

UEM FORUM “MOBILITY ON POWERED TWO WHEELERS”

The specific problems on road safety and environment in the Mediterranean Area

Industry responses and initiatives

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- Introduction of ACEM
- Mobility
- Safety
- Environment



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in 2007:

- 11 manufacturers
- 14 national associations
- 13 countries

Created in 1994, merger of **COLIMO** (National Associations - 1962) and **ACEM** (Manufacturers – 1990)



Mission statements

Transport Safety:

ACEM supports the 50% casualties reduction in EU by 2010.
ACEM members willingly take their share of the collective responsibility;

Environmental protection:

ACEM is committed to minimising the environmental impact of their products and processes;

Economic:

ACEM is committed to continually develop and maintain a strong, competitive and profitable industry in Europe;

Mobility:

ACEM is committed to develop its products as socially responsible solutions to the transport and mobility challenges.



- Introduction of ACCEM
- **Mobility**
- Safety
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The Europeans: Road travellers

- Public transport offer does not match individual mobility and flexibility needs
 - **Mono-directional, linear paths are progressively being replaced by multi-purpose and multi-destination routes. This is true for business as well as for leisure**



- Forecasts predict that road transport will remain by far the most important mode of travel for passengers
- As a result...



Congestion around and in the main European cities become a serious growing problem





Threat or opportunity for the PTWs?





- Congestion is a reality

- The need for mobility has traditionally being satisfied by cars ...



▪ 1970



81 cars per KM of asphalt

▪ 2003

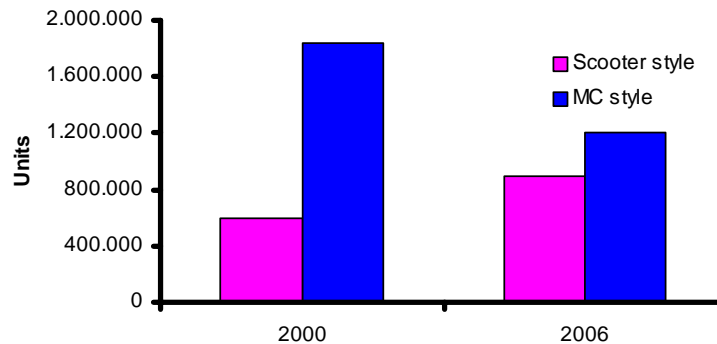


241 cars per KM of asphalt

- ... Unfortunately, without a coherent development of infrastructures

- It creates a new growing demand of (urban) PTWs

**MC and Scooter style 2000- 2006
(volumes)**



- Significant potential of growth
- If external forces can be contained



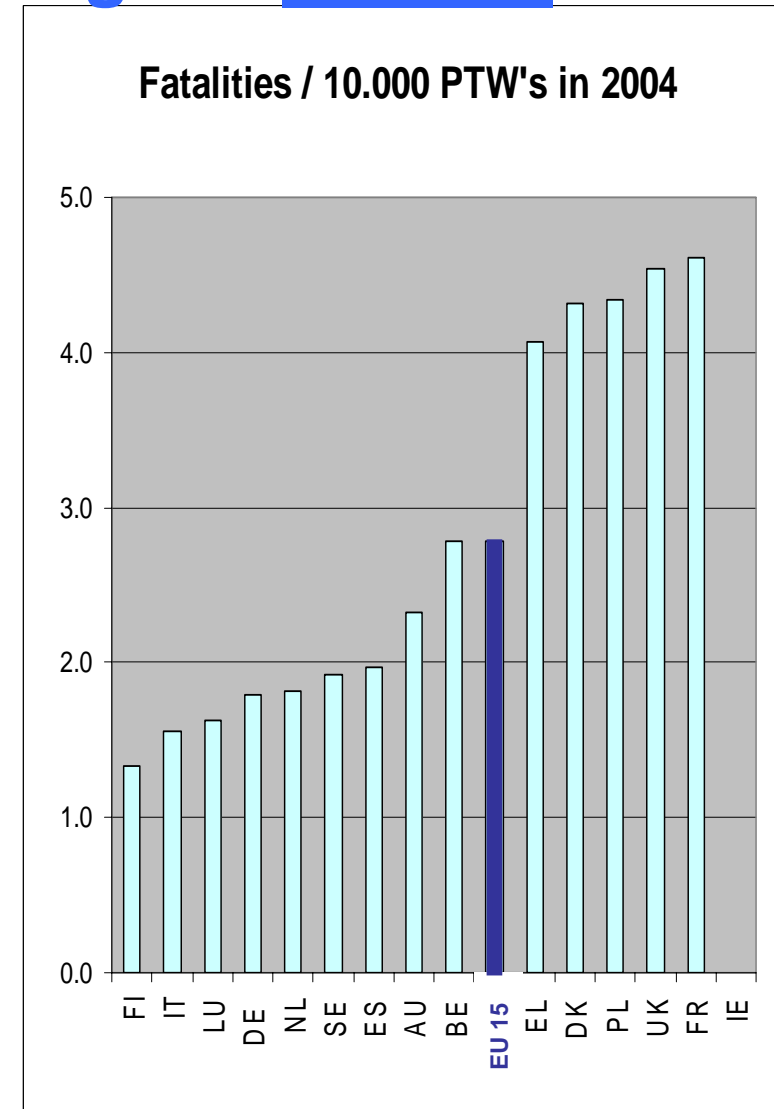
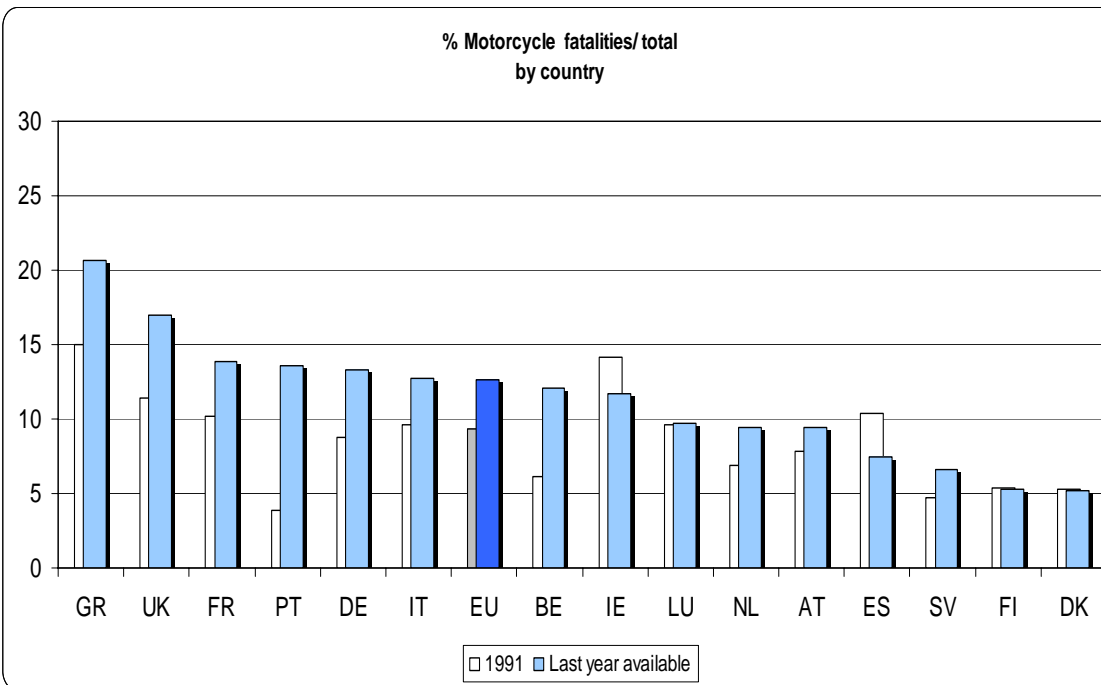
- Introduction of ACEM
- Mobility
- **Safety**
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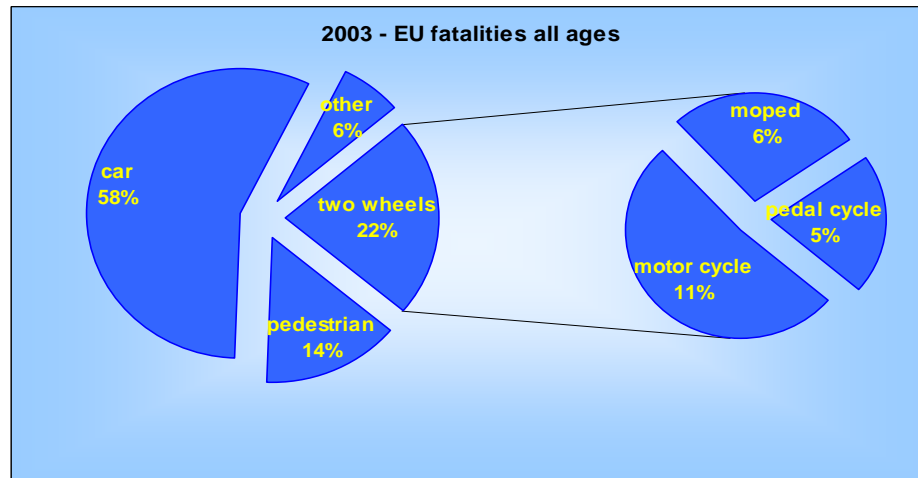
Different ways of representing the present situation...

- Sometimes highlight different good and bad “performers” in the EU MS
- Raise many questions (vehicles, riders, infrastructure, policies)

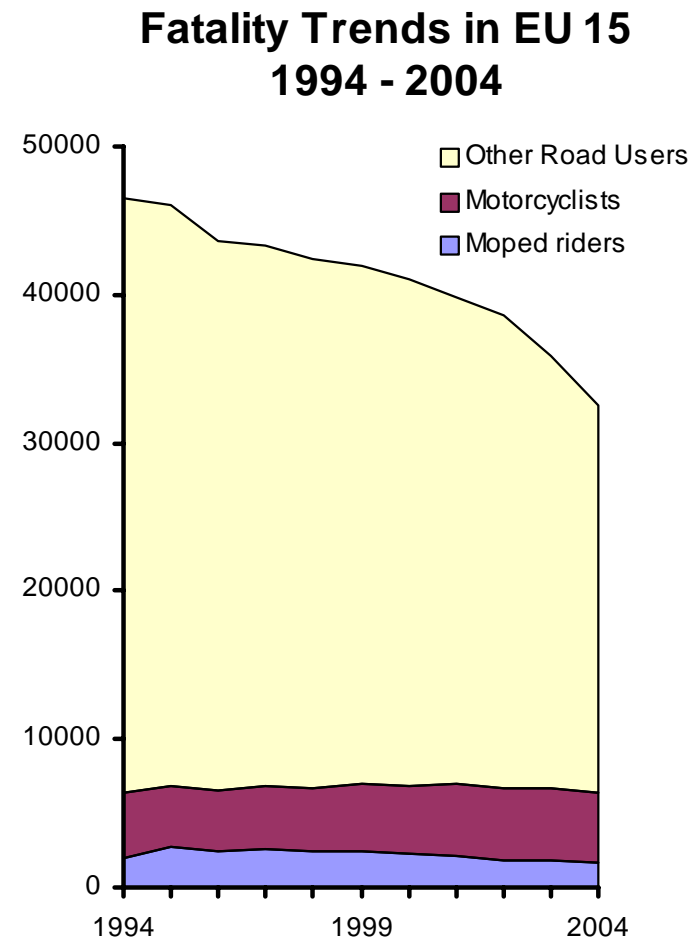




...However looking at the future

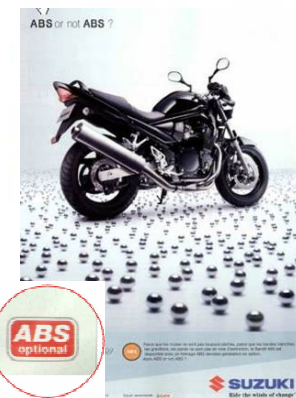


- Overall fatality trend shows significant positive results
- Except for PTW riders
- By 2010, 1 road fatality out of 3 could be a PTW rider





Integrated Approach to Road Safety: a Plan for Action



**Marketing &
Braking
Commitment**



HONDA
The Power of Dreams



www.acembike.org



“Past” , present... and future

Accident causation (MAIDS 2004)
Motorcycle Accident In-Depth Study

Infrastructure handbook (2006)
on PTW-friendly infrastructure design

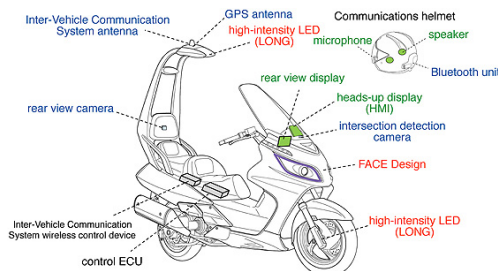
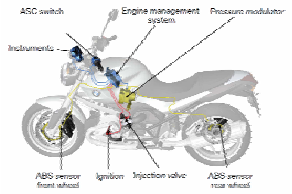
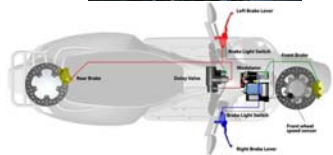
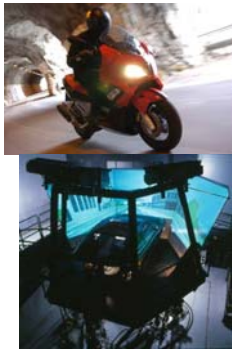
Automatic Headlamp On (2003)
ACEM voluntary commitment

Conspicuity research (ongoing)
New PTW solutions in the future?

Advanced Braking Systems (2004)
ACEM voluntary commitment

Advertising & Promotion (2007)
ACEM voluntary commitment

Integrated Helmet Campaign (2007)
Pilot projects on helmet wearing





“Past” , present... and future (2)

- **e-Coaching** and Multimedia training



- **Dedicated guidebooks** and safety hints



- **Moped** safety training



- **Motorcycle** safety training
 - Initial Rider training project
 - Basic
 - Post-test



- **Specialty skills** training featuring safety aspects





Shared Responsibility in Road Safety

- Need for concerted, mutually reinforcing, actions.
- Need for engagement of all institutional and private stakeholders and public-private partnerships.
- Time for inclusive, informed and balanced integrated transport policies, leading to effective motorcycling policy strategies.
- Key instruments:
 - Vehicle innovations
 - Training/Behavioural initiatives
 - Awareness campaigns
 - Targeted enforcement
 - Safer road infrastructure
 - Exchange of best practices

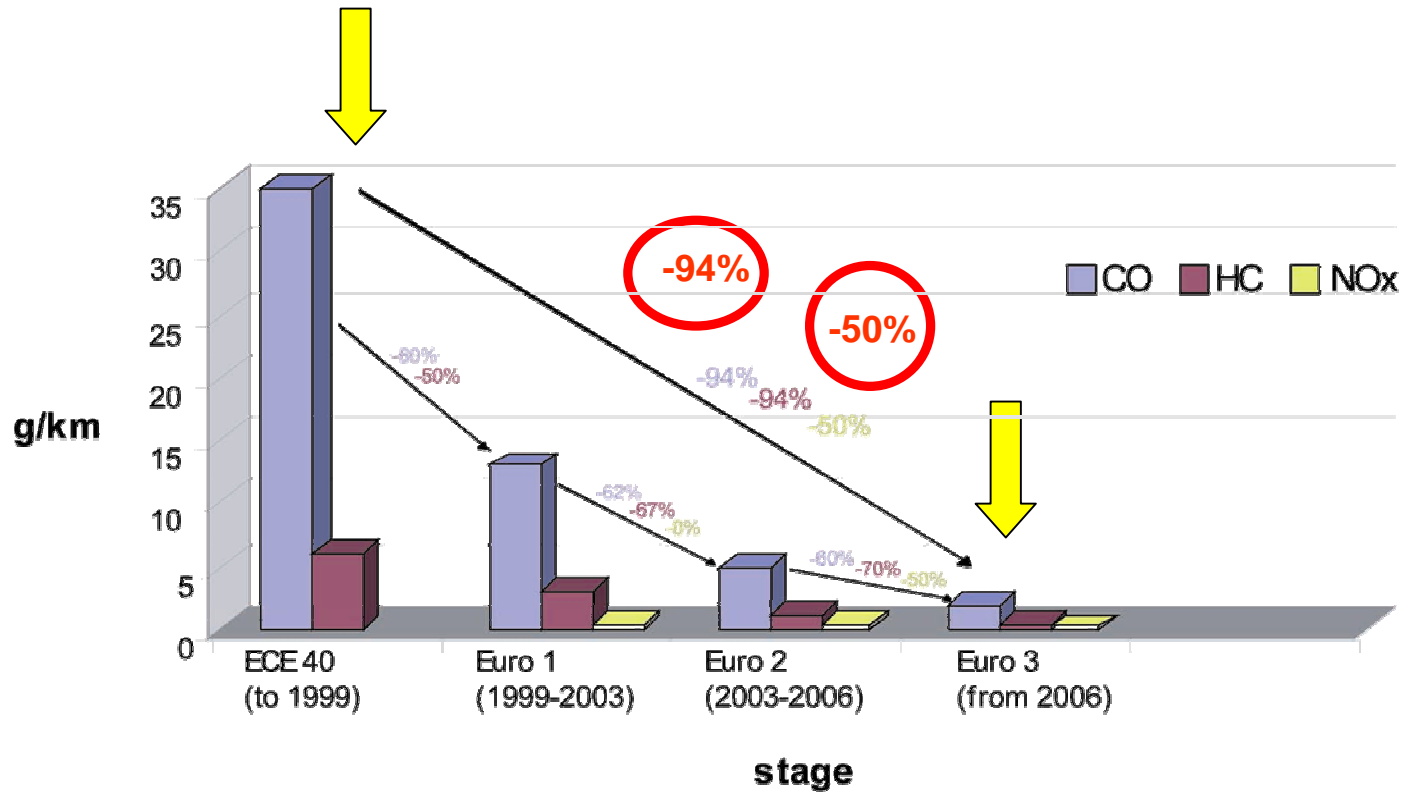


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Emissions: Past and present...



- Euro 0 to Euro 3 drastic reductions
- More severe test conditions (progressive introduction of WMTC...)



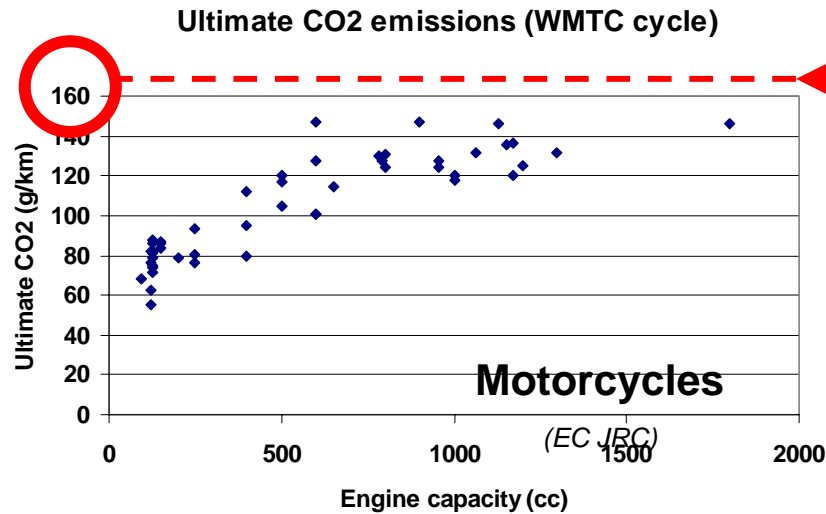
Emissions: Future

| GTR2 Explanation (Note: ACEM CIII will henceforth refer to this as GTR2, not WMTC) | | |
|--|--|--|
| Stage | Content | Status |
| GTR2 stage 1 | Publication as a test procedure | Published as GTR2 and available for EC type approval testing from 1/7/07 (directive 2006/72/EC) |
| GTR2 stage 2 | Cycle revisions for Indian vehicles (amending document CE/TRANS/GRPE/2007/9 of March 26 th). | Anticipated to be completed in 2008 |
| GTR2 stage 3 | Addition of global limit values | Relies on establishing correlated stand-still limits to existing national requirements in China, USA, India and Japan (all of which are underway). |
| GTR2 stage 4 (unconfirmed) | May consider evaporative emissions, off-cycle emissions, durability etc. | Not started. |

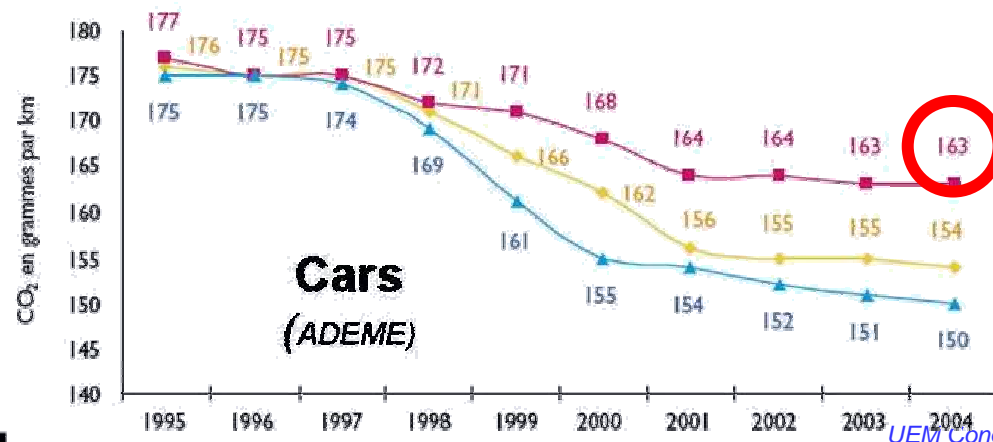
Euro 4 stage (durability, evaporative emissions, CO2 publication...)



CO2: Cars vs Motorcycles



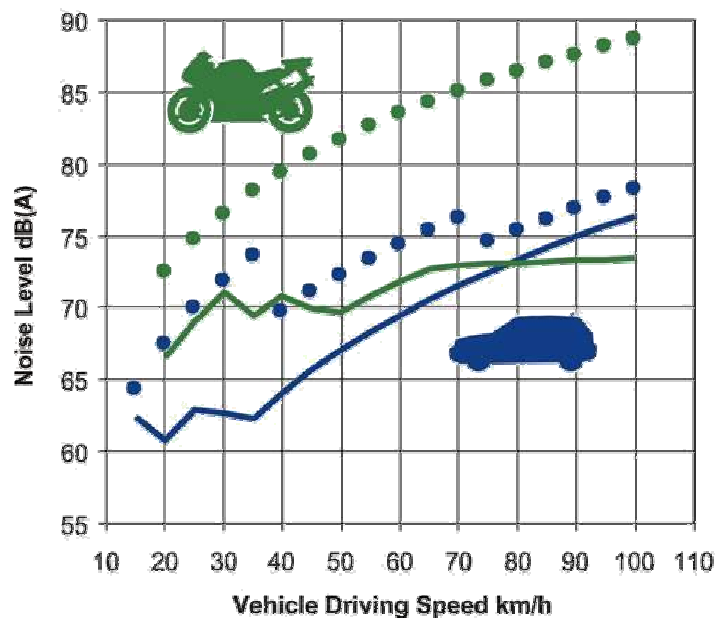
- The average CO2 emissions for petrol and diesel-engine cars is over the highest level of MC's



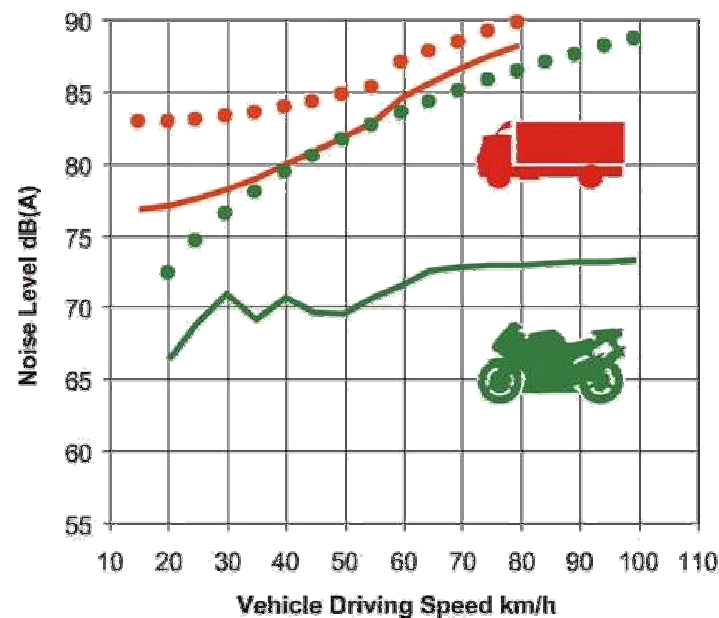


Noise: addressing the present challenge...

— normal riding/driving ● ● ● aggressive riding/driving



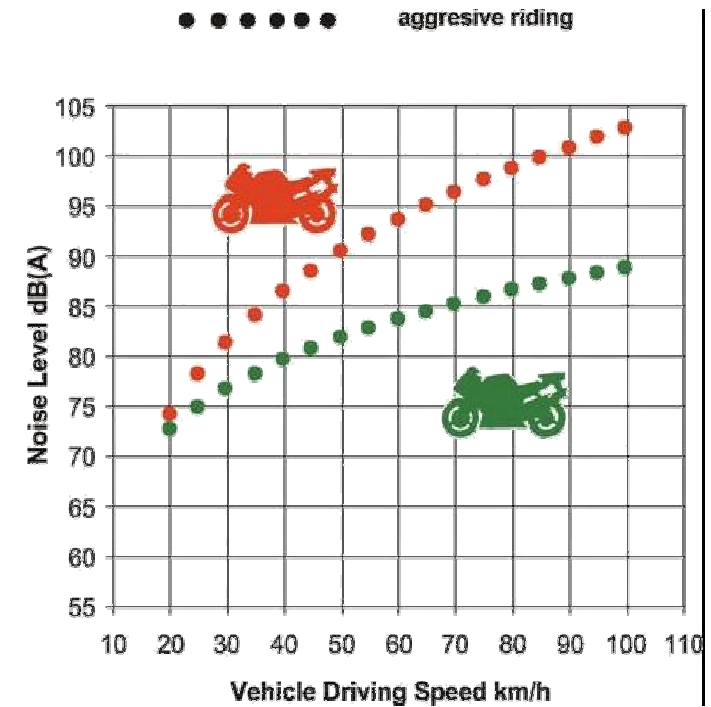
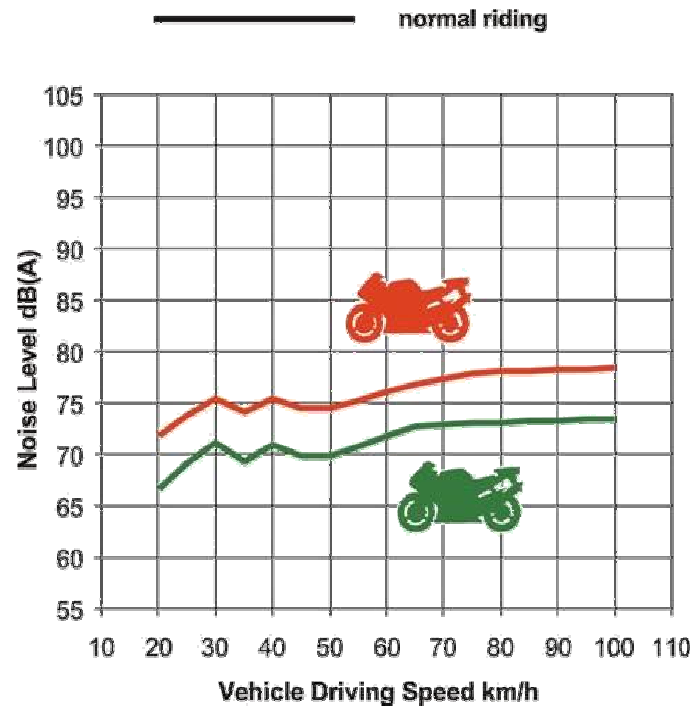
— normal riding/driving ● ● ● aggressive riding/driving



Riders can also make the difference



...and the real noise problem: Illegal exhaust systems

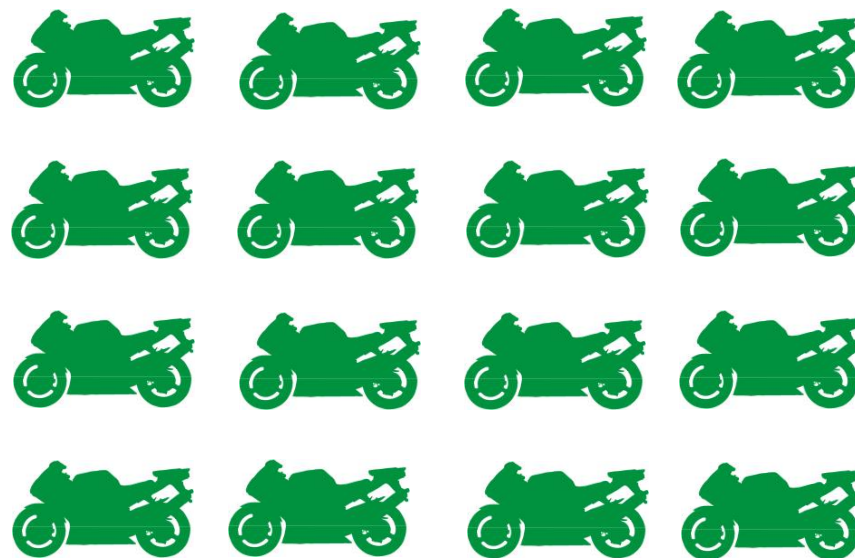




Illegal versus legal

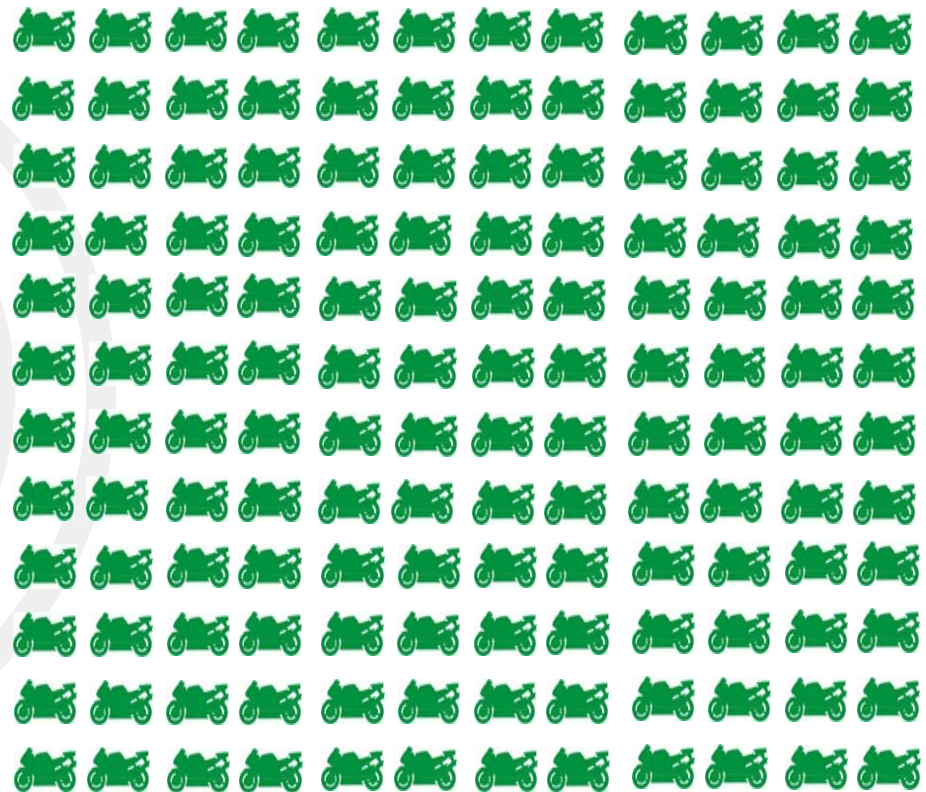


92 dB(A)





Illegal versus legal





Shared Responsibility in Environment

- Need for concerted, mutually reinforcing, actions. Integrated approach necessary.
- Need for engagement of all institutional and private stakeholders and public-private partnerships.
- Key instruments:
 - Vehicle innovations
 - Behavioural initiatives
 - Awareness campaigns
 - Targeted enforcement

Thank you