The Shared Road To Safety
A Global Approach for Safer Motorcycling

International Transport Forum
Leipzig 21/5/2014

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Introduction to IMMA

- IMMA represents the combined skills and interests of the powered two- and three-wheelers (PTWs) manufacturing industry at the global level.

- Consultative status with the United Nations Economic and Social Council (ECOSOC)
Variation of PTW presence in transport mix

Percentage of PTWs in total motor vehicles by country
Variation of the PTW presence in transport mix around the globe

Source: IRF, World Road Statistics 50th Anniversary, 1964-2013
Road Safety trends for PTWs

• In most countries a significant improvement of PTW safety/10,000 reg. vehicles is observed.

• To adequately understand the PTW safety trends, local studies are required. Comparisons of trends should be based on adequate local understanding.

* Europe includes Austria, Belgium, Czech Republic, France, Germany, Greece, Ireland, Italy, The Netherlands, Poland, Spain, Sweden, United Kingdom.
IMMA’s 4-Stage Approach

• Recommended approach to improving road safety across the world in a four stage strategy:

1. Public Policy
2. Infrastructure
3. Training & Education
4. Technology Advances
IMMA’s 4-Stage approach
1. Public Policy

- **Integrating a strategic motorcycling framework into transport planning** in order to achieve a better traffic system design, to ‘mainstream’ motorcycling as part of the overall transport policy.

- **Inclusive approach** would allow the proper development of measures which would improve safety, support riders and help realise the positive potential of PTWs for society as a whole.

- **Fair and equal access** between and within the transport modes.

- **Involve all stakeholders**
IMMA’s 4-Stage approach

2. Infrastructure

- One of the most important issues in developing territories.
- PTW considerations in the infrastructure should be part of the overall transport strategy and included in initial design.
- Adequate maintenance of roads and infrastructure remain a priority for authorities, even in a context of economic difficulty.
- Various design manuals and audit processes exist for creating adequate road infrastructures for PTWs.
- Also consider PTW in addressing:
  - traffic technology,
  - land use and
  - parking.
IMMA’s 4 Stage Approach
3. Awareness, Education and Training for all Road Users

- **Human error** is major cause in accidents
- **Behavioral change** should be at the forefront related to the human factor
- **Rider training and education** is fundamental to PTW safety.
  - Riders
  - Other road users
- **Initial rider training infrastructure**
- **Awareness of benefits** of use of **protective equipment**
  - Proper use of helmets - integrated approach (campaigns, proper helmets, proper use, effective enforcement)
- Preventing impaired riding
- Regular **Maintenance** of vehicles & servicing
IMMA’s 4-stage strategy
4. Technology Advances

• IMMA member manufacturers are committed to the highest standards of construction and technology, taking into account specific aspects of different markets and invest in educating customers and promoting new safety solutions, in order to allow the market to adapt to new features and technologies.

Before new technologies are considered for mandatory application by government administrations, the application of the latest international standards and regulations (World Forum WP.29) should be the first step.

Providing PTWs with additional vehicle related options or technologies – or introducing vehicle specific regulation - is not on its own sufficient without a strong and continued focus on rider training, behaviour of the rider, adequate infrastructure and, inclusive policy considering PTWs in traffic.
Protection of Intellectual Property Rights (IPR)

• Low cost, low quality, **counterfeit spare parts**, misleading customers rarely go through any safety tests or quality certification.

• Such modifications using such components pose **significant threats** to performance.

• Nearly **all markets in the world** are affected

• Most common in fast moving in the **aftermarket**: (filters, brake pads, clutches, electrical items, etc).

• Need for **enforcement** to prevent the marketing, distribution, sale and use of either non-compliant, or unsafe motorcycles and their parts or those in which intellectual property rights are infringed.

• Need to **improve rules and procedures**, capacity building of law enforcers, strengthen the monitoring of counterfeit sales, and warning to counterfeiting manufacturers and retailers.

• **Education and awareness strategies**
Best practices resource for safer motorcycling

• **Safety and Transport Policy (11) e.g.**
  – Motorcycle Safety Strategy, (Sweden)

• **Infrastructure (12) e.g.**
  – Motorcycle exclusive priority lane (Republic of China)
  – Advanced stop lines (Barcelona, Spain)

• **Training, Education (19) and awareness (17) e.g.**
  – Pre-licensing education (Indonesia)
  – Incentives for training (Canada)

• **Data & Analysis (3) e.g.**
  – MAIDS project (Europe)

implementations on various axes reinforce each other.
Best practices resource for safer motorcycling

Safety & Transport Policy

Education & Training

Safety and Transport policies which account for PTWs and are accepted to local specifications

Awareness raising campaigns for all road users

Education for all road users
Training options: specific groups, novice riders, returning riders, advanced riders, etc.

Safety and PTW diversity initiatives
Thank you

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