

4TH UEM FORUM

"MOBILITY ON POWERED TWO WHEELERS"



PTW : Sport, Leisure and Road Safety

"The Road Safety Situation in Portugal"

Presents:

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Vice-President CMT/FIM

4rd of July 2010 – Porto Palacio Hotel, Porto (Portugal)

Introduction

⌘ The Market situation

- Evolution of circulating park
- Evolution of Sales
- The impact of the new Driving License Law (equivalence B>A1)
- Recent developments

⌘ The Road Safety in Portugal

⌘ The actions taken by FMP



The Market Situation in Portugal

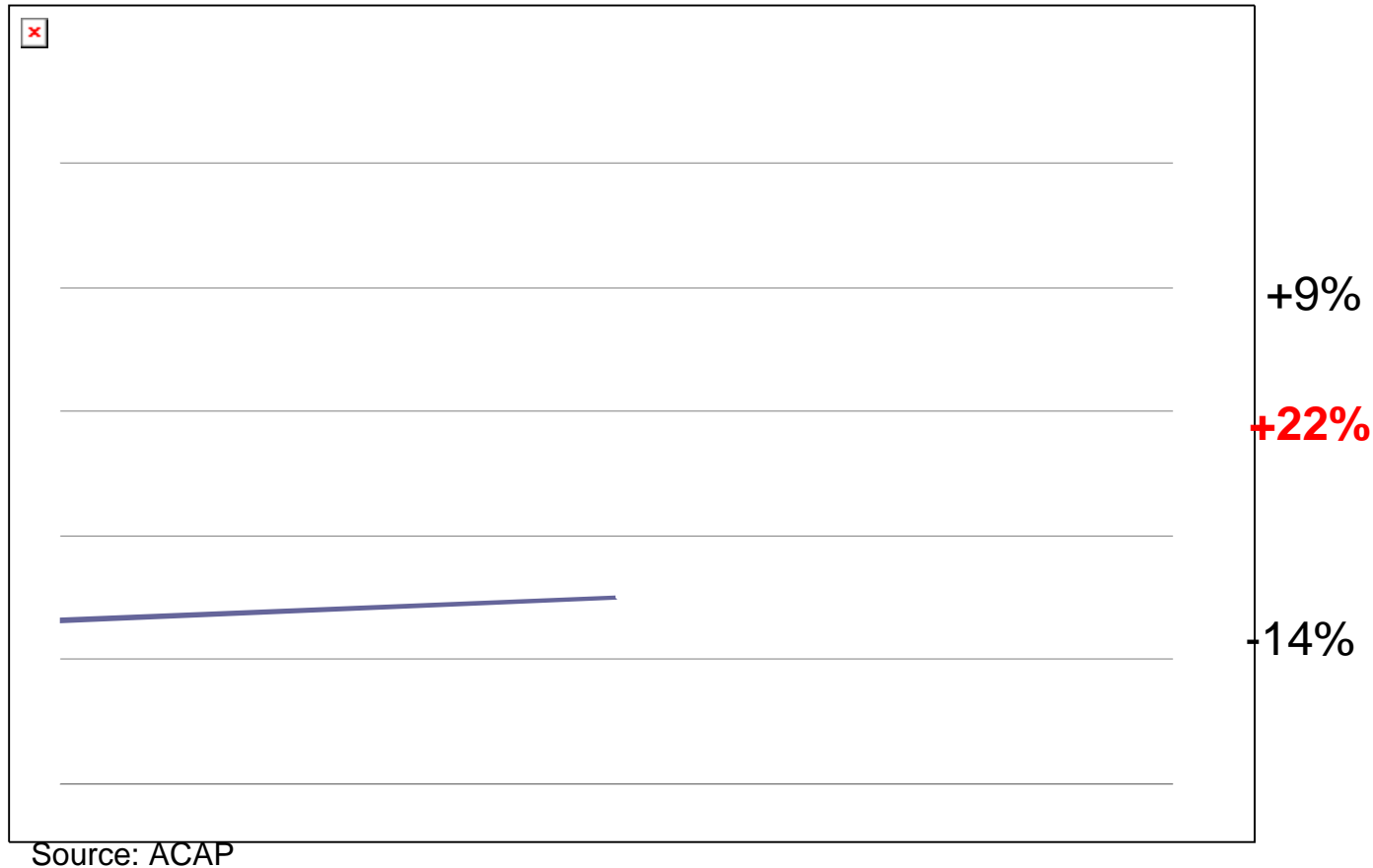


Source: ISP

- ⌚ The Total Market Share kept stable during the period
- ⌚ The Mopeds segment is reducing while Motorcycles is raising.

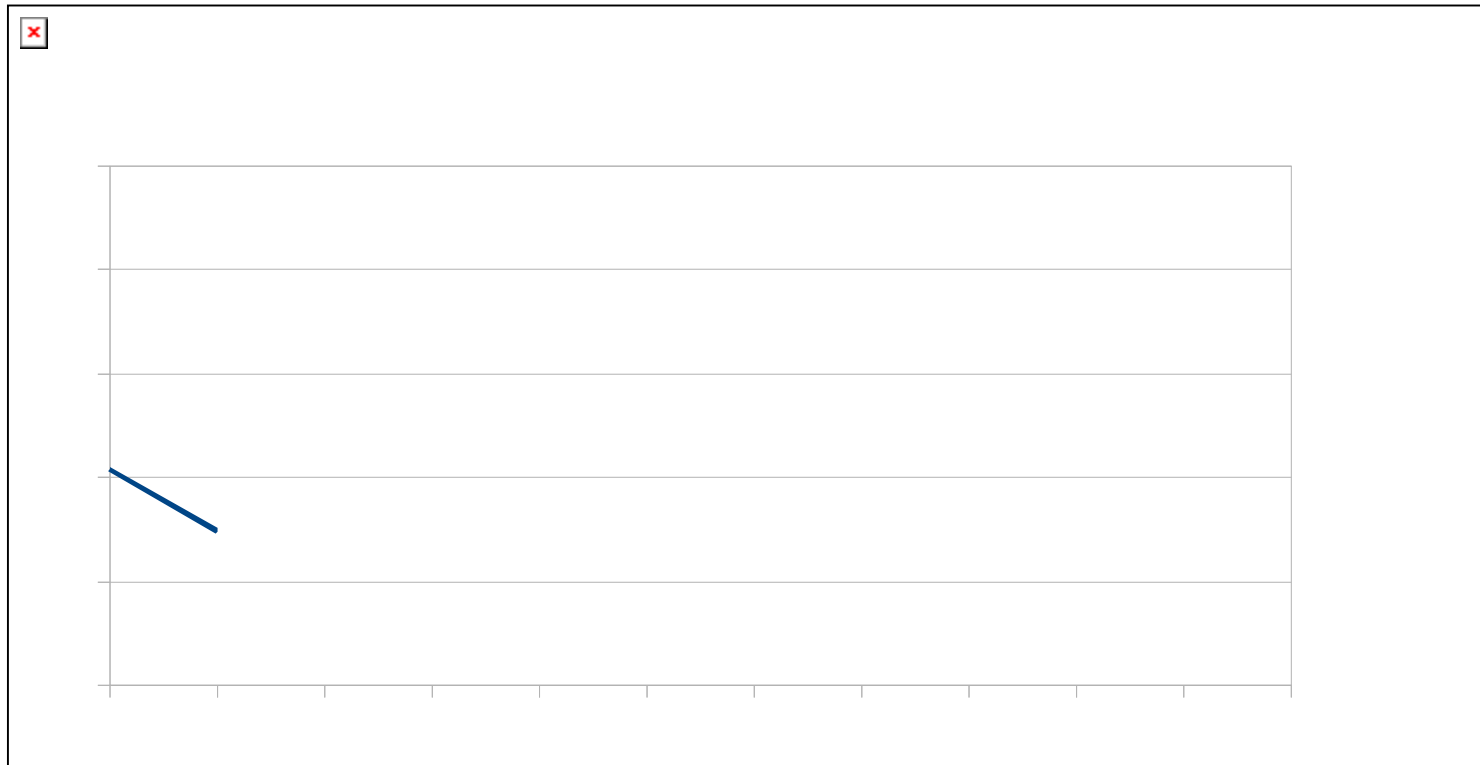


The Market Sales Structure



- ¢ The reduction of the Moped segment results also from the reduction of sales..
- ¢ This trend has been confirmed during all the period (2007-2009).

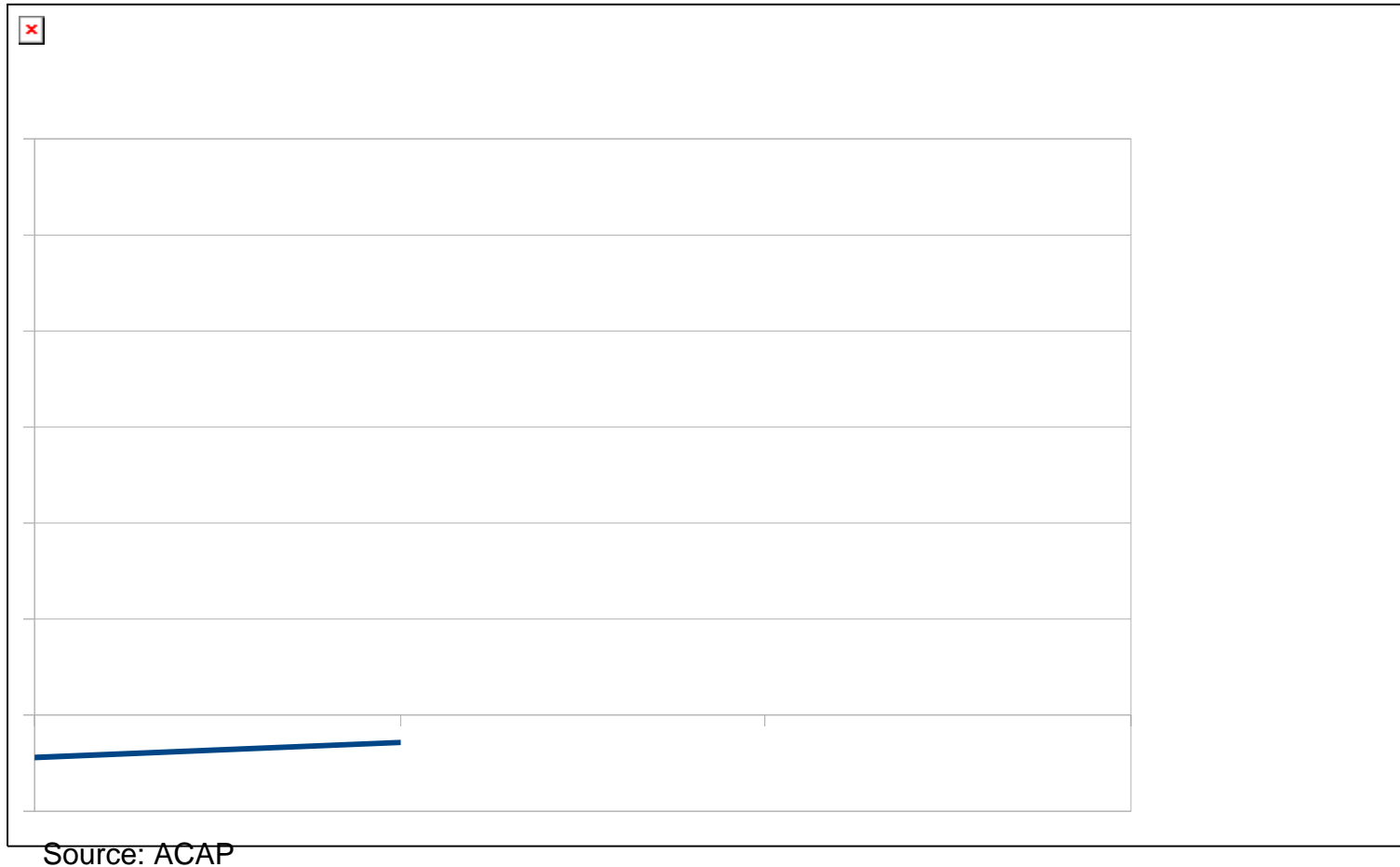
The Market Sazonality in Portugal



Source: ACAP

- 1st Semester with over 56% of the total sales, except 2009, because of the new law.

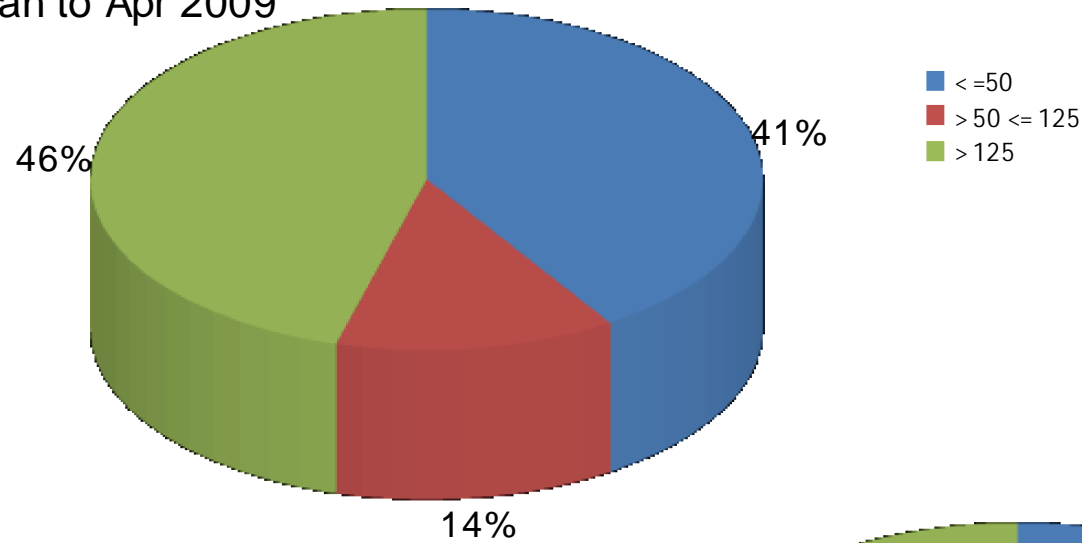
The effect of the new law in the market



- ⌘ At the end April 2010, this segment grew almost 4x (from 647 to 3.288 units) representing almost half of the sales.

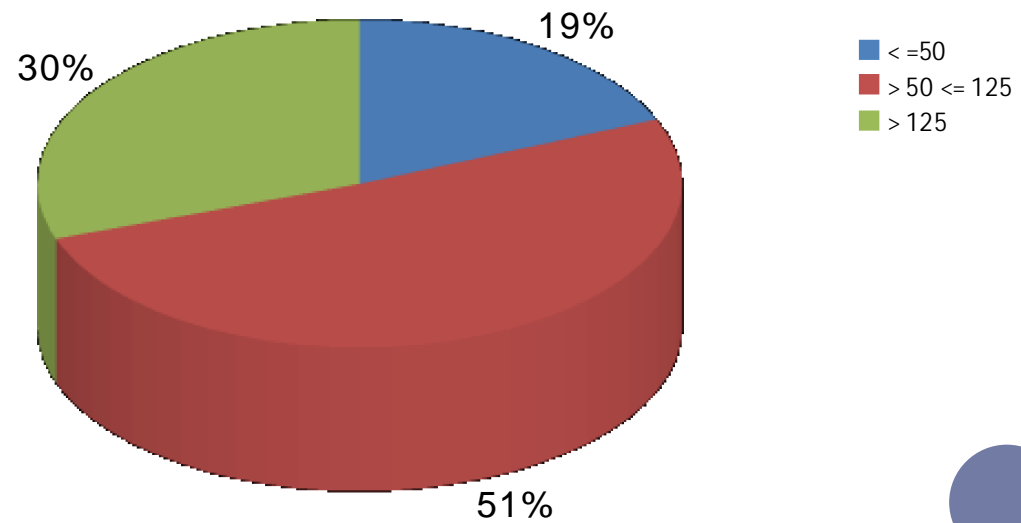
The effect of the new law in the market

Jan to Apr 2009



Source: ACAP

Jan to Apr 2010



Possible Outcomes of this situation

- ⌘ Much more PTW's circulating » gives motorcycling a better image and strenght to our message.
- ⌘ Using PTW's on a dayly basis, comuting to work
- ⌘ Also need to look into road safety issues – accidents will certainly raise!



Recent developments

⌘ Electric PTW's:

- At the same pace of cars, electric PTW are appearing, with some tax support from the government.
- Apart from “refueling” at home, there are some points to recharge batteries.



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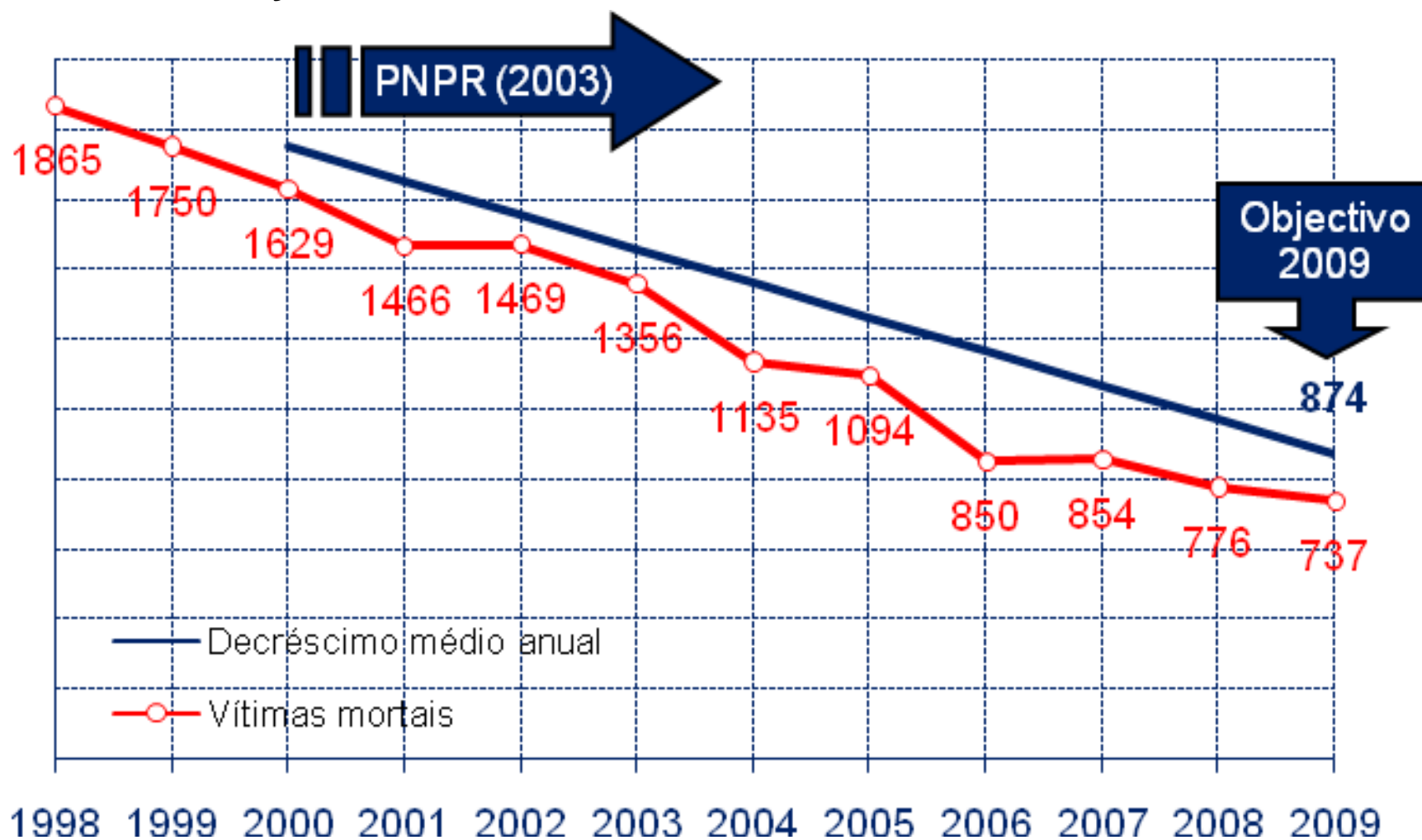


Road Safety in Portugal

- ¢ In 2003,, the PNPR defined a new approach to road safety with measures that were to be taken and goals to be acheived:
 - Defined several actions with the vulnerable road users as the main targets, one of which were motorcycles.
 - Define a global objective of reducing 50% of the total casualties.



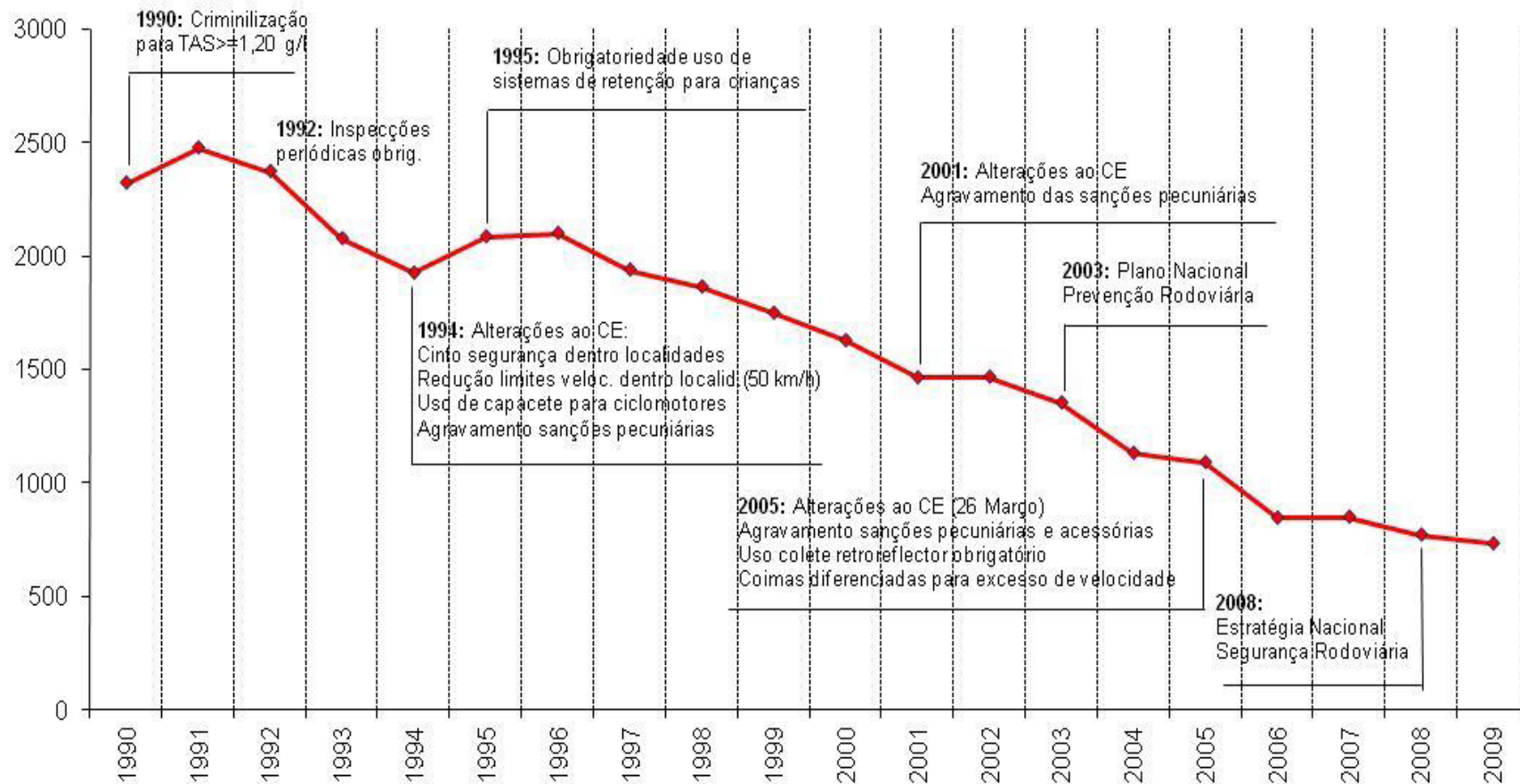
Road Safety National Plan - 2003



Source: ANSR



Road safety initiatives: 1990-2009



Source: ANSR

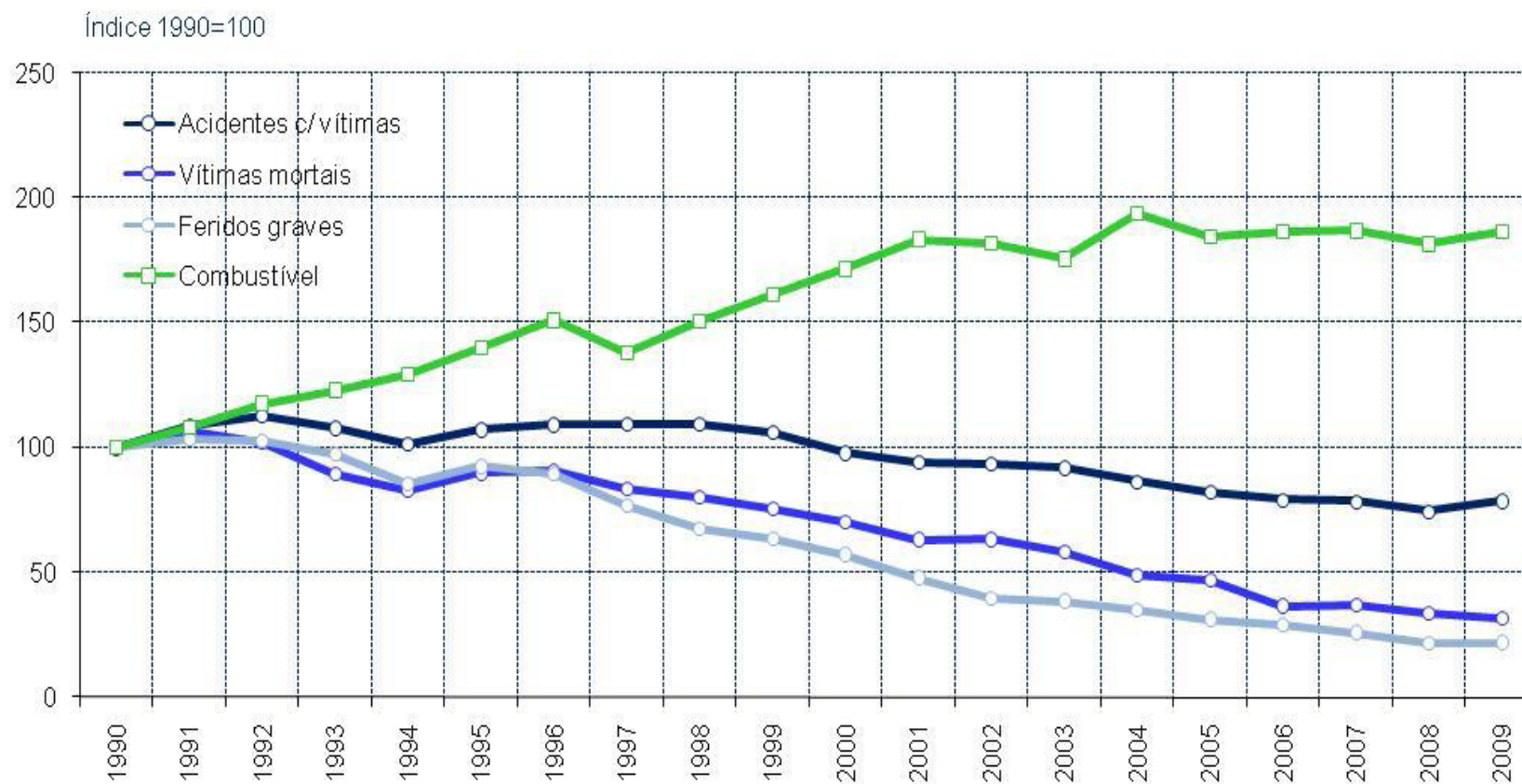
Road Safety Evolution (1998-2009)

			152	627
			175	891

Source: ANSR



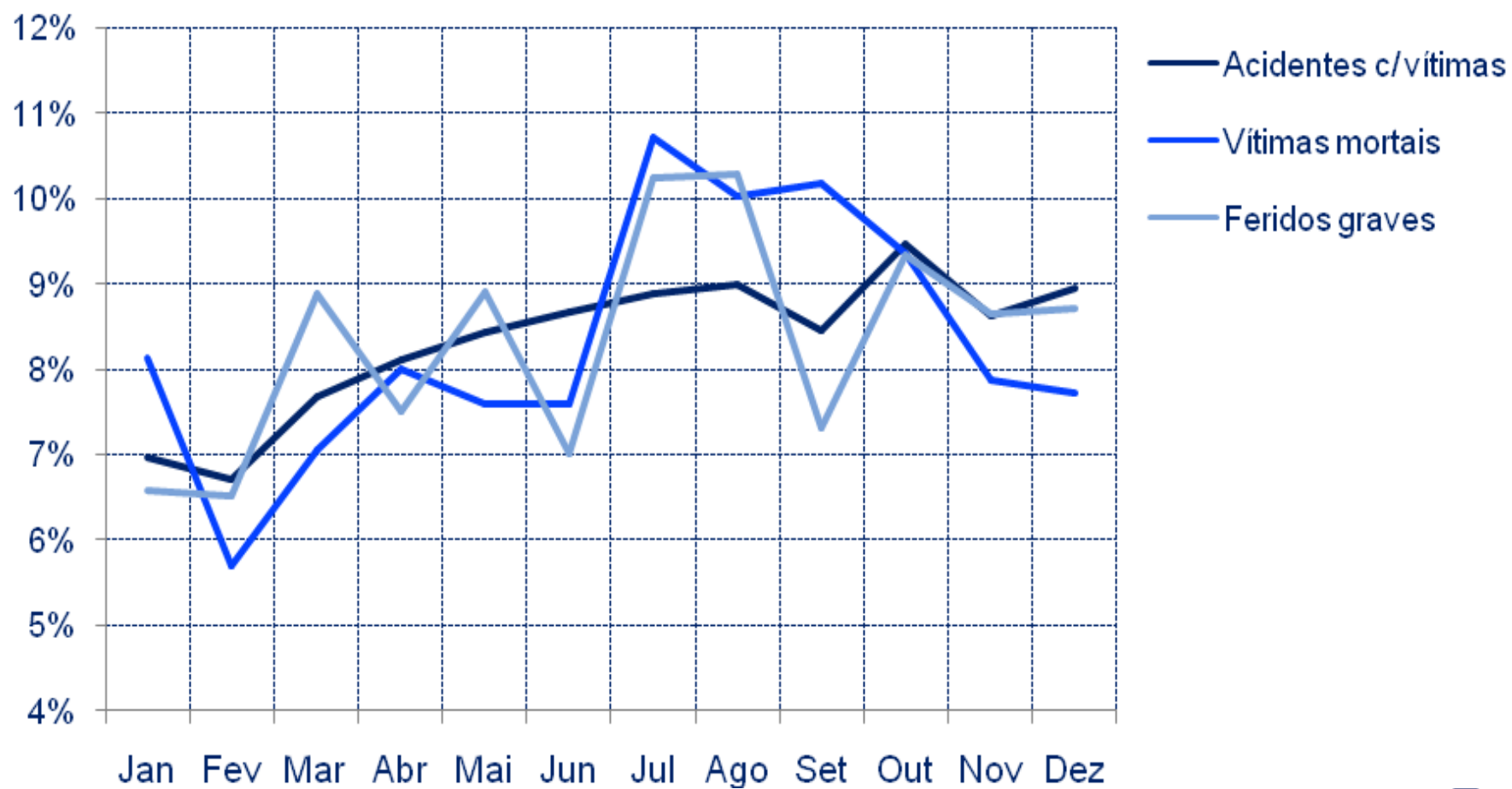
Fuel consumption and road safety: 1990-2009



Source: ANSR



2009, Monthly accidents



Source: ANSR



Accidents by vehicle category

	42.328	45.312
	3.782	3.705
	3.650	3.652

Source: ANSR



Victims according to vehicle category

	62	50	263	264	3.906	3.881
	102	102	371	363	3.796	3.788

*Driver/rider and passenger

Source: ANSR



Drivers victims according to maneuvers

Driving oppst. sense	13	9	227	191
Sudden deviation	45	48	963	972
Normal Driving	352	318	19.971	21.085
Turn left	13	15	1.382	1.418
Sudden stop	6	1	273	277
Left overtaking	16	23	774	802
Speeding	118	86	4.393	4.048
Others	47	36	2.547	2.993
total	492	450	26.137	27.738

Source: ANSR



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Actions taken by FMP

☙ Safety barriers with protection for PTW's:

- It was the first time that a Law was passed in the National Assembly by unanimous vote.
- The result is that all the new roads use this device and most of the old ones are in the process of doing the same.



Actions taken by FMP

- ¢ Reduction of 30% of the cost for PTW's in all the Higways and bridges with tolls.
 - May be the first coutry to have such an advantage for riders.
- ¢ Participation in all the legislative process that involved PTW's (road code, safety barriers, License equivalence B>A1, etc.)



Actions taken by FMP

⌘ Parking space dedicated to PTW's



Q&A

Thank you for your attention

