



2nd UEM FORUM "MOBILITY ON POWERED TWO WHEELERS"



The specific problems on road safety in the North Europe

*A Safety Plan for Action
Initiatives by the PTW Industry*

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Hotel Latvija, Riga (LATVIA), 13 July 2008



- Who are ACEM?
- The PTW market
- The safety challenge
- The Industry Strategy: A Safety Plan for Action
 - Improving the knowledge: MAIDS
 - ACEM initiatives: integrated approach
 - Cooperations
- Focus on environmental/infrastructure factors
 - Infrastructure handbook
 - Cartoon
- Focus on eSUM
- Summary: the ACEM vision



Who are ACEM?



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

in 2008:

- 11 manufacturers
- 22 PTW brands
- 14 national associations
- 13 countries



Website



The Motorcycle Industry in Europe

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last update 25/04/08

Newsletter

News from the Motorcycle Industry in Europe

Latest news

04-04-08
Thomas Weber (BMW) appointed as Vice President of ACEM

17-03-08
ACEM submits position on Green Paper on Urban Mobility to EC

Latest press releases

23-11-07
Powered Two Wheelers: a solution for congested cities. The motorcycle industry showcases vehicle innovations

25-09-07
ACEM committed to play a role in the creation of a new urban mobility culture in Europe

Latest publications

05-04-06
Guidelines for Powered Two-Wheelers - Safer Road Design in Europe

01-10-04

Safety

Mobility

Environment

Competitiveness

Plan for action

Infrastructure

Conspicuity

PIAGGIO

SUZUKI

TRIUMPH

YAMAHA

Kawasaki

IVM

rai

AIMID

C.C.Z.R.M.

Be smarter, be cleaner...
Use synthetic oil!

MCIDS

In-Depth investigation of motorcycle accidents

25 000
LIVES TO SAVE
European Road Safety Charter

EUROPEAN RED CROSS ROAD SAFETY CAMPAIGN

www.i-life.info

ToGether®

Visit the new website

www.acem.eu

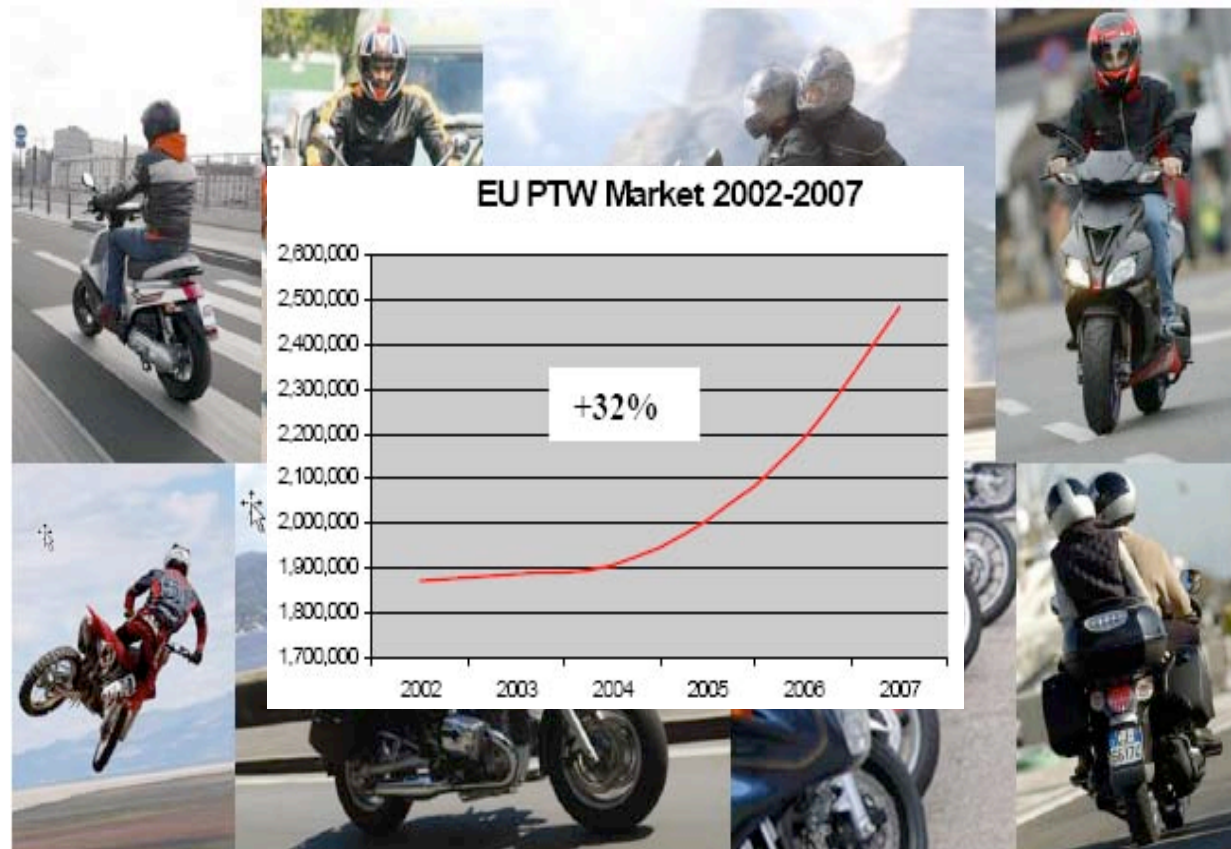
See "Safety" in "Policy Statements" and "Initiatives" sections

See MAIDS website

See European Road Safety Charter website

Register online to Newsletter

33 million users in EU 27



Diversity of vehicles, owners and purposes.
Growing market and growing share of urban use



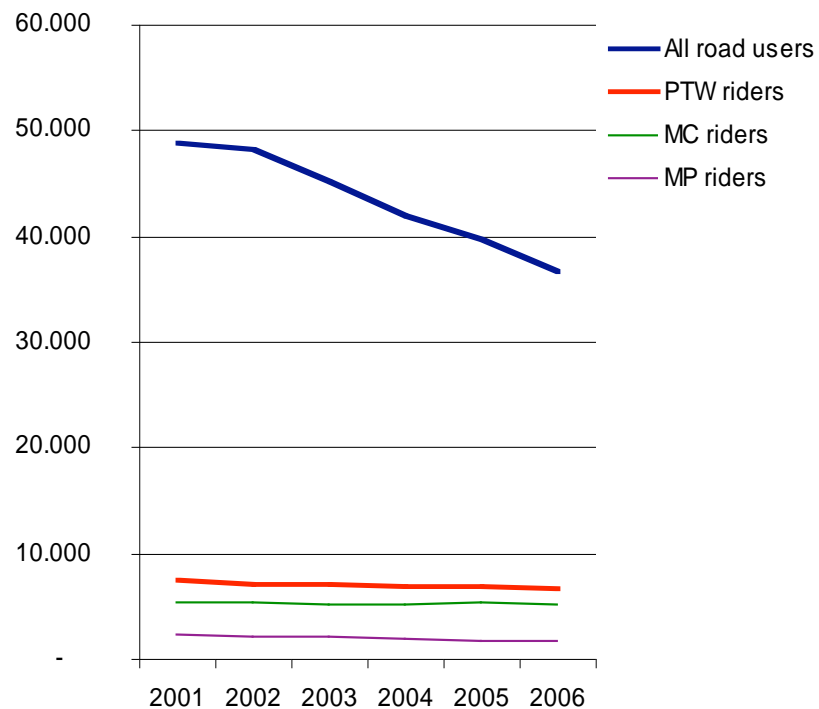
The Road Safety challenge



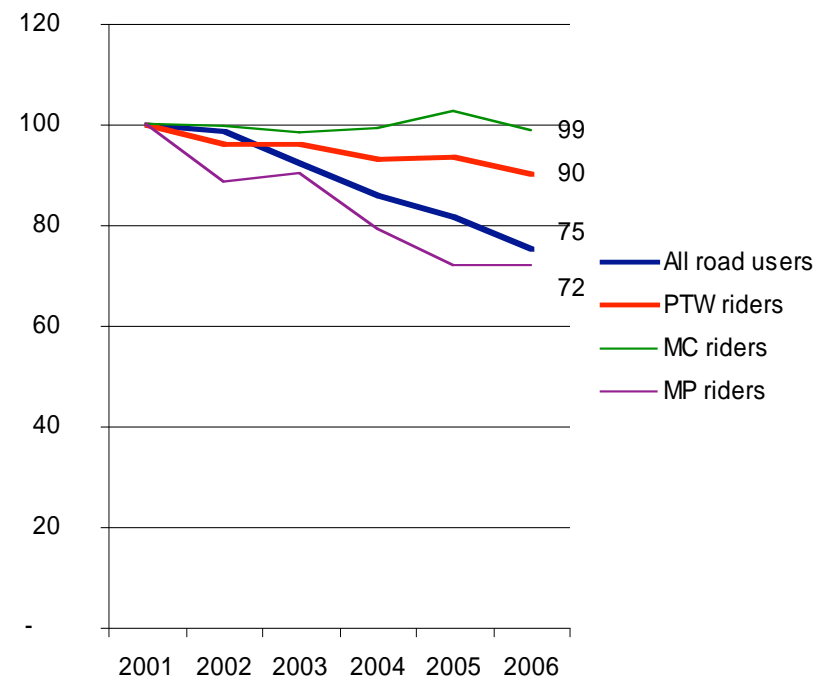
2010 target: -50% fatalities on the roads



Evolution of killed road users in EU 20



Evolution of killed road users in EU 20
Index 100: 2001





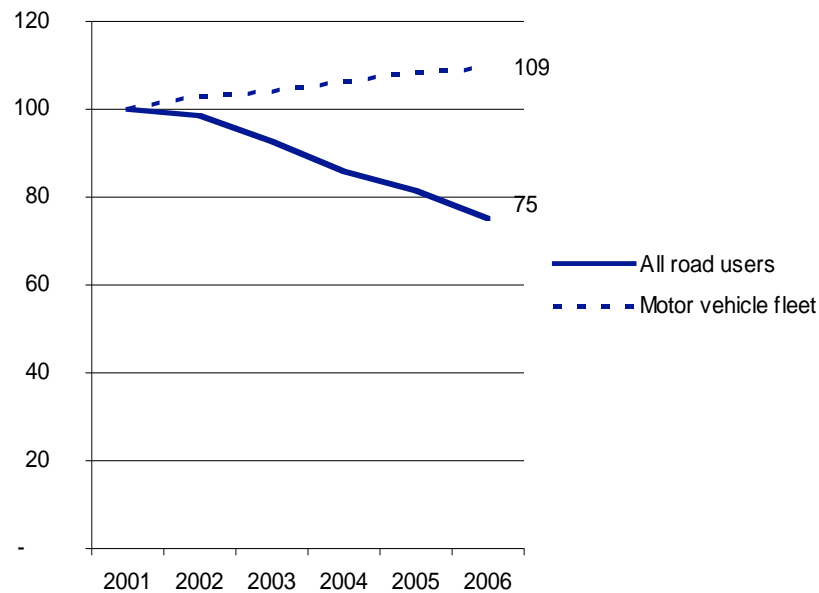
The Road Safety challenge



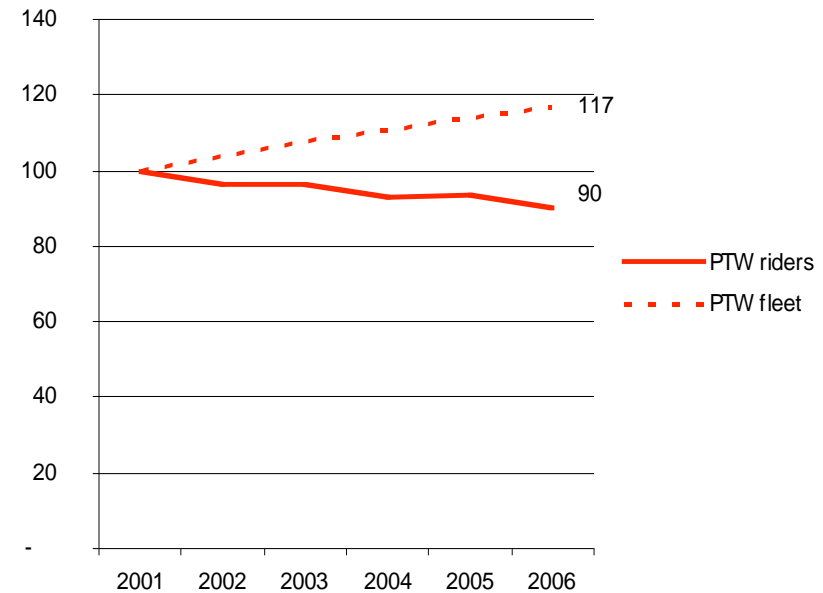
2010 target: -50% fatalities on the roads



All motorvehicles
Comparison killed / fleet in EU 20
Index 100: 2001



All PTWs
Comparison killed / fleet in EU 20
Index 100: 2001

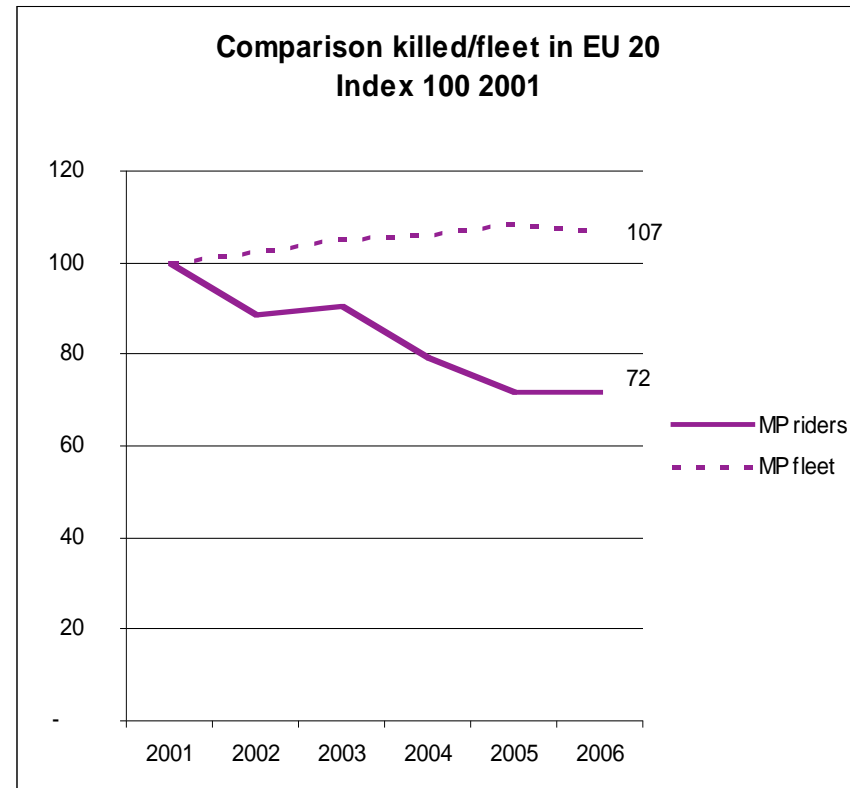
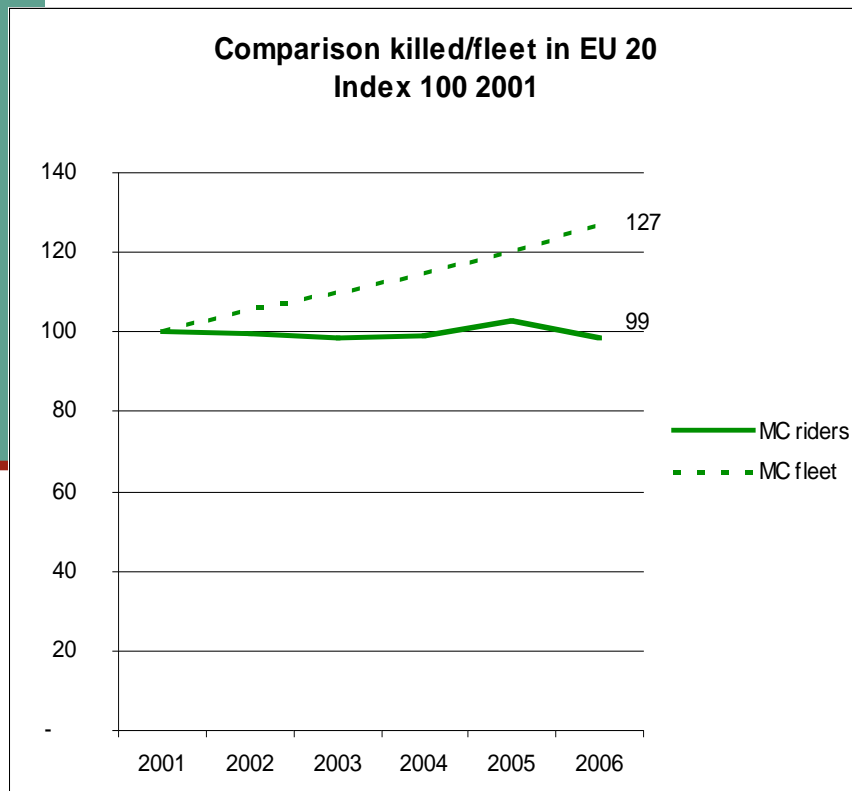
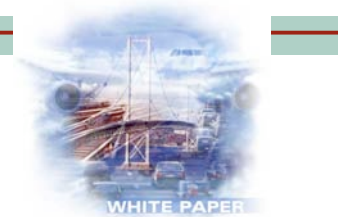




The Road Safety challenge



2010 target: -50% fatalities on the roads

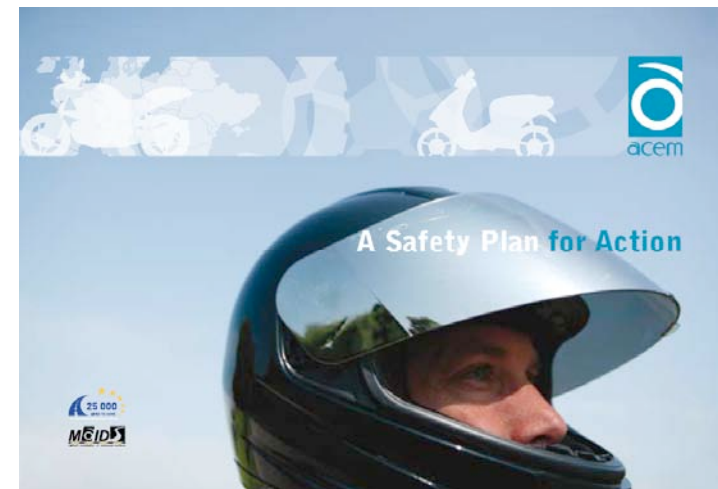




The Industry Strategy: A Safety Plan for Action



- Improve the knowledge
- Safety Plan for Action: Integrated approach
 - Act on the product
 - Act on the human factor
 - Act on the infrastructure
- Cooperate with institutions and stakeholders





Improving the knowledge:



- Motorcycle In-Depth Accident Database
 - EC co-funded project: ACEM, with other partners
 - Cooperations with 'On The Spot'-project (UK) and EU projects



Primary Accident Contributing Factors

- Human factors: 88 % of all cases

	Frequency	%
Human-PTW rider failure	344	37,4
Human-OV driver failure	465	50,5
Total	809	87,9

- OV drivers: largely responsible for PTW crashes
 - 50 % of all MAIDS cases (L1 = L3)
 - 61 % of the multi-vehicle accidents
- PTW riders: responsible of 37 % of PTW crashes
 - L1 = 39 %
 - L3 = 36 %

Primary Accident Contributing Factors

Fatal Cases

- Human factors: 86 % of all cases

	Frequency	%
Human-PTW rider failure	54	52,4
Human-OV driver failure	34	33,3
Total	88	85,7

- PTW riders: largely responsible for PTW fatal accidents
 - 52 % of MAIDS fatal cases
- OV drivers: responsible of
 - 33 % of all MAIDS fatal cases
 - 44 % of the multi-vehicle fatal accidents



Vehicle factors



Primary Accident Contributing Factors

- Vehicle factors: 0,3% of all cases

	Frequency	Percent
Vehicle	3	0.3
Total	921	100.0

Primary accident causation factor

- Environmental factors: 8 %

	Frequency	Percent
Environmental	71	7.7
Total	921	100.0

- Weather 2 %
- Road maintenance defect 2 %
- Road design defect 1 %
- Traffic hazard 1 %

Additional Accident Contributing Factors

- From the road environment: 15%

	Frequency	Percent
Environmental cause	300	14.6
Total	2059	100.0

- Weather 5 %
- Road Maintenance defect 1 %
- Road design defect 2 %
- Traffic hazard 2 %

Worsening Factors

- Roadway and fixed objects: second collision partner with 17 % of MAIDS cases
 - L1 = 9 %
 - L3 = 23 %
- (Directive on Road Safety Infrastructure Management)

Fixed object	74	8.0
Roadway	83	9.0





Initiatives: Integrated approach



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

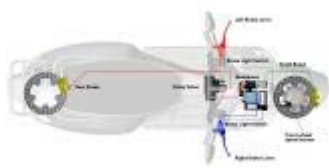
Infrastructure handbook (2006)
on PTW-friendly infrastructure design



Automatic Headlamp On (2003)
ACEM voluntary commitment

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

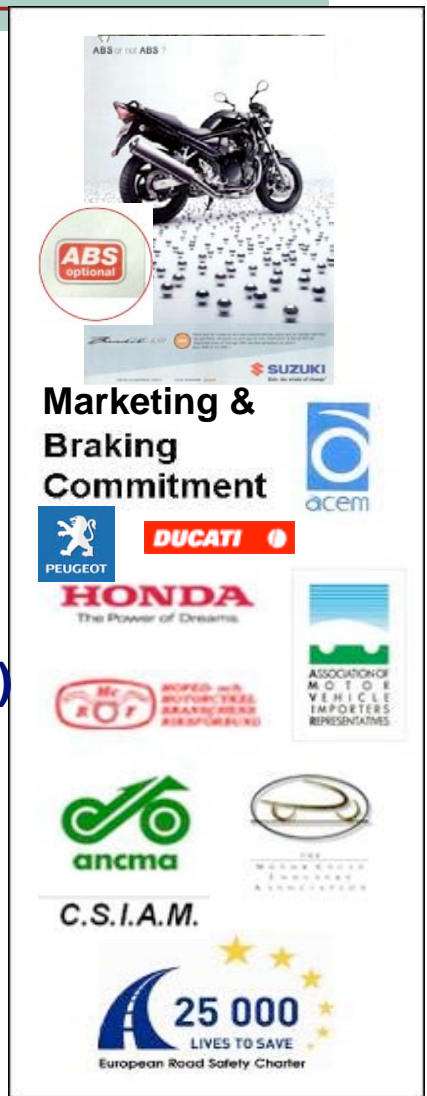
Advanced Braking Systems (2004-2010)
ACEM voluntary commitment



Advertising & Promotion (2007-2010)
ACEM voluntary commitment



Integrated Helmet Campaign (2007)
Pilot projects on helmet wearing





Cooperations: Projects and events



- Partnership in “Initial Rider Training” EC co-funded project, project leader FEMA
- Partnership with cities in POLIS “European Urban Road Safety Platform” (new project for 2008-2009)
- Partnership in e-SUM, “european-Safer Urban Motorcycling” EC co-funded project (new project for 2008-2010), project leader Barcelona
- Support to the event launching the ETSC Review on the safety of powered two-wheelers (Brussels, 26 May 2008)
- Co-organiser OECD-ITF Workshop on motorcycling safety (Lillehammer, 10-11 June 2008)



ORGANISATION
FOR ECONOMIC
CO-OPERATION AND
DEVELOPMENT



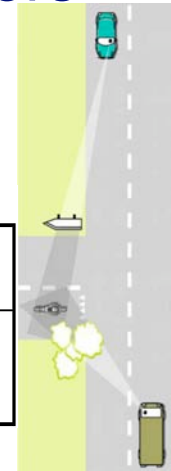
- Handbook aimed at authorities and road engineers
 - Devised by road engineers
 - Available on ACEM website



Table 5.3

Suggested standards for the obstacle-free zone [L.7].

Speed (V)(km/h)	Obstacle-free zone (m) Measured from the inside of the edge marking
V= 120	13,00
V= 90 or 90 < V < 120	10,00
60 < V < 90	6,00
V = 60 or V < 60	4,00



HOW TO AVOID PROBLEMS AT JUNCTIONS



AROUND 2/3 RDS OF ALL MOTORCYCLE ACCIDENTS HAPPEN AT URBAN JUNCTIONS WHERE THE MOTORCYCLE HAD RIGHT OF WAY...



...SO TO AVOID HARM FIRST OF ALL WE HAVE TO SEE THE JUNCTIONS. LOOK FOR WARNING SIGNS AND ROAD SIGNS. OTHER CLUES ARE DIRECTION SIGNS AND TRAFFIC ISLANDS...



AT NIGHT LOOK FOR ILLUMINATED SIGNS AND BOLLARDS

- Cartoon aimed at riders

- Based on the Handbook
- Soon available on ACEM website



Directive on infrastructure safety management



- Proposed by European Commission, supported by the European Parliament, expected to be supported by Council
- Joint open letter in support



European Union Road Federation



International Road Federation



Association Européenne des Concessionnaires d'Autoroutes et d'Ouvrages à Péage



Association des Constructeurs Européens d'Automobiles



Federation of European Motorcyclists' Associations



Association des Constructeurs Européens de Motocycles



Fédération Internationale de l'Automobile



European Asphalt Pavement Association



Confederation of Organisations in Road Transport Enforcement



Association of European Vehicle Logistics



Cities and Regions networking for Innovative Transport Solutions



International Road Transport Union



European Transport Safety Council



International Federation of Pedestrians



eSUM project: objectives



- Consortium of 11 partners, from 7 EU Member States, bringing together cities, authorities, P2W manufacturers and universities.
- Improve the diagnosis of the urban P2W problems (realising both urban Road Safety benchmarking and accident analyses to identify safer P2W models and features)
- Identify best practice (features for safer vehicles, targeted enforcement, appropriately designed infrastructure, and ways of improving driving and riding behaviour) and
 - apply it through revisions of urban Motorcycling Action Plans;
 - demonstrate advances in the state-of-the-art, and
 - promote a rapid adoption of best safety practice through preferential treatment in the implementation of (urban) traffic management policies and strategies.
- Project start June 2008 – end December 2010



eSUM project: objectives



Examples of new PTW infrastructure being tested: London and Barcelona





ACEM's vision: Shared Responsibility



- 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

Thank you

