ACEM press release - European Commissioner for Transport endorses the European Motorcycle Training Quality Label supporting high quality safety training

On 4 April 2019, coinciding with the beginning of the motorcycle riding season, the European Commissioner for Transport Violeta Bulc addressed a video message to motorcyclists, in which she encouraged riders “to embrace a responsible approach to motorcycling and to attend voluntary advanced safety training on a regular basis”.

Commissioner Bulc pointed out that: “Europe has some high-quality training schemes on offer” and that the European Motorcycle Training Quality Label will help motorcyclists “to identify the very best motorcycle safety training courses available in Europe”. The European Commissioner added: “We are grateful that the European Motorcycling Training Quality Label has been set up, responding to our call for voluntary commitments”.

Stefan Pierer, President of ACEM, the European Association of Motorcycle Manufacturers, and CEO of KTM, said: “We are delighted that the European Motorcycle Training Quality Label has the support of the European Commissioner for Transport. Quality post-licence training helps motorcyclists to improve their riding skills. It can also make their experience not only more enjoyable but also safer. This label, which is part of the sector’s long-term safety strategy, will have a very positive impact on motorcycle safety across Europe”.

The European Motorcycle Training Quality Label is a certification scheme open to a wide range of organisations based in Europe offering advanced safety training. It was launched in 2015 by ACEM and DVR, the German Road Safety Council, with the aim to help motorcyclists to easily identify high-quality post-license training programmes across Europe. Later on, the International Motorcycling Federation, FiM, joined the partnership and the European Transport Safety Council, ETSC, provided its endorsement.

To date, a total of 28 post-license motorcycle training programmes have been certified in Sweden, France, Spain, the Netherlands, Austria and Germany, and further applications are undergoing evaluation (https://motorcycle-training-label.eu/).
Video statement by European Transport Commissioner Violeta Bulc
https://www.youtube.com/watch?v=hEq_J4Nhpgc

About the European Motorcycle Training Quality Label

The European Motorcycle Training Quality Label helps motorcyclists to clearly and easily identify high-quality post-license training programmes in Europe. The scheme is the result of a partnership between the European Association of Motorcycle Manufacturers, the German Road Safety Council and the International Motorcycling Federation. It is also endorsed by the European Transport Safety Council.

The Label, 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. For more information about the European Motorcycle Training Quality Label please visit: https://motorcycle-training-label.eu/

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 and 18 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, Quadro Vehicles, Renault, Royal Enfield, Suzuki, Triumph Motorcycles and Yamaha.

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