



Press Release

FIM Europe congratulates SMC for Road Safety activities

The Swedish Motorcyclist Association (SMC), which in Sweden takes care of all non-sporting motorcycling aspects, has always been interested in finding ways to improve Road Safety of Swedish motorcyclists.

In the latest days, they signed a very important agreement with the most outstanding motorcycle brands in Swedish market, in order to give to all the buyers of a new motorcycle the possi-

bility to take part to a free safe-ride training course, according to the standards defined by ACEM (Association of European Motorcycle Industry).

"The FIM Europe considers this initiative a very good sample of 'best practice', which should be adopted as much as possible in all European contests", stated Silvio Manicardi, FIM Europe second Deputy President.



The actual issue of FIM Europe MAG is online and can be downloaded [here](#).

PRESS RELEASE

nr. 119/2016 - June 7th 2016

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About FIM Europe (www.fim-europe.com) - The FIM Europe (in the past UEM, Union Européenne de Motocyclisme) includes 47 National Federations (FMNs) and 6 Regional Motorcycling Associations and is a European organization acting within its attributions in all matters in relation with motorcycling activities and, as such, in domains ranging from sport, tourism, leisure, environment, mobility, road safety, legislative affairs, protection and defence of the rights and interests of motorcycle users. As far as motorcycle sport is concerned, the FIM Europe is the supreme and sole European authority empowered by the FIM to control European motorcycling sport activities organized under its jurisdiction throughout Europe. The aims of FIM Europe are to develop and promote all forms of motorcycling in Europe as well as the co-operation and friendship between its members, and notably: to examine all questions related to the development of motorcycling in Europe; to organize European Championships and to establish all competitions that appear beneficial subject to the prior approval of the FIM; to co-operate with the FIM in all matters relating to the organization of international events and motorcycling in general; to organize camps and seminars for riders, officials, coaches and administrators of various European FMNs; to support the creation and development of motorcycling activities in all European countries; to promote the co-operation among all European FMNs; to promote motorcycling among young people, both as sport and motorcycling in general; to encourage the use of motorcycles in European countries and to develop motorcycle tourism; to represent the interests of motorcyclists before European authorities; to promote in the media the sport of motorcycling and the use of motorcycles in all of Europe.

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Borlänge den 7 Juni 2016

To whom it may concern

**FREE Advanced Riders' Training bundle with new motorcycles in Sweden!
Riding a new motorcycle will no longer mean an increased accident risk**

Buying a new motorcycle is usually associated with great joy and happiness, whether you have had a motorcycle before, or if it is the very first bike you just bought. The Swedish Motorcyclists Association, SMC, wants to contribute to keep that nice feeling among the new owners by teaching them how handle the new motorcycle. Meanwhile the risk of being involved in an accident is reduced.

In April 2016 there was an increase in the registration of new motorcycles in Sweden with 12 percent compared to last year. More and more Swedes discover the joy of a life on two wheels. Statistics of road accidents, however, shows that until now it has been higher accident risk for those who recently bought a motorcycle compared to those who owned the motorcycle for one or more years. About half of those who died on a motorcycle had owned it less than a year. The cause of the accident is often a lack of riding skills and knowledge. This will be changed by SMC together with the Motorcycle industry by inviting every buyer of a new motorcycle to a rider training in SMC School.

Modern motorcycles are often equipped with advanced technology such as advanced ABS systems, tire pressure monitoring system and traction control. Since 2011, the Swedish market only provided bikes with ABS if it was available on the current motorcycle model. From 2016, all motorcycles above 125 cc have ABS brakes.

- Modern motorcycles have developed to a level we hardly thought was possible a few years ago, when phenomena as wobble was still discussed among motorcyclists. Now there are chassis, tires, safety systems, ABS and traction control that makes riding safer and even more fun than before.

- It's not the motorcycles that causes accidents. It's the humans and human errors. When we learn to handle the amazing bikes we ride, we can enjoy them to 100 percent, says Jesper Christensen, General Secretary at SMC.

Therefore SMC and the motorcycle producers in Sweden take a comprehensive traffic safety grip. Everyone who buys a new motorcycle, from the most common brands, gets a road safety education with SMC, one of the largest motorcycle organizations in the world with rider education.

The producers in this collaboration are: BMW, Indian, Victory, Yamaha, Ducati, Piaggio, Moto Guzzi, Vespa, Honda and Triumph.

Christensen adds, this is a major investment for SMC with a potential cost peak close to one million Euro's, if all buyers take a training session and even enjoy the free test membership. But, our members are riding 80% of all motorcycle kilometers, so just in savings costs with less accidents may payback in reduced insurance premiums for our members.

SMC School offers more than 250 training events each year. SMC has more than 500 trained instructors and further more than 300 persons in the crew, who work voluntarily for SMC's 71,000 members and other motorcyclists to become safer riders. SMC will continue to certify the training courses via the standard recommended by the European motorcycle industry ACEM.

Further information, please contact:

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Press photos: http://mb.cision.com/Public/1003/9556661/800afce21d22788a_org.jpg

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