



SVERIGES MOTORCYKLISTER



Sveriges MotorCyklister

www.svmc.se

Who is the Swedish Rider

- 307 000 motorcycles in use, and about 270 000 owners
- 90 % men, 10 % women
- The average age of a Swedish MC –owner is 52,2 years
- He/she gets her license at about 30
- Women are older than men when they get their license
- Has a high average income
- Also owner of a car



A member of the MC Community

- 25 % of all Swedish motorcyclists are SMC-members
- Many motorcyclists are also members of at least one club - thousands of local clubs and brand clubs
- All events taking place in the MC community is an important part of the MC life for a Swedish biker: coffee trips, rallies, shows, parades, meeting points etcera
- Riding a motorcycle is a part of your social life!



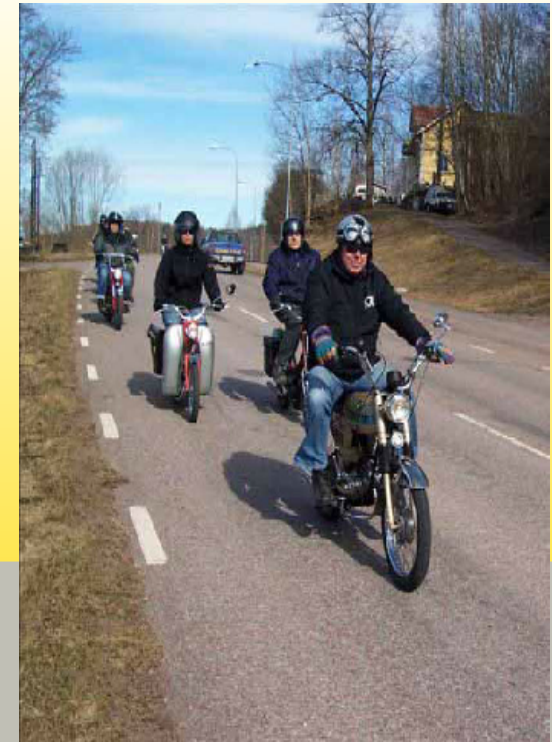
The average moped rider

- Takes the AM license at 15 years
- He/she has wealthy parents, the cost € 700
- Ride the moped for a year, maybe two then quit
- About 20 000 AM licenses per year
- Unknown number for A Class II mopeds
- Few goes from AM to A1 at 16
- About 500 A1 licenses per year



Mopeds in Sweden

- Sale of moped class I has dropped with 71 % since 2008 (from 32000 to 9100)
- Main reason - the AM license was introduced 2009
- Want to tamper the moped and does not always use a helmet
- Most killed on mopeds older than 25 and often drunk
- Vintage mopeds is high fashion among 50 +!



Motorcycle use

- Ride April-October
- Average mileage 2500 km - SMC member 6000
- Mainly leisure riding but 30 % use MC for commuting
- 75 % never borrows a bike or lend out a bike
- A Swedish biker owns a BIG motorcycle, +1000 cc
- The most common model is a custom bike
- 80 % of the motorcycles in Sweden is older than 7 years



The Swedish bikers are safe!

- 80 % will buy a motorcycle with ABS next time
- Also interested in heated handlebars and traction control
- 100 % always use helmet
- 85 % always uses full protection when riding a MC
- 60 % always use back protection
- A safe return of the MC tour is important
- Like to speed!



Initial Rider Training

- Initial rider training is very expensive, €700-3000
- Most beginners combine training in traffic schools with private training on his/her own bike + tutor
- SMC offers training to beginners if they come with their tutor
- Compulsory part – Risk course in two steps, cost €500
- Cost one riding test -€190 + rent bike € 120
- More difficult to get a license for women



Advanced Training – SMC School

- SMC offers advanced training to all motorcyclists since 1973
- SMC – in favour of voluntary training after license
- Can offer 15 000 to take part all over the country April-September
- Different courses; basic, KNIX, advanced courses on race tracks, gravel, ladies only and license courses
- 700 instructors and resource persons are involved in SMC School
- Advanced training – accepted road safety measure among motorcyclists



Those who are killed are not motorcyclists!

Killed MC riders 2005-2010	Without license	With license
Rektangulärt klipp	65	263
Single accidents	25 %	41 %
Average age	30	39
Alcohol or/and drugs	60 %	26 %
Legal owner of MC	32 %	63 %
No helmet	20 %	7%
Cross/enduro	22 %	6%
Un registrered MC	12 %	3%
MC not in use	35 %	11 %
Speed more than 30 +	42 %	36 %
Dark, dusk, dawn	46 %	24 %
Outside village	46 %	70 %
City street	55 %	27 %
If alcohol, promille	1,6	1,4