motorcycles and scooters and their contribution to fulfilling citizens' mobility is of high importance for Europe's societies, in particular in and around congested cities. ACEM wishes therefore that the ongoing consideration by the European Parliament and the Member States of this strategic document, and the announced European Commission Green Paper on Urban Transport, will be positively influenced by the "Spirit of Verona" and support the reintroduction of powered two-wheelers and their users in transport policy, at European and National level.

Enjoy your read !

Jacques Compagne
ACEM Secretary General

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[HIGHLIGHTS]

VERONA IV: IMPROVING MOTORCYCLING SAFETY

On the 3rd of November, at the invitation of the Finnish Presidency of the European Union and of the Italian Ministry of Transport, the Motorcycle Industry participated to the 4th Verona Ministerial Conference of European Ministers of Transport. Within the working session on the safety of powered two-wheeler users, the President of ACEM, Dr Herbert Diess, delivered a presentation on the present and future road safety initiatives of the Motorcycle Industry. Dr Diess also highlighted the importance of concerted actions by all stakeholders through a real spirit of « shared responsibility » in order to maximise the improvements in road safety.

The Motorcycle Industry fully supports the objective set up in the European Commission's Road Safety Action Programme of halving the numbers of road casualties on European roads by the year 2010. ACEM members are taking their « share of the responsibility » and are engaged in a wide range of road safety activities. These are related to the development of new technologies in vehicles, as well as to innovative training programmes and disseminating powered two-wheeler friendly best practices in the field of road infrastructure. As an important signal of a renewed commitment to the European Road Safety Charter, ACEM also announced in Verona

new safety-oriented advertising guidelines supported by all ACEM powered two-wheeler manufacturers.

It is nevertheless ACEM's firm belief that the way forward must be for ALL stakeholders, including national and local Governments, users, road infrastructure providers, safety organisations and of course manufacturers to take their « share of the responsibility », and develop a positive

["All stakeholders must take their «share of the responsibility» - the way forward must be the integration of powered two-wheelers in Transport Policy"]

approach to powered two-wheelers. This positive attitude not only reduces rider vulnerability, but also recognises the contribution to transport that powered two-wheelers represent. This, translated into policy integration and partnership, can create opportunities to achieve great road safety gains.

ACEM therefore welcomes the final conclusions of the Verona Conference and the support of the Member States for new



["ACEM and its members look forward to an enhanced cooperation in the future"]

ways of coordination and wider public-private partnership. This general attitude, according to the Member States, should develop into proper enforcement of road rules and regulations, accompanied by awareness campaigns aimed at drivers and riders, as well as by the commitment at European, National and local levels to improve the design and the maintenance of road infrastructure, with safer powered two-wheeler mobility in mind.

ACEM's President Dr Herbert Diess said: « ACEM is pleased to have contributed to the Verona Conference and is in favour of an improved public-private dialogue, leading to a better integration of Powered Two-Wheelers in transport policy and to effective long-term motorcycling policy strategies. ACEM and its members look forward to an enhanced cooperation in the future ».

◀ **Dr Herbert Diess, the President of ACEM, addresses the 4th Verona Ministerial Conference of European Ministers of Transport**

[REPORT]

MID-TERM REVIEW OF THE WHITE PAPER ON TRANSPORT POLICY

ACEM supports the need to “Keep Europe Moving” but is mystified by the absence of Powered Two-Wheelers in the European Commission document



to mention the role that Powered Two-Wheelers play in providing mobility to European Societies. ACEM wishes that the follow-up debate in the European Parliament and the Council will seek an inclusive policy towards Powered Two-Wheelers.

The Motorcycle Industry relies on the availability of efficient logistics in order to ensure the shipping of components and to provide just in time delivery of motorcycles and scooters across the European Union. The possibility to opt for the most cost-effective and flexible transport mode, within a competition-oriented business environment, contributes not only to prosperity and job creation in the Motorcycle Industry, but also to the fulfilment of the Lisbon Agenda objectives, in the interest of all European citizens. ACEM therefore welcomes the priority given to logistics by the Finnish Presidency of the European Union.

However Transport Policy extends beyond freight, and citizens' mobility is also crucial for a prosperous economy. To this respect, ACEM deplores that the European Commission overlooked again, as it did in the White Paper in 2001, the contribution, which motorcycles and scooters make to the daily mobility of European citizens. This contribution is particularly obvious

The European Commission published on the 22nd of June a Communication on the Mid-term review of the White Paper on Transport Policy, with the title “Keep Europe Moving”. ACEM contributed to the Consultation organised by the European Commission in view of the Mid-term review. The Motorcycle Industry welcomes the evolution in the attitude of the European Commission when it comes to road transport and the new positive emphasis put on “co-modality”, however it deplores that the Mid-term review Communication once more fails



in and around congested urban areas, where Powered Two-Wheelers are an important asset in “door to door” professional and leisure mobility. The societal dimension of Motorcycling extends also to recreational activities such as tourism, which in turn generate a positive effect on the economy.

The White Paper on Transport Policy also seeks to improve Road Safety for all users, an objective which the Motorcycle Industry entirely shares. Within the “shared responsibility” approach in road safety, ACEM is implementing its “Plan for Action”. However, the recognition of the participation of Powered Two-Wheelers in Europe's mobility is a pre-condition to achieving improvements in the area of road safety, recognising their road safety needs. As an Industry and a transport stakeholder, ACEM and its members are looking forward to contributing further to the definition of Transport Policy, at EU level and in the Member States, for a more competitive economy and an improved mobility 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.



ANESDOR

ANESDOR (Asociación Nacional de Empresas del Sector de Dos Ruedas) is the Association

representing the Motorcycle Industry in Spain. At European level, ANESDOR is a Member of ACEM.

ANESDOR was formed in 1954 and gathers manufacturers and importers of mopeds, motorcycles and all-terrain vehicles, representing over 97% of the powered two-wheeler and the all-terrain vehicle national markets. The Association's offices are based in Madrid and there is a delegation in Barcelona.

In order to fulfil its missions, ANESDOR is structured internally in a General Assembly, a Steering Committee and various Working Groups. ANESDOR has a President elected every two

years, currently Mr Jorge Lasheras, and four Vice-Presidents. Mr José Franqueira is the Secretary General of ANESDOR.

ANESDOR acts as a discussion platform and is the voice of the industry sector towards national, regional and local Administrations, Parliament and the Media. It also supplies services to its Members, informing them about legislative developments, market figures, statistics and other subjects of interest. ANESDOR also develops relationships with other Associations of the automotive sector, as well as with representatives of powered two-wheeler users and other Federations.

ANESDOR is involved in the promotion of the powered two-wheeler sector as a whole and organises the National Motor Show once a year, in collaboration with the main Spanish Fairground Organisations.



ANESDOR also develops projects, studies and initiatives addressing the powered two-wheeler sector, for instance in the field of mobility, safety and the environment, in close connection with Public Authorities. A recent example of these activities is the ongoing initiative regarding road safety awareness for riders, held in co-operation with the Mobility Services of the Barcelona City Council.

[NEWS]

ACEM'S NEW PUBLIC AFFAIRS MANAGER

Antonio Perlot has joined the Motorcycle Industry from 1 September 2006 as ACEM's Public Affairs Manager. Mr. Perlot is responsible for coordinating the Association's broad area of interest representation and institutional communication at European Union level.

Before joining the ACEM Secretariat, Mr Perlot dealt with automotive and transport issues at EU and UNECE levels as Campaigns Officer and subsequently Secretary General of the Federation of European Motorcyclists' Associations (FEMA). Prior to this, he worked as a

Junior Consultant in EU Public Policy & Regulatory Affairs in the sectors of agriculture, health and consumer protection and education.

Mr. Perlot holds both the Italian and Swedish nationalities. Before moving to Brussels in 1999, due to his diplomatic family background, he worked and studied in Rome, Lisbon and Brussels and is fluent in several languages. He holds a Master in International Relations and a Bachelor's degree in Political Sciences from the Università La Sapienza, both with a focus on European Union integration. Mr Perlot

is an active motorcycle rider.

ACEM is pleased to welcome Mr Perlot and is certain that his experience and his background will contribute positively to the Motorcycle Industry's presence in Brussels.



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

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