

SESSION KEY POINTS AND QUOTES

The Shared Road to Safety - A Global Approach for Safer Motorcycling

Wednesday, 21 May 2014, 09:00 - 10:30

Context

At worldwide level there is an increased use of Powered Two Wheelers in both developing and developed countries. As a result of urbanisation, associated congestion and the shift in economic balance, there is an increased need for mobility in developing nations. At the same time there is a global challenge to ensure sustainability from a road safety perspective. Successful actions are required to reduce the absolute number of fatalities and injuries as set in objectives of the 'Decade of Action'. In many situations, PTWs have not been adequately addressed in local, national and regional policy plans. The safety of PTW riders is a high priority of the global motorcycle industry as represented by IMMA and this is the background of organising this specific Side Event at the International Transport Forum Summit 2014. IMMA calls for attention by policy makers to 'mainstream' motorcycling into their regional, national or local transport and mobility policy plans, which means a positive consideration of PTWs in transport plans, in an integrated perspective.

Organiser:

- International Motorcycle Manufacturers Association (IMMA)

Moderator

- Fred Wegman, Professor Traffic Safety at the Delft University of Technology, Netherlands, Chairman of IRTAD

The Panel

- Pierre Van Elslande, Research Director, IFSTTAR and Chairman of the International Transport Forum Working Group on the Safety of Powered Two Wheelers

- Frank Leimbach, Division Manager of the Technology Center, DEKRA, Germany
- Henri Prevost, Deputy Director of the Interministerial Road Safety Delegation, France
- Jesper Christensen, Director Public Affairs Commission, FIM and General Secretary, Swedish Motorcyclist Association (SMC)
- Antonio Perlot, Secretary General, ACEM - the Motorcycle Industry in Europe
- Bambang Susantono, Vice Minister of Transportation, Indonesia
- Gayle DiPietro, Global Road Safety Partnership (GRSP), with contribution from Margie Peden, World Health Organisation (WHO)
- Jorge Kogan, Senior Transport Advisor and Hilda Maria Gomez, Consultant, CAF Development Bank of Latin America
- Edwin Bastiaensen, Secretary General, International Motorcycle Manufacturers Association (IMMA)

Quotes

- “The growing use of PTWs, notably in big cities, was not predicted. It takes the form of a spontaneous, informal, adaptation of road users to the drawbacks linked to car congestion, public transport problems, etc. The result is that this "wild" increase has not been integrated into traffic management and policies. (...) PTW riders have not benefited at the same pace as car occupants from safety improvements over the recent decades. Growing PTW traffic makes it imperative to adopt safety interventions targeting this mode of transport, while integrating it into a safe system approach; which means, at first, preventing every roads users from producing errors or other unsafe acts, and secondly protecting these road users from the consequences of errors coming through the defences of the system. (...) Improving the safety of PTWs should be a shared responsibility. All relevant stakeholders need to be actively involved in the process of drawing up and implementing a shared road safety strategy aimed at harmonizing the interactions between all road users, including PTW riders, and between these road users with the traffic environment.”
– **Pierre Van Elslande, IFSTTAR**
- “Compared to 2012, we observed in 2013 a decrease in moped and motorcycle fatalities in France. This decrease was however less quick than for the other transport modes since 2000. In France, Powered Two Wheelers represent 25% of all road fatalities, , whereas they represent 2% of the total traffic. (...) As part of its strategy to reduce motorcyclist’s road crashes, France has introduced a PTW project leader working at national level with around 100 local heads of mission

in the regions to raise awareness on a variety of safety aspects organising together more than 1.000 activities or workshops, raising awareness with 300.000 motorcyclists. In addition, a dedicated PTW Safety Committee has been set up within the national Road Safety Council, making recommendations to the government.” – **Henri Prevost, Deputy Director of the Interministerial Road Safety Delegation, France**

- “The FIM emphasises that all stakeholders must work together; riders and other road users, industry, authorities and scientists. The usage of PTW’s is significantly different in various parts of the world. The expertise of riders organisations is key, since they have in-depth knowledge and are able to identify improvement in road safety locally. Rider organisations thus are needed in every country, contributing to the discussion and through providing education, training and safety messages. (...) We should look for ways and tools to measure progress and advancement of PTW safety policies, particularly for what concerns the integration into of PTW safety national and regional policy plans” – **Jesper Christensen, FIM**
- “No other form of motorised locomotion gives the driver a comparable feeling of dynamism, agility and freedom. But right from the start the special fascination of motorcycling was accompanied by an increased risk of serious accidents. DEKRA observed major differences in motorcycling in different parts of the world and therefore a tailored approach is required when addressing powered two wheeler safety. Despite all the positive developments in technology and other, especially in recent years, motorcycles cannot possibly offer the same active and passive safety as passenger cars. (...) More research is necessary particularly in developing regions, to better understand local specificities”. – **Frank Leimbach, DEKRA**
- “The motorcycle population increases rapidly in Indonesia. Some efforts to improve safety for motorcyclists include: 1. Conducting campaigns in motorcycle riding ethics; 2. Partnering with motorcycle manufacturers to endorse initiatives to reduce the number of traffic accidents; 3. Motorcycle safety socialization (safety riding), supported by motorcycle communities and corporate initiatives; 4. Engage active public participation in socializing the importance of obeying traffic rules; 5. Creating safe, convenient, reliable and affordable transportation system. (...) Reducing the number of accidents and creating traffic safety could not be done by the government alone. The Government of Indonesia calls for global actions to integrate road safety into the road and transport system. This effort should be promulgated in national laws and regulations which puts forward road safety as a national priority in order to promote and develop road traffic that puts safety first.” – **Bambang Susantono, Vice Minister of Transport, Indonesia**
- “ACEM members have a track-record in being proactive in the field of road safety. The Motorcycle Industry in Europe signed in 2004 the European Road Safety Charter, manufacturers voluntarily committing themselves to offering at least 50% of their street motorcycle models with advanced

braking systems, as standard fitment or as an option, by 2010. This commitment was met and a more progressive objective was set later, with 75% of the offer by 2015 - on its way to being achieved, also thanks to the active support of national industry associations. Again, in the absence of EU regulation, ACEM members made a voluntary commitment in 2003 to introduce on all vehicles the Automatic Headlamp-On feature, in order to increase conspicuity and perception of riders in traffic. More than 10 years later, advanced braking systems and AHO will become mandatory from 2016 due to type-approval regulation, and will therefore cover all PTWs on the EU market, including those not in ACEM membership. (...) Looking ahead, ITS is considered to bring benefits in the future, and Industry has been engaged in researching and developing different solutions, which look promising. (...) But improving the road safety of PTW users requires an integrated approach in which vehicle technology is only one element, user behavior and infrastructure being equally important. This underlines the need for positive cooperation between public and private stakeholders. ACEM will present its new forward-looking road safety strategy in September, within the International Motorcycle Conference (IfZ) at INTERMOT in Cologne". – **Antonio Perlot, ACEM – Motorcycle Industry in Europe.**

- "Multilateral Development Banks can and should incorporate safety as a stand alone multisectoral program. CAF have started 5 years ago with building up an Observatory of Urban Mobility (www.omu.caf.com) to monitor mobility trends. We learned that in the Latin American region, particular attention is needed to improve the situation for this specific type of road users. There are significant differences in the use of motorcycles compared to other regions in the world. Nevertheless, our initiative has become a demonstration project being monitored by the other seven Multilateral Development Banks worldwide as part of developing a common coherent way to include safety and in this case, particularly motorcycle safety in the respective programs. **Jorge Kogan, Senior Transport Advisor, CAF - Development Bank of Latin America**
- "We propose the creation of a research group for PTW safety that will investigate among others the design and operation of dedicated motorcycle lanes and other infrastructure, creation of a new vehicle assessment programme (NCAP) for PTWs and other (...). The manufacturers and distributors should contribute to awareness raising on safety of PTW-riding; The road design manuals must be updated to include safe features for PTW; (...) For what concerns the professional use of motorcycles such as delivery or other business, there are many issues still to be regulated; (...) The one who hires a PTW, should be responsible for their safety awareness, training and the use of safety accessories; (...) A proper first aid protocol is needed for PTW-users." – **Hilda Maria Gomez, Consultant, CAF - Development Bank of Latin America**
- "When considering two-wheelers safety, three-wheelers and e-bikes should be considered as well. (...) The United Nations Road Safety Collaboration (UNRSC) is now in the process of developing a Good Practice Manual on PTW safety. It will target policy makers in low- and middle income

countries as well as the broader road safety community. It will provide a global overview on the profile, risk factors and best practice interventions on Powered Two Wheeler Safety. The scope will include 3-wheelers and e-bikes, following the same development process as used to produce previous Good Practice Manuals. A first complete draft is expected in March 2015, a final report is expected in fall 2015. In the process, the United Nations Road Safety Collaboration members will be regularly consulted. This document will complement the recent resources by IMMA and the ITF Motorcycle Working Group.” **Gayle DiPietro, Global Road Safety Partnership and Margie Peden, World Health Organisation (WHO)**

- “Though fatalities per vehicles in use has come down in most developed and developing regions, a comprehensive package is required at different levels to assure an absolute improvement in road safety, considering that the use of PTWs is increasing. More than before, action is required to include and mainstream motorcycling in policy plans. Roads are often just designed for four-wheelers. (...) Additional positive effects can be realised in the short term with a variety of actions of which the benefits have been demonstrated in different regions, particularly on infrastructure, rider training and awareness. I refer to the compendium of best practices collected worldwide by the industry as a useful resource for inspiration.” – **Edwin Bastiaensen, International Motorcycle Manufacturers Association (IMMA)**
- “I observe from our discussions today that not enough progress on including motorcycling in policy programmes has yet been achieved since the conclusions of the ‘Lillehammer’ workshop, initiated by the International Transport Forum in 2008. The increase in fleet of Powered Two Wheelers and in their actual use will likely lead to an increase in fatalities unless successful actions to improve safety for motorcyclists are deployed. (...) It has been emphasised multiple times today that a significant number of users revert to a PTW as their only option, particularly when looking outside the region of ITF/OECD countries. (...) We have collected a variety of perspectives, and all emphasise need for tailor-made approaches. Our common challenge is to translate these ideas into timely action involving the relevant forums, groups and individual stakeholders, in view of the discussions related to the progress of the UN Decade of Action. I suggest that the participants in this SideEvent join their forces in view of the next steps. I thank IMMA for the initiative taken to organise this Side-Event and support a meaningful contribution on this topic to the discussions on the Midterm Review of the Decade of Action in 2015. ” **Fred Wegman, Professor Traffic Safety at the Delft University of Technology, Netherlands, Chairman of IRTAD**

About IMMA

IMMA represents the combined skills and interests of the powered two- and three-wheelers manufacturing industry at the global level. IMMA members include regional and national industry

associations representing the PTW industry in Australia, Canada, Europe, India, Japan, South-East Asia and the United States.

Further information

As part of the 2014 International Transport Forum Summit IMMA organised a side event to discuss the need for road safety policies across the world and to present its latest policy document: *'The Shared Road to Safety - A Global Approach for Safer Motorcycling'* an industry policy paper with best practice resource. Download at www.immamotorcycles.org