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The safe ride to the future Industry commitment to road safety

FIM-EUROPE Conference on Road Safety

3rd July 2015

The motorcycle industry in Europe

- Established in 1994, based in Brussels, representing the L-category industry at EU level
- 15 PTW manufacturers producing 30 brands. 18 national associations, + SMEs
- Member of

IMMA INTERNATIONAL MOTORCYCLE MANUFACTURERS ASSOCIATION



Kawasaki



The L-category family

2-Ws
Pedal
assisted
bicycles
Mopeds &
Motorcycles



L1



L3

3-Ws
Tricycles



L2



L4



L5

4-Ws
Quadricycles



L6 / L7

38 million users in EU28



Diversity of vehicles, owners and purposes - commuting, leisure, sport

Riders enjoy great outdoors - Remote tourist destinations, Weekend trips

Professional sport millions spectators

Amateurs enjoy motorcycle sports

Congestion costs Europe about 1% of its Gross Domestic Product (GDP) every year

Constantly increasing PTW presence in EU - EU citizens using PTWs for commuting

Policy orientations on road safety 2011-2020

Upcoming European strategy on serious injuries, PTWs – high on the political agenda

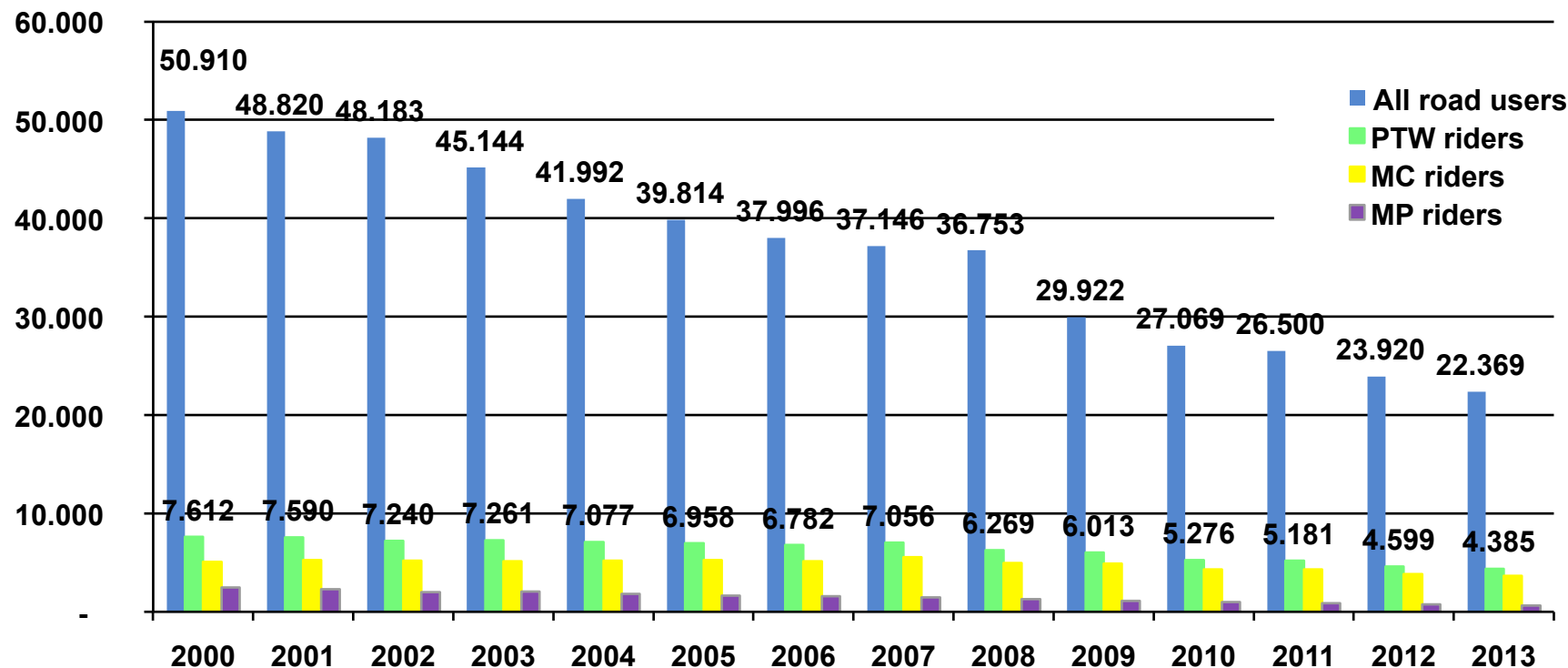
**Objective: Halving the number of road deaths in
the EU by 2020**

- **Cooperation framework for Member States**
- **Strategy for injuries and first aid (to be followed
by target?)**
- **Safety of VRUs, in particular motorcyclists for
whom accidents statistics are particularly
worrying**

**PTW riders = Vulnerable Road
Users**

Safety trends, EU

The decrease rate (all road users) - slowed down in 2014 in EU; 15 % of all fatalities - MC riders; 3 % - MP riders; PTW fatality decrease in line with overall reduction trend! EC, March 2015



All users (-) 53%
PTW riders (-) 39%
MC riders (-) 28%; MP riders (-) 60%

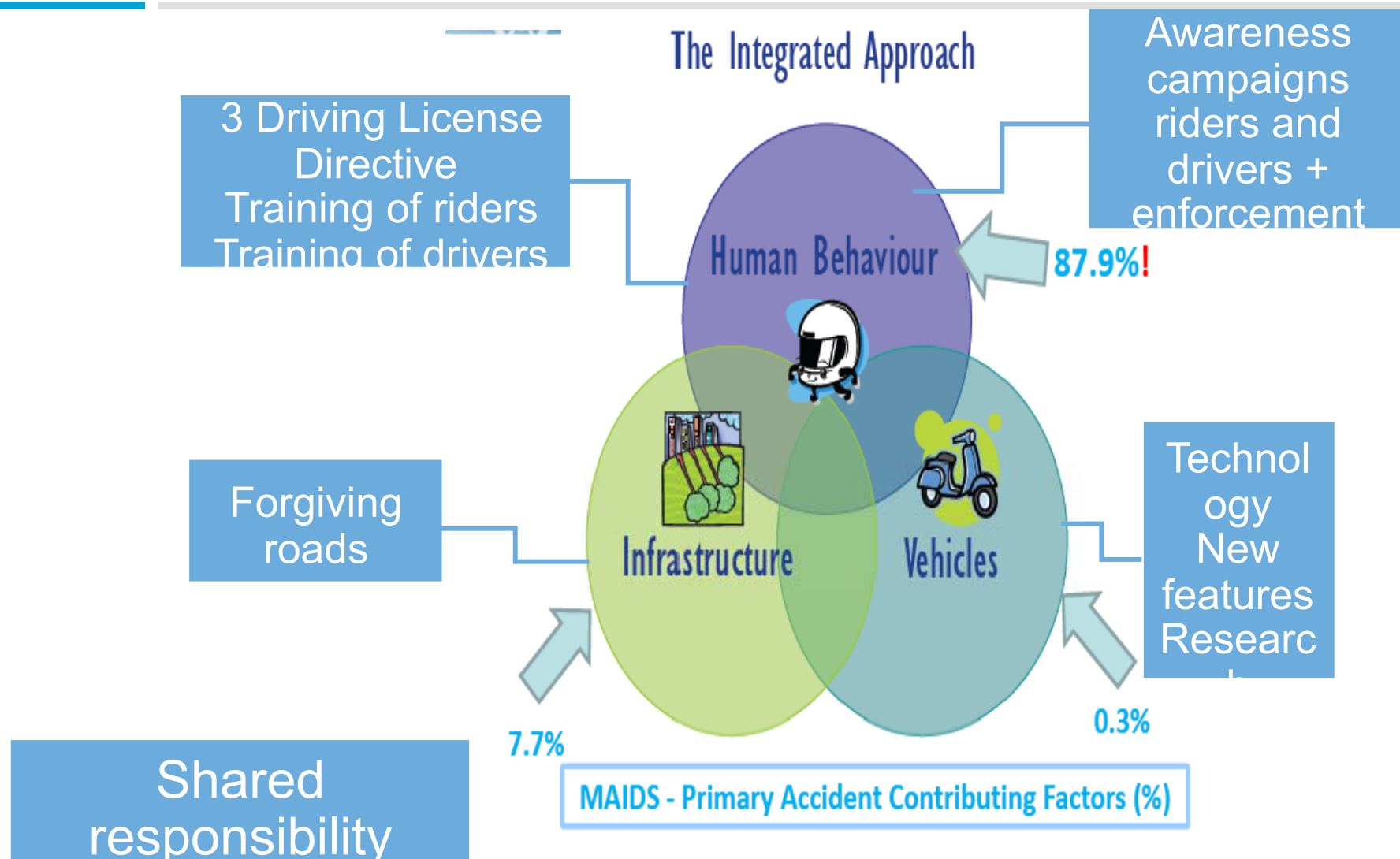
The share of PTW fatalities -
increasing, great disparity between
EU MS

Industry long-standing commitment to road safety

- **ACEM Commitments, EU Road Safety Charter**
 - **ABS, Advertising guidelines**
- **Voluntary introduction of Automatic Headlamp On**
- **Safety Plan of Action 2004**

Safety - top priority for the motorcycle industry

The industry approach to road safety



The safe ride to the future

ACEM renewed safety strategy

Official launch
29 September 2014

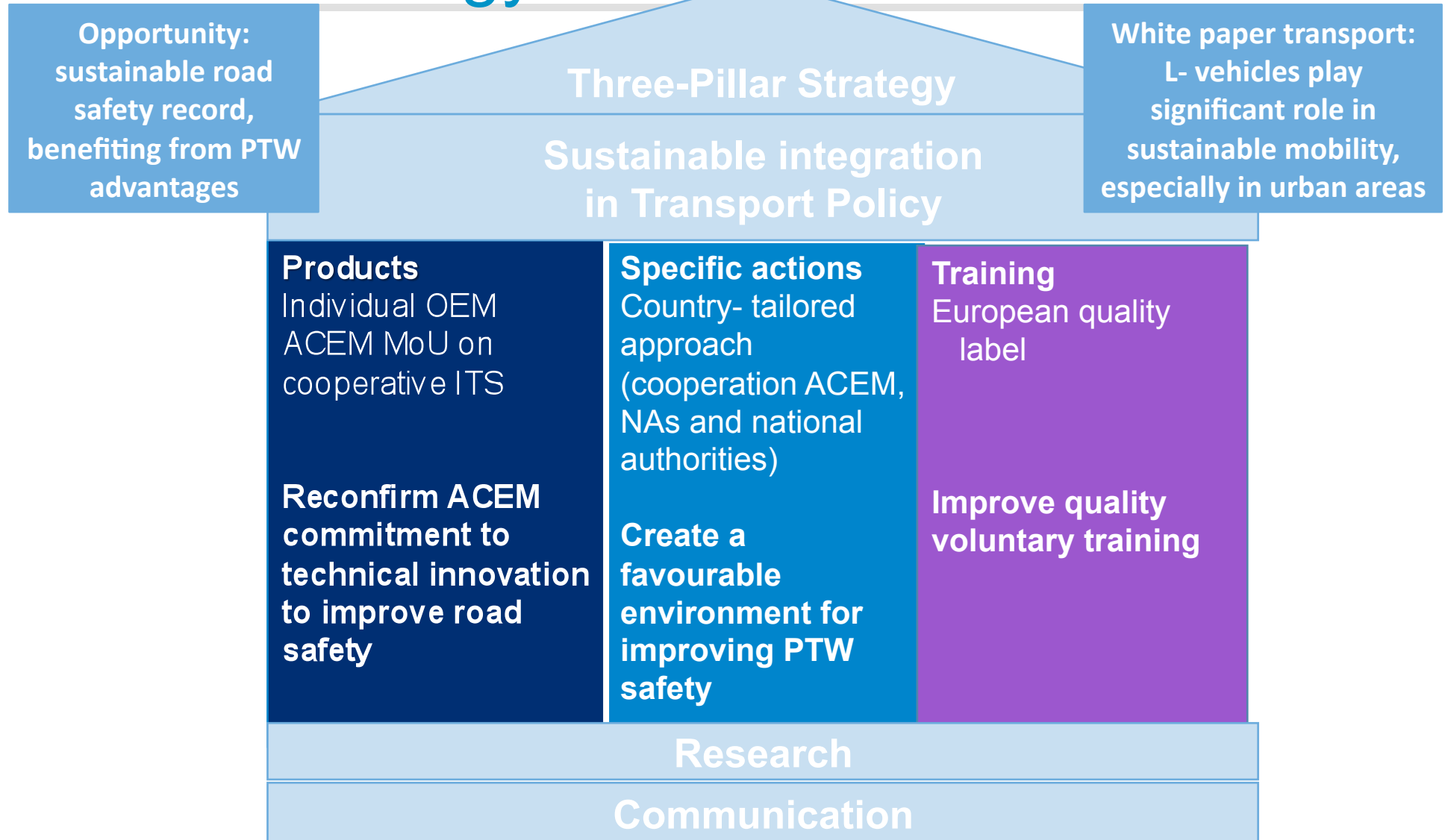
Motorcycling carries many
socio-economic benefits

How to support
motorcycling, decrease
casualties and reduce
rider vulnerability?

The strategy calls for an inclusive
approach towards PTWs



Renewed ACEM road safety strategy



First pillar – Products - Individual initiatives

Stability - Vehicle handling and suspension



Conspicuity – Lighting devices



ITS – Airbag/ airbag jacket RAS / ARAS /



Day



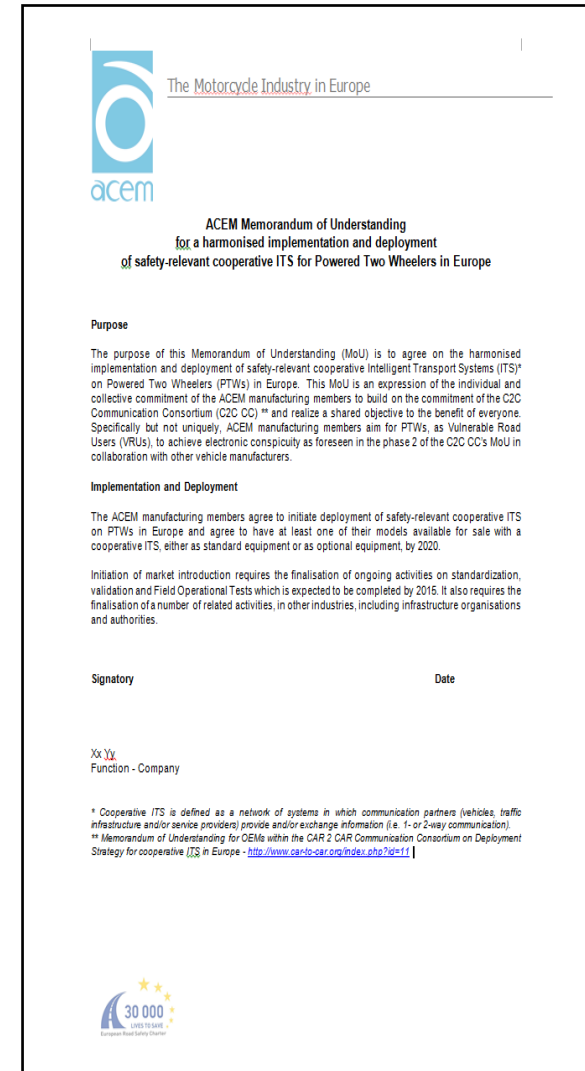
Night



First pillar - Products - Collaborative initiatives

ACEM MoU on C-ITS

- Signed by all ACEM manufacturing members
- ACEM aims are to:
 - Embrace and become involved in C-ITS deployment movement in the transport area
 - Maximise benefit of C-ITS to protect PTWs as VRUs



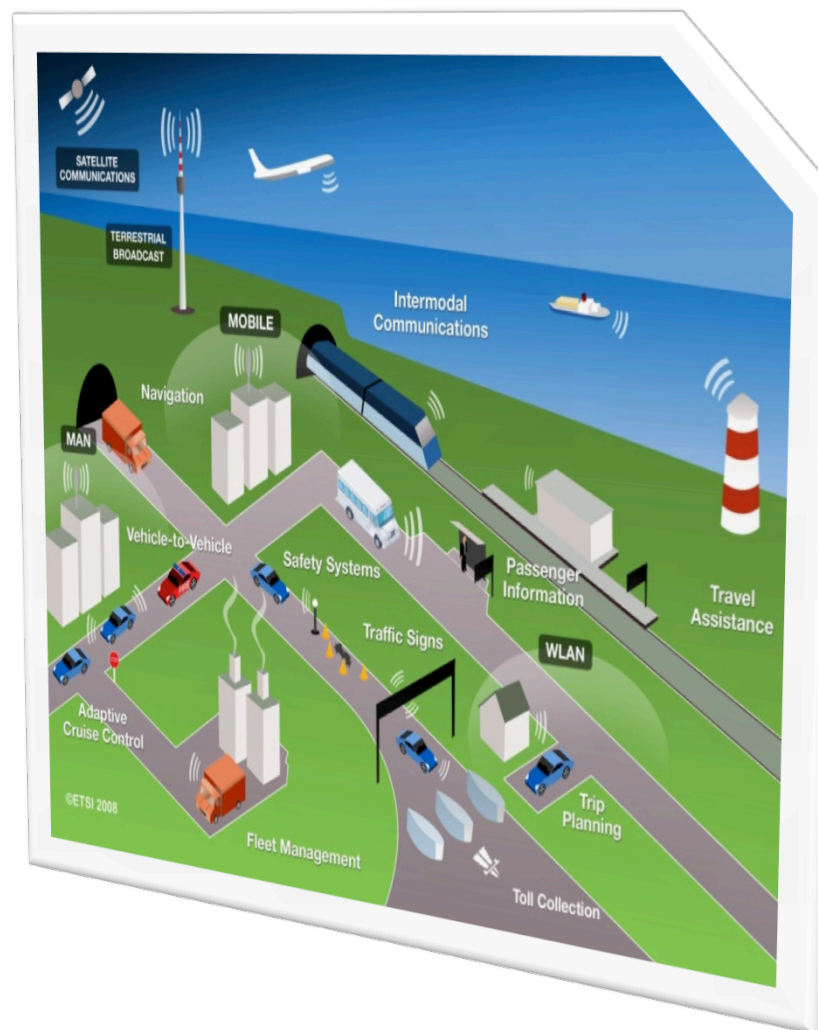
Cooperative systems. The way ahead

V2X Communication brings forward useful information

- V2X will address the most common PTW accident configurations and enhance conspicuity
- V2X will progressively appear in cars in the mid term. MC safety will benefit from including the PTW in this connected world



54% of all PTW accidents occur at an intersection



Towards an eCall for motorcycles

eCall for cars and eCall for PTWs

1. Similarities

- Rescue chain
- Communication Standards
- Requirement power supply
- Infrastructure / business case

2. Differences

- Motorcycle and rider separate
- Forces vary to vehicle & rider post crash
- Accident recognition is complex
- Stability criteria and sensor types
- Voice connection potentially unreliable
- Distance rider-vehicle

3. eCall system needs to be in the vehicle

- Liability & quality & supply chain

Indicative motorcycle eCall roadmap

Done

- 1. Define minimum requirements
- 2. Define open issues
- 3. Evaluate potential solutions

Ongoing

- 4. Discussion with stakeholders

Next steps

- 5. Research

To follow
Horizon 2020 and
beyond

- 6. Standardisation
- 7. Technical concept development
- 8. Market information
- 9. Series development
- 10. Market introduction

Second pillar - Why a tailored approach...?

- **MC safety - great disparity between EU MS, potential for improvements**
- **Enhanced MC safety = very positive impact on PTW safety performance in Europe**
- **One size does not fit all – to address and tackle country specific problems and challenges jointly with important stakeholders**
- **Industry is proactive - calling to national stakeholders to recognise that treating PTWs positively in transport and mobility strategies in itself creates an environment that helps to improve safety and reduce rider's vulnerability.**



in transport policies creates
an 'environment' which is


Second pillar - Tailored safety policies

Start with

- **Italy, France, Spain, Poland and Greece (the biggest markets)**
- **And gradually cover other countries**

Main steps

- **National workshops - concrete measures/campaigns, various stakeholders**
- **Implementation at national level**
- **Monitoring and evaluation – results, second national event**
- **European workshops – share good practices, encourage other countries to embrace similar approach**



To enhance the dialogue between all important stakeholders and establish a platform for creating favorable environment for PTW safety at national level

Third pillar - European Training Quality Label

Today's situation

- Drivers offers of voluntary post – license training schemes in Europe
- Not all training options high quality
- Need for customers to be better informed

The vision for tomorrow

- Quality label - guarantee high quality, voluntary post-license training
- Safety awareness and hazard perception - at the forefront
- Increased number of trained riders
- Better safety records.



Human error - the most important accident causation factor, attitude and training – primordial, life-long training!

The safe ride to the future

- Inclusive positive approach
- Mainstreaming motorcycling
- Innovation and technology
 - Shared responsibility

Thank you for your attention!

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