



Motorcycle Safety and Sustainability towards 2030

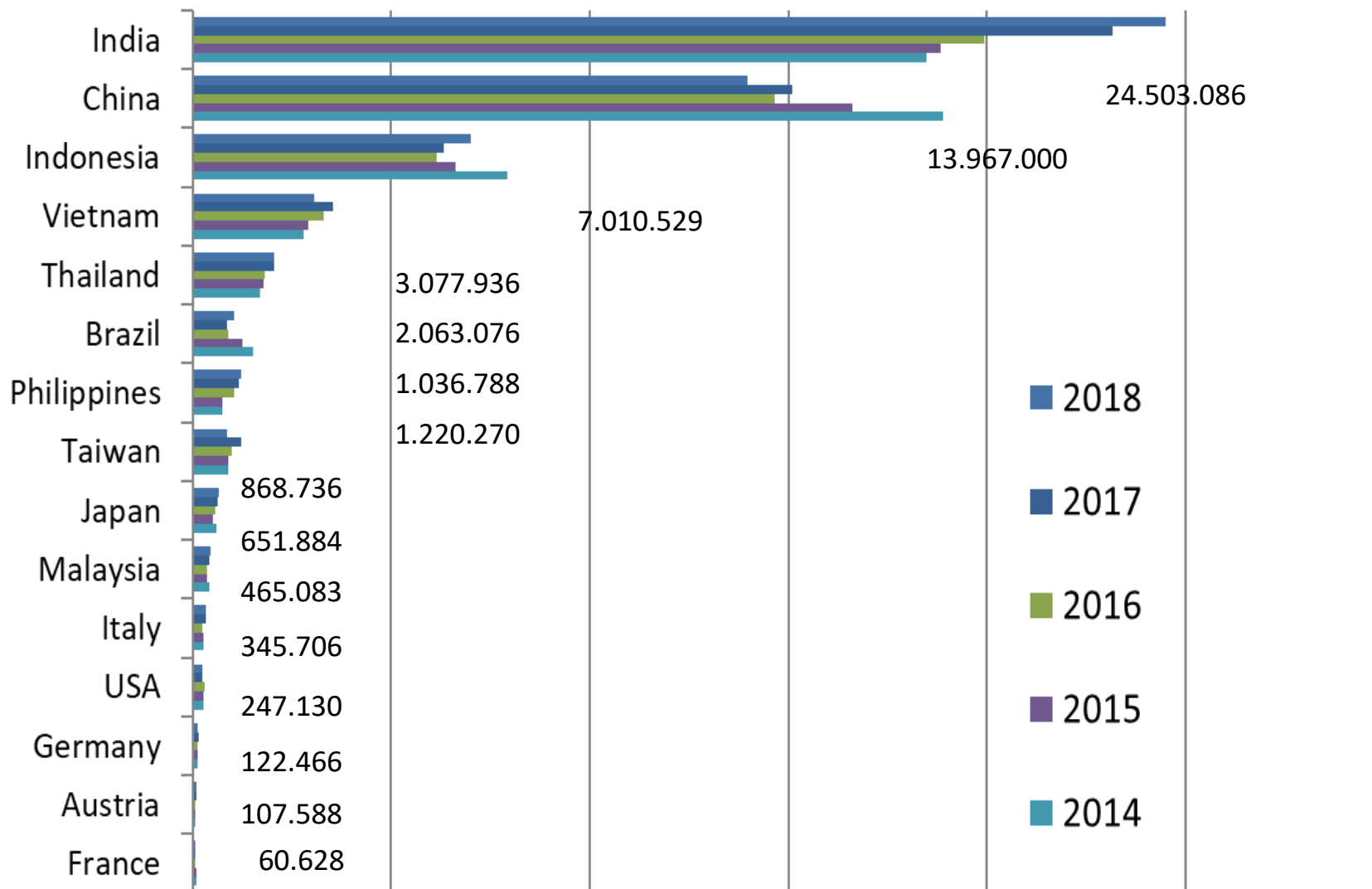
Johannes Loman, President

**Russian Federation and UNECE Global Forum for Road Traffic Safety
Pre-event to the Global Ministerial Conference on Road Safety, Stockholm, Sweden**



18 February 2020, Sheraton Stockholm Hotel

Motocycles Production 2014 – 2018



PTW industry has absorbed millions of employees and has served millions of customers'/road users' dreams.

IMMA INTERNATIONAL MOTORCYCLE MANUFACTURERS' ASSOCIATION



**Great diversity, primary form of mobility, enabling
business, access to health, leisure**

IMMA

INTERNATIONAL MOTORCYCLE
MANUFACTURERS' ASSOCIATION



The Motorcycle
Industry in Europe



India



Indonesia
Japan
Malaysia
Philippines
Taiwan
Thailand
Vietnam



FCAI
(Australia)



Canada



USMMA(U.S.A)

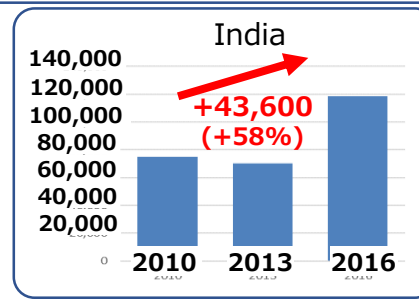
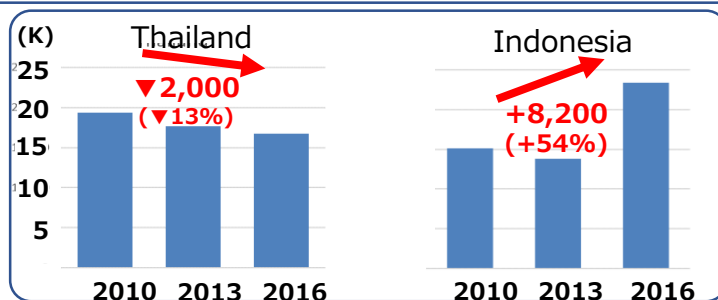
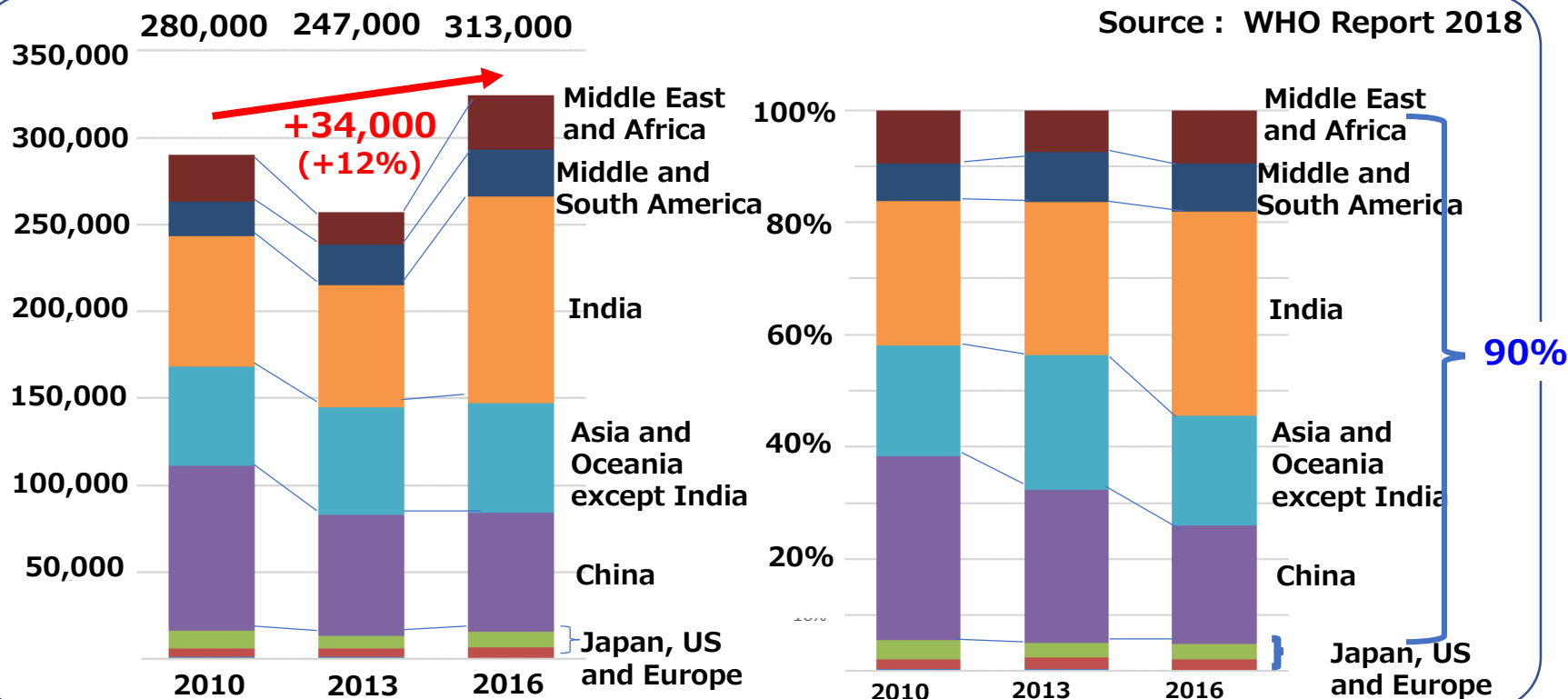


Brazil

**IMMA is an International Motorcycle Manufacturers Association
cooperating with regional associations
2019 Global PTW market Volume > 55 Million Units
(80% in developing countries)**

Number of Motorcycle Fatal Accident (Loss of Life) in the world

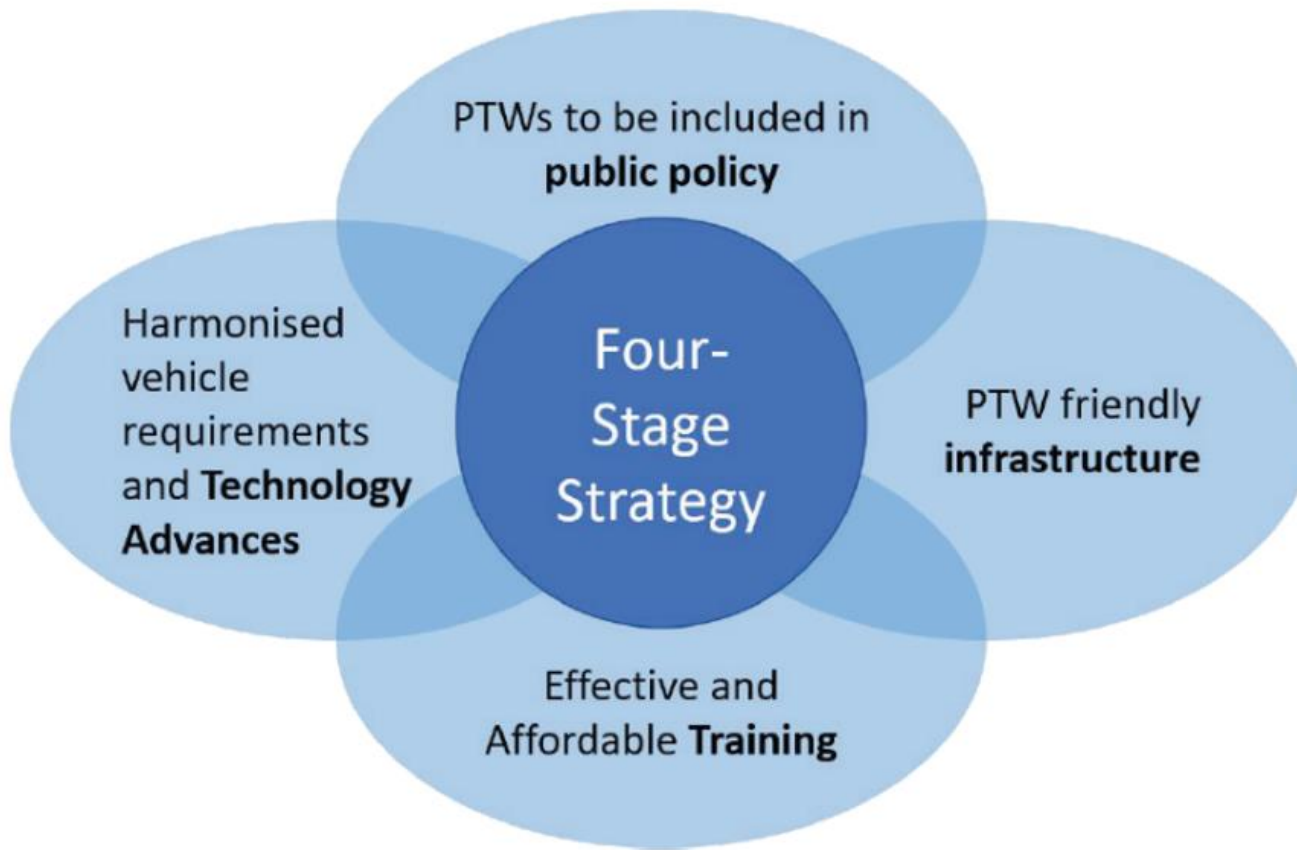
Source : WHO Report 2018



More than Three Hundred Thousands Deaths in a year, and mostly comes from developing countries.

Increased by 12% in last six years, and more than 50% Increase in India and Indonesia.

Integrated Approach to Road Safety



Safer Motorcycling

The Global Motorcycle Industry's
Approach to Road Safety

Including a compendium of industry-led best practices in safety
and transport policy and awareness, training and education.

May 2019

The Global Motorcycle Industry's Approach to Road Safety

IMMA advocates "Integrated Approach to Road Safety" with "4 Stage Strategy" issued last May to all levels & in all occasion

Integrated Approach to Road Safety

1. MOTORCYCLE MUST BE POSITIVELY INCLUDED IN PUBLIC POLICY



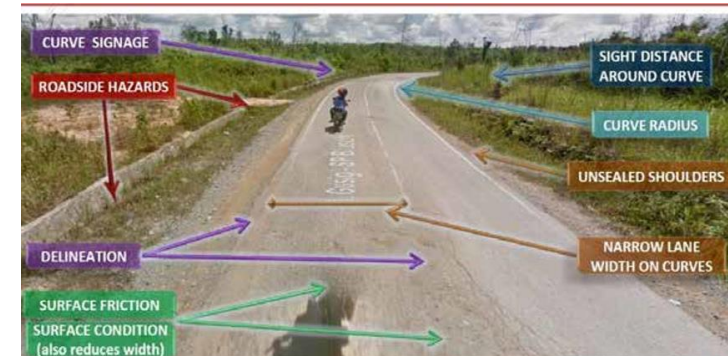
1. Promotion of motorcycle usage can reduce congestion and bring economic gains if other modes of transportations are unavailable, impractical or too expensive
2. Motorcycle use must be integrated into overall transport and urban planning policy to improve safety, support riders, and help realize it's social potential

2. ROAD INFRASTRUCTURE MUST BE DESIGNED AND MAINTAINED WITH MOTORCYCLE IN MIND



Infrastructure as a MC crash factor

1. Road infrastructure influences both the likelihood and severity of a crash
2. Motorcycle should be identified as an independent road user group



Integrated Approach to Road Safety

3. EFFECTIVE AND AFFORDABLE TRAINING AND EDUCATION

1. Promoting safe and responsible use through education and training is an important part of road safety
2. Encouraging human behavior change should be at the forefront of road safety activities and initiatives



4. HARMONISED VEHICLE REQUIREMENTS AND TECHNOLOGY ADVANCES

1. Product safety is of utmost importance for IMMA members
2. Regional diversity of users and the types of usage should be recognized in road infrastructure, traffic conditions, stages of economic development



Intelligent Transport Systems (ITS)





MOTORCYCLE ACCIDENT INVESTIGATION

MICRO STUDY ANALYSIS (687 CASES)

By
Thailand Accident Research Center (TARC)
Asian Institute of Technology (AIT)
12-13 December 2019



ALL CRASHES
687 cases

FATAL CRASHES
200 cases
29.11%

Investigated
2017-2019



**Aim to 1,000 cases study in a year since 2017.
Analyzed 687 cases (Fatal Crashes : 200) till 2019 year end.**

Motorcycle Accident Ratio by Occurrence Characteristics

GENERAL ACCIDENT CHARACTERISTICS

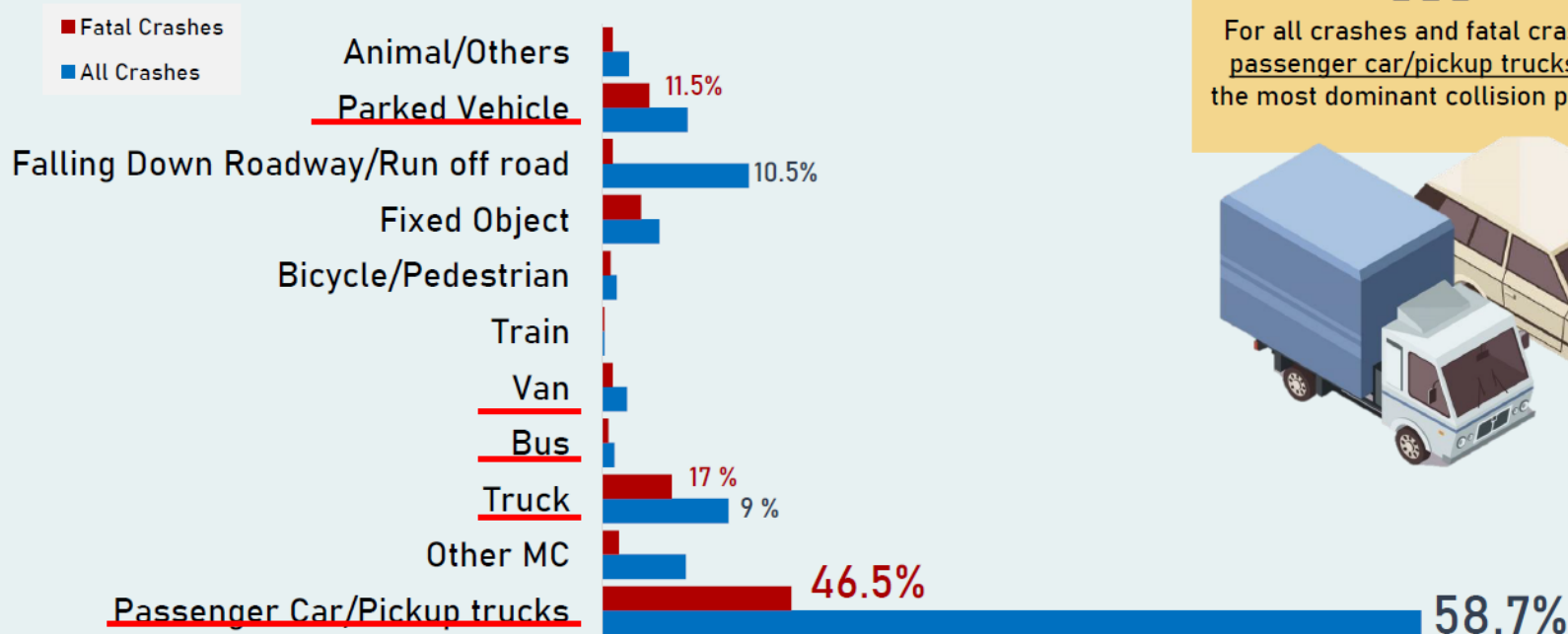


Motorcycle Accident Investigation: Micro Study Analysis



OTHER VEHICLES (OVS) INVOLVED IN MC ACCIDENTS

● All Crashes ● Fatal Crashes



For all crashes and fatal crashed, passenger car/pickup trucks are the most dominant collision partner



- Most of Accidents have been occurred with Four-wheeled Vehicle. (More than 75% including Parked Vehicle.)

Accident Ratio by Occurrence Factor



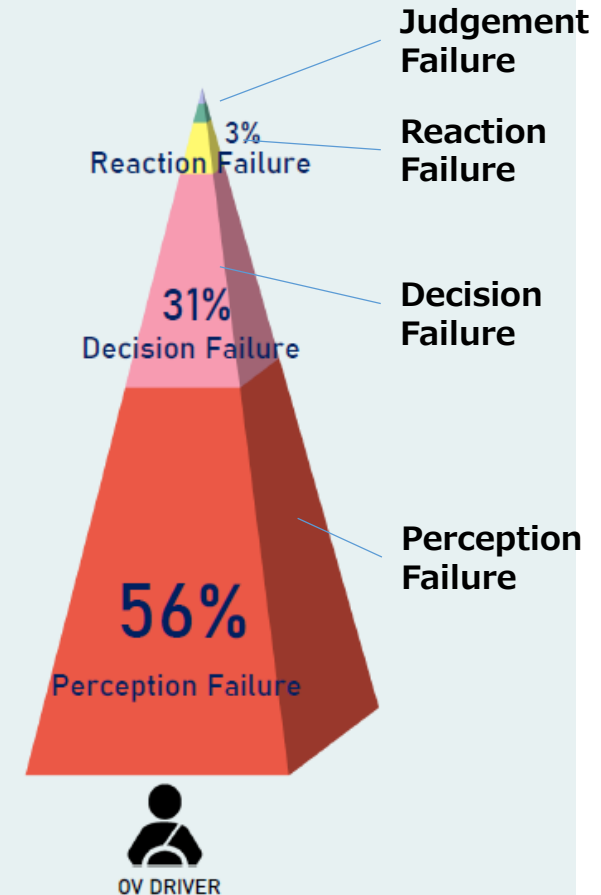
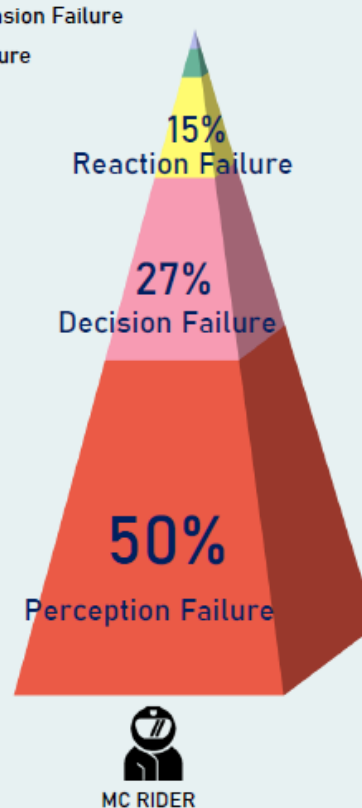
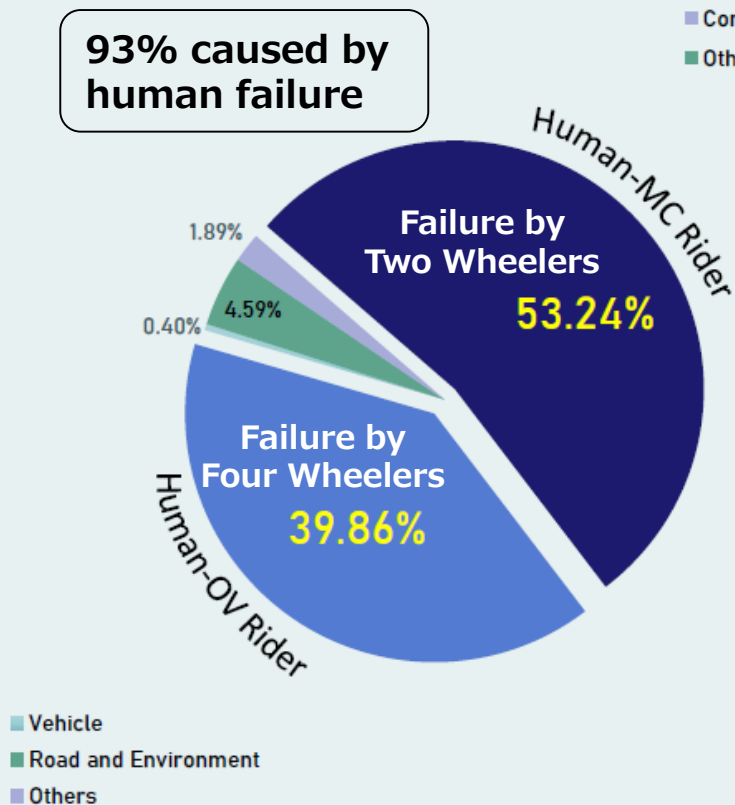
Motorcycle Accident Investigation: Micro Study Analysis



ACCIDENT CAUSATION

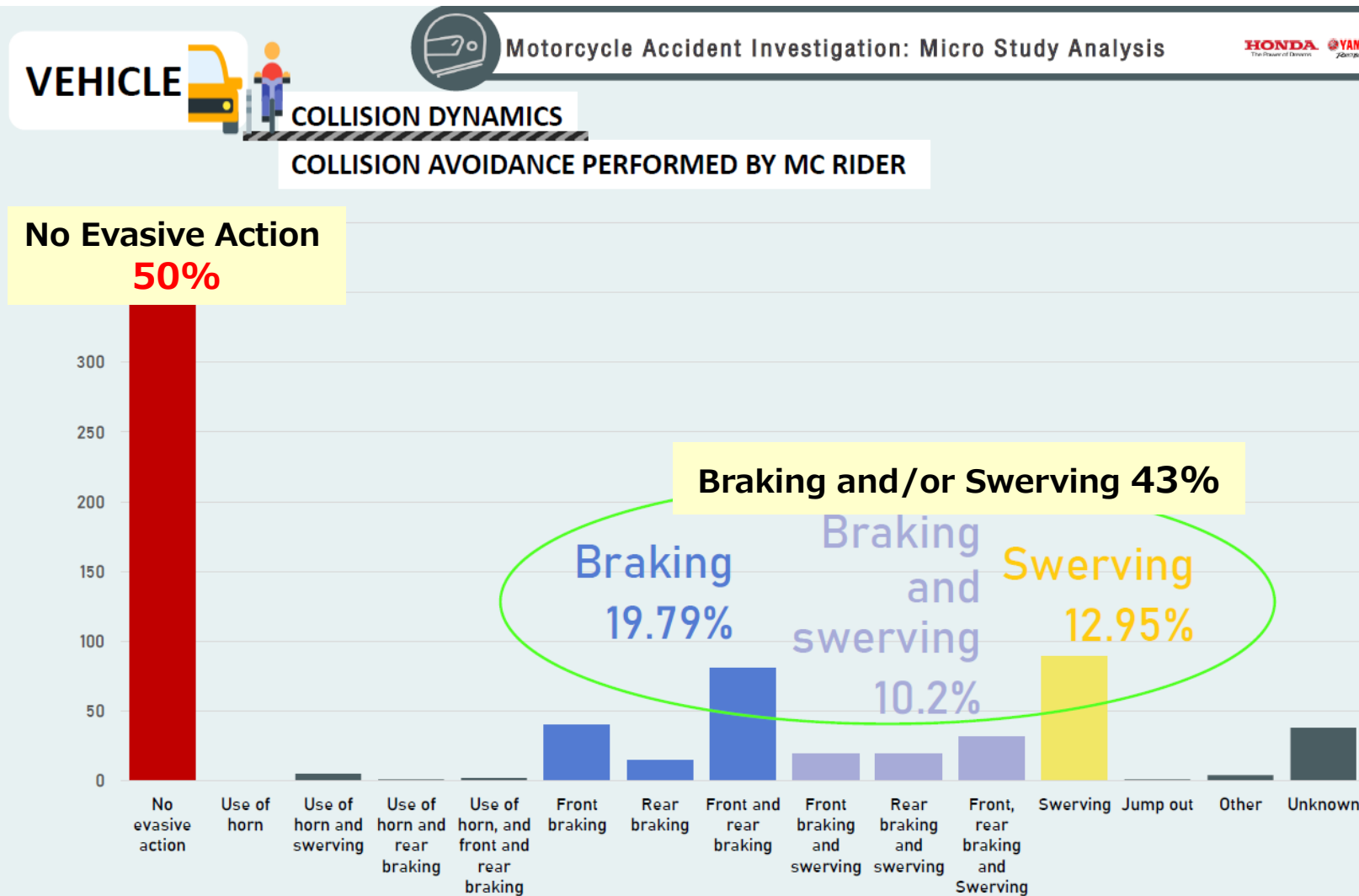
PRIMARY ACCIDENT CONTRIBUTING FACTOR

93% caused by human failure



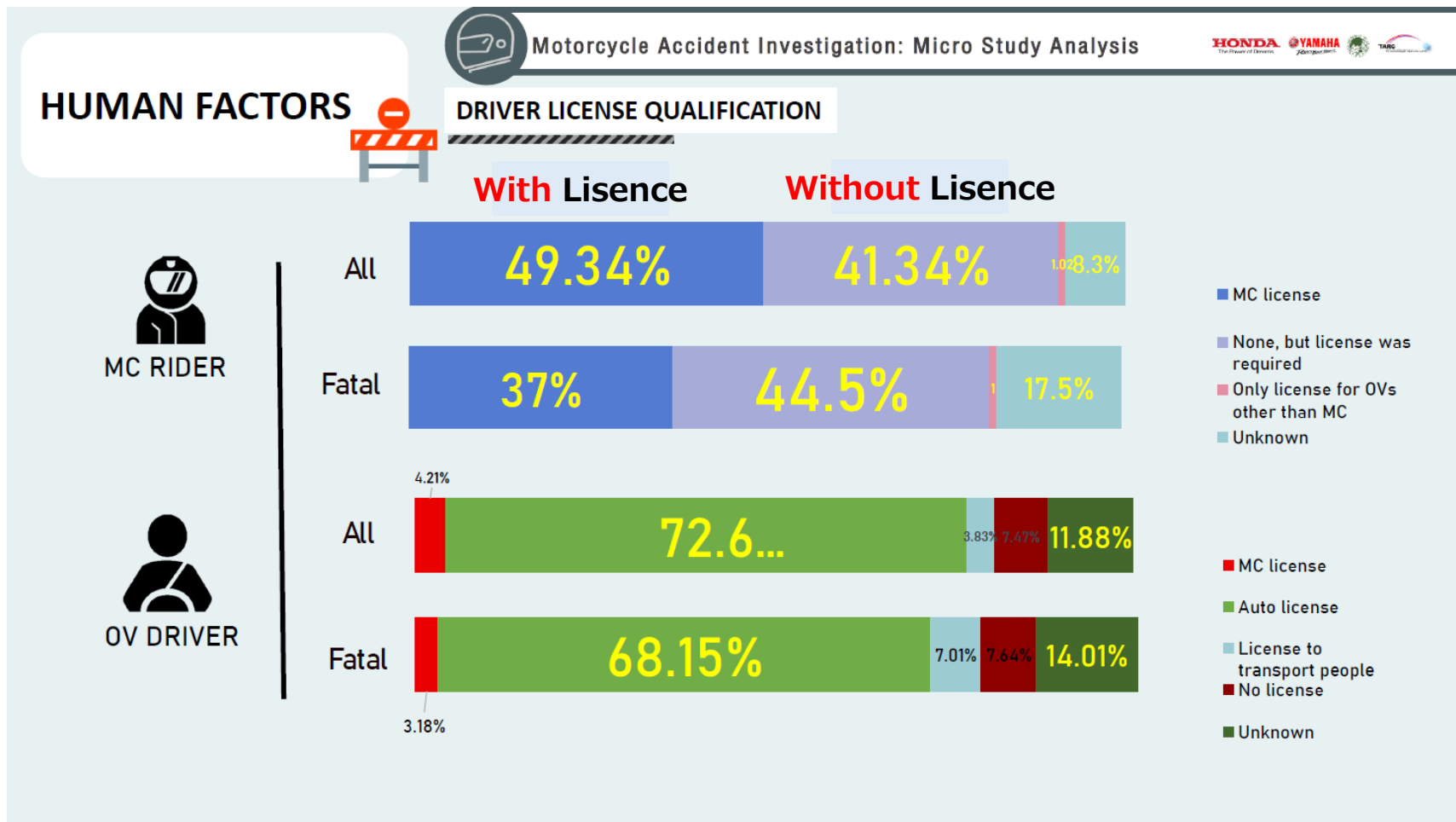
- Most of Accidents occurred by Perception failure (towards danger situation).
- 40% of accidents are caused by Four-Wheeled Vehicle Driver.

Driving Action just before Collision



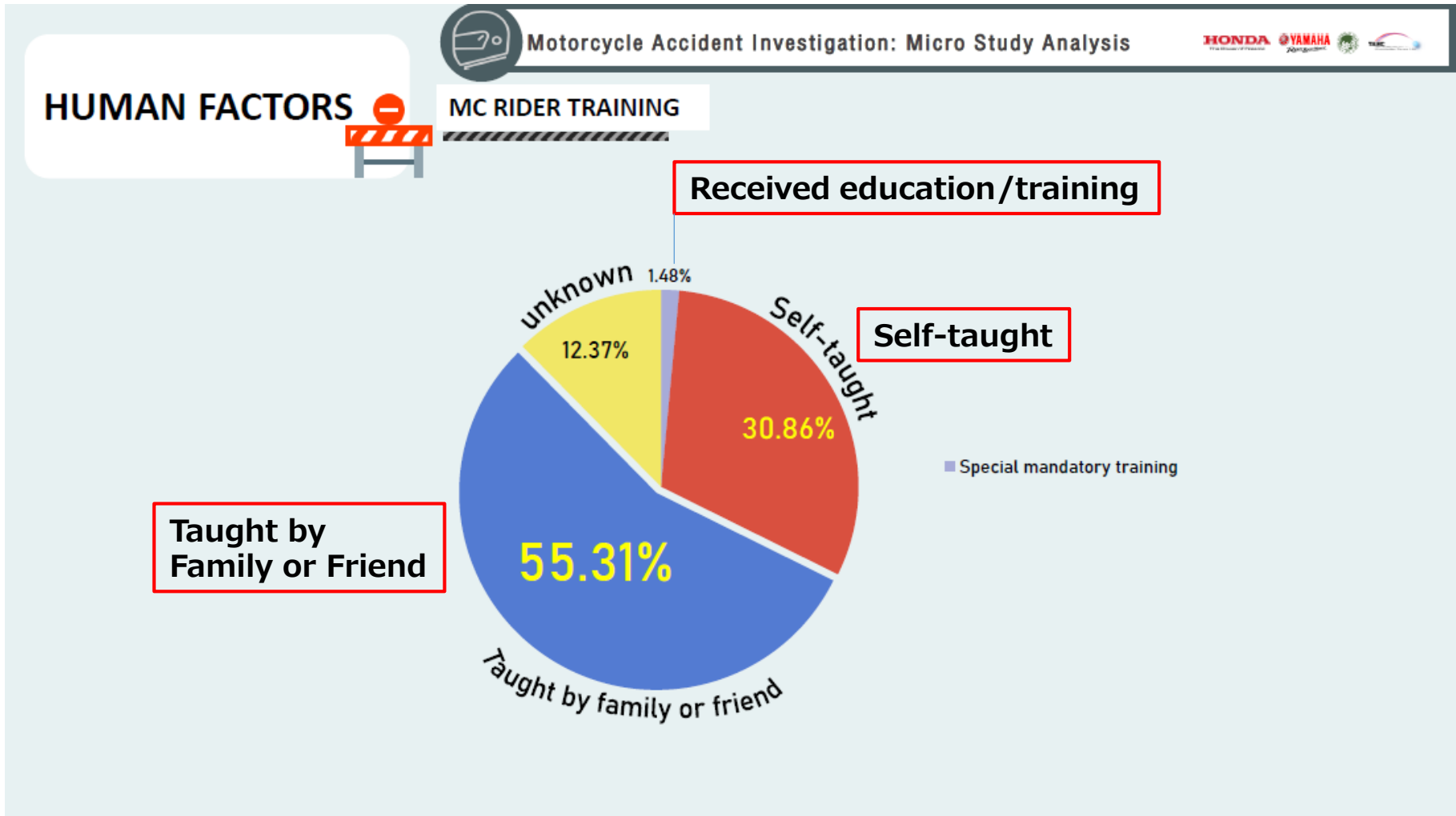
- Half of Riders do NOT take Evasive Action before Collision.

With or Without License



- About 49% of MC riders with license when 41% without license.

Acquisition of Driving Operation and education/training experience



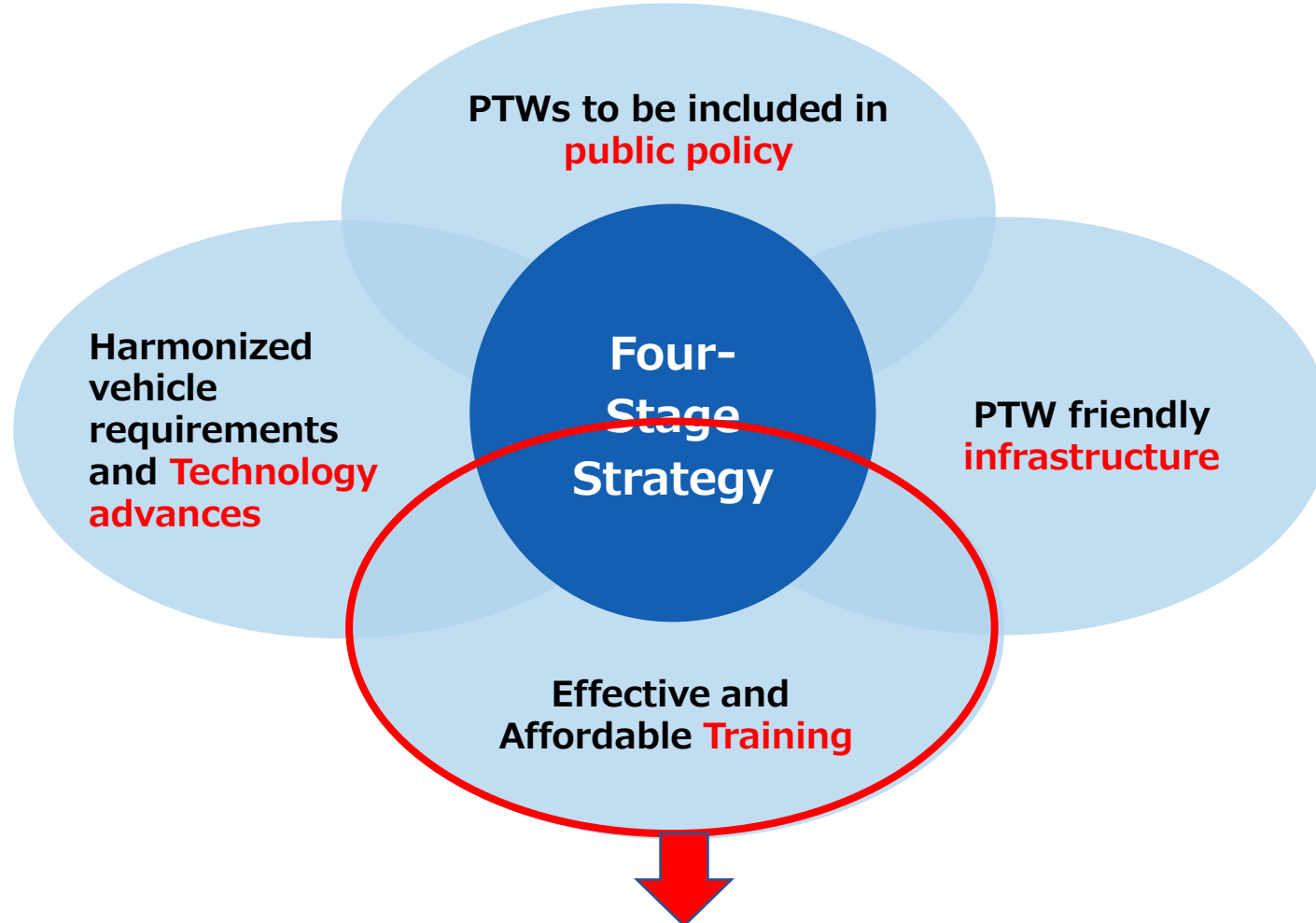
85% have NO education / training experience

Findings from this investigation

Many accidents occur in the situation under:

- **Caused by human factor by both of Motorcycle & Automobile drivers**
- **Most factor is “ Perception Failure ”**
- **Motorcycle drivers in accident are less experienced for safety driving education & training**
- **Thus they can not do adequate driving operation to avoid crash**

Integrated Approach to Road Safety



IMMA set Education & Training of Safety driving as most important and effective measure to reduce accident for all road users

For Reducing Accident

1. Accident in LMIC (Low & Middle Income Countries) must be reduced .
2. Safety driving training and education is key and effective
3. For Motorcycle safety , both of properly educated and trained motorcycle and other vehicle drivers are required in mixed traffic.
4. Training and education system required much improvement in LMIC
5. IMMA members & manufacturers invite all stakeholders to take action to improve training quality and capacity for LMIC.



OUR KEY MISSIONS:

- ◆ Motorcycle promotes MOBILITY that can meet the demands of the customers (road users) and well-being of the society.
- ◆ IMMA is responsible to keep the SUSTAINABILITY growth of motorcycle industry, in order to contribute to the prosperity of each nation (e.g. employment and taxations).
- ◆ Safety is the most essential factor that relates to the HUMAN BEHAVIOR.
- ◆ Motorcycle industry expects COLLABORATION of all stakeholders (e.g. government, education institution, NGOs).



Conclusion

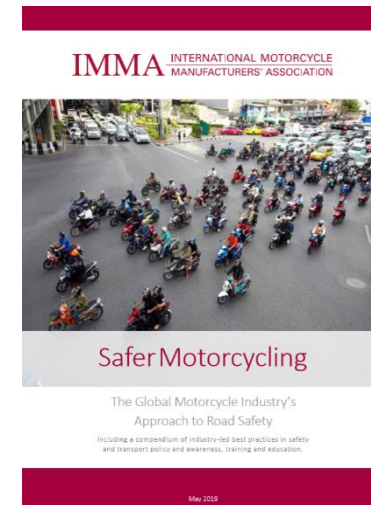
- **Motorcycle Safety is a shared responsibility**



- **Industry have a long history of promoting training and education.**

- **IMMA invites stakeholders to support accelerating the availability of accessible, effective, affordable training and education, especially in LMIC.**

Safety for Everyone



IMMA

INTERNATIONAL MOTORCYCLE
MANUFACTURERS' ASSOCIATION

Thank you for your attention