



**The Shared Road To Safety
A Global Approach for Safer Motorcycling**

side event on PTW safety at the ITF Summit
Leipzig, May 2014

WP.1

Genève, 22-24 September 2014

Edwin Bastiaensen

Secretary General

Introduction

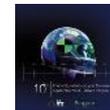
1. IMMA contribution towards (road safety) policy-making, integrating PTWs in transport



- **Side event at International Transport Forum Summit Leipzig, May 2014**



- IfZ conference, INTERMOT (German Motorcycle Fair), Cologne, September 2014
- WP.1 Round table on selected global best practices in traffic safety March 2015
- ...



- **Appendix:**
 - IMMA's four-stage strategy towards PTW safety

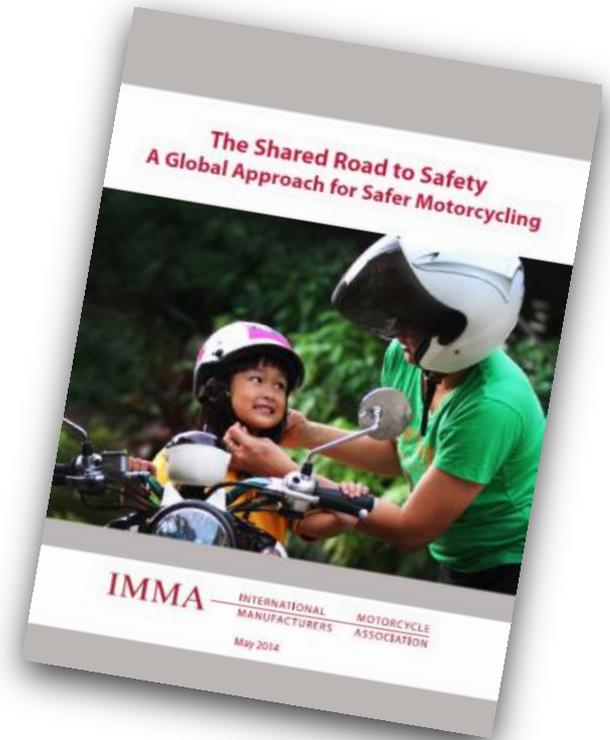
'The Shared Road To Safety A Global Approach for Safer Motorcycling'

Improving road safety across the world in a four stage strategy:

1. Public Policy
2. Infrastructure
3. Awareness, Training & Education
4. Technology Advances

Integrating a strategic motorcycling framework into transport planning, to 'mainstream' motorcycling as part of the overall transport policy.

Broad set of recommendations towards safer motorcycling



See Appendix of this PPT for more details



Best practices (70+) 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)

See Appendix of this PPT for more details



IMMA side event 21 May 2014



Prof. Fred Wegman, Chairman of IRTAD moderated the event

IMMA side event 21 May 2014

- To engage policy makers, safety experts, road users, and all related stakeholders in supporting and enhancing safer motorcycling at global, regional and national level.
- Exchange of views with:
 - Experts from **ITF/OECD Motorcycle Working Group**, in process of releasing a major publication on motorcycle safety.
 - Representatives responsible for road safety from countries with large PTW fleets: **France, Indonesia**)
 - Reputed road Safety NGO's and international organisations (**WHO, GRSP,**)
 - Users (**FIM**), researchers (**DEKRA**) and other stakeholders



Bambang Susantono, Vice Minister of Transportation, Indonesia



Henri Prevost, Deputy Director of the Interministerial Road Safety Delegation, France

Moderator : Prof Fred Wegman, Chairman of IRTAD

Panel:

1. **Pierre Van Elslande**, Research Director, IFSTTAR and Chairman of the International Transport Forum Working Group on the Safety of Powered Two Wheelers
2. **Frank Leimbach**, Division Manager of the Technology Center, DEKRA, Germany
3. **Jesper Christensen**, Director Public Affairs Commission, FIM and General Secretary, Swedish Motorcyclist Association (SMC)
4. **Edwin Bastiaensen**, Secretary General, International Motorcycle Manufacturers Association (IMMA)
5. **Antonio Perlot**, Secretary General, ACEM - the Motorcycle Industry in Europe
6. **Gayle DiPietro**, Global Road Safety Partnership (GRSP) with contribution by **Dr Margie Peden**, WHO
7. **Jorge Kogan**, Senior Transport Advisor, Development Bank of Latin America (CAF)
8. **Hilda Maria Gomez**, Consultant, CAF Development Bank of Latin America
9. **Bambang Susantono**, Vice Minister of Transportation, Indonesia
10. **Henri Prevost**, Deputy Director of the Interministerial Road Safety Delegation, France



Hilda Maria Gomez and Jorge Kogan, CAF
Development Bank of Latin America



Jesper Christensen, Director Public Affairs
Commission, FIM and General Secretary,
Swedish Motorcyclist Association (SMC)





Thank you

IMMA — INTERNATIONAL MOTORCYCLE
MANUFACTURERS ASSOCIATION

www.immamotorcycles.org

IMMA's 4-Stage approach

1. Public Policy

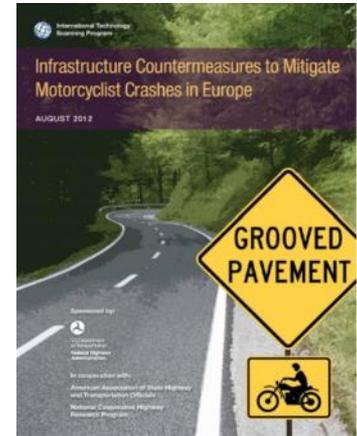
- **Integrating a strategic motorcycling framework into transport planning** in order to achieve a better traffic system design, to 'mainstream' motorcycling as part of the overall transport policy.
- **Inclusive approach** would allow the proper development of measures which would improve safety, support 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**
- Identification of **black spots & treatment**
- **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.



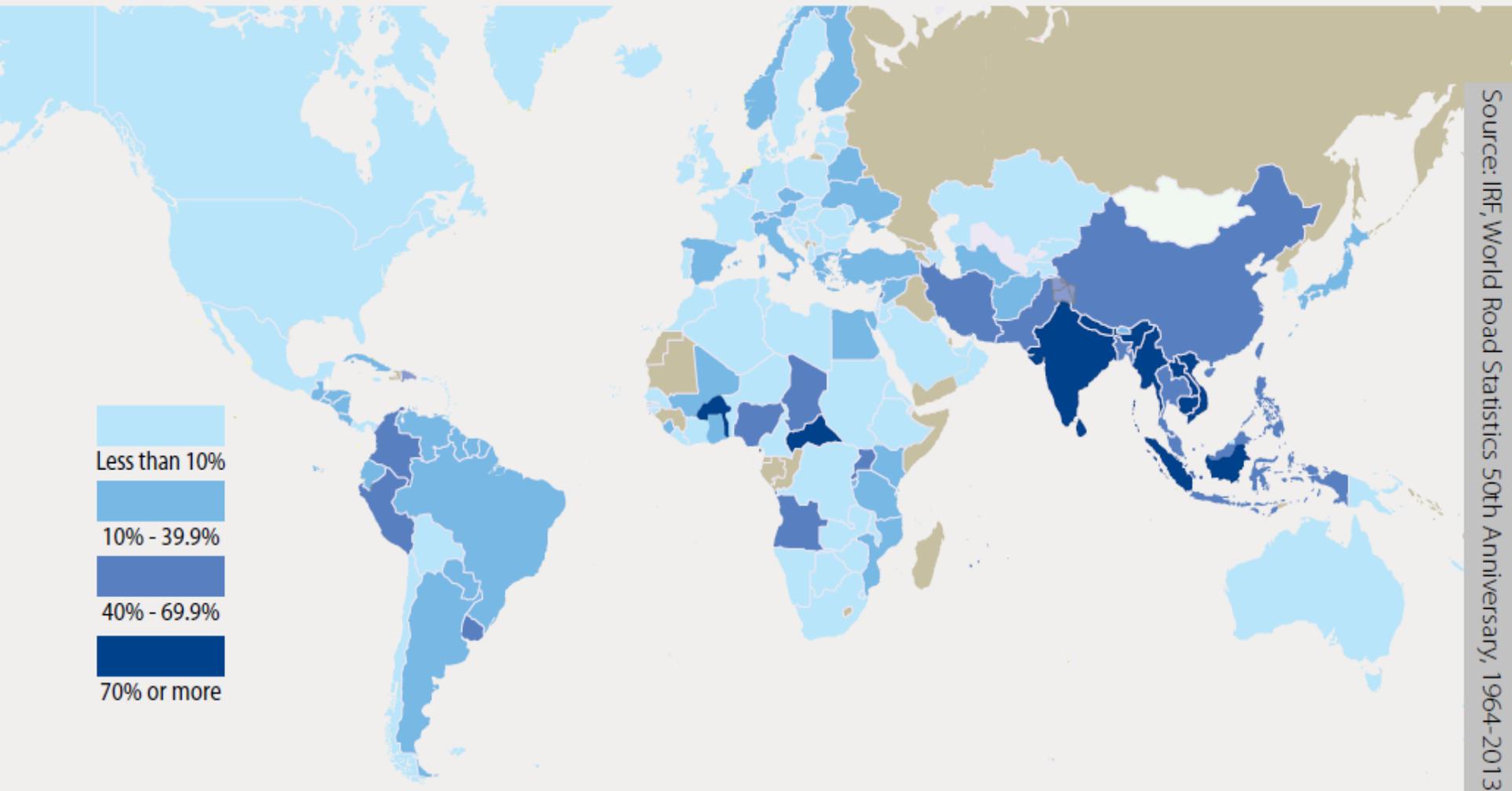
Protection of Intellectual Property Rights (IPR)

- 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**



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



Trends in the Safety of PTWs

	Comparison between 2011 and 2006			
Region/Country	PTWs fatalities/ 10'000 PTWs 2006	PTWs fatalities/ 10'000 PTWs 2011	Evolution (in %)	Evolution of the circulating park during the same period (in %)
Australia	5.16	2.93	-43.2%	46.7%
Europe*	2.02	1.50	-25.7%	4.4%
India	2.91	3.01	3.3%	57.3%
Indonesia	3.38	3.17	-6.3%	116.0%
Japan	0.97	0.80	-18.2%	-5.7%
Malaysia	4.95	3.72	-24.9%	33.9%
Philippines	3.14	1.77	-43.7%	56.1%
Thailand	5.35	3.84	-28.3%	16.0%
Taiwan	1.07	0.71	-34.1%	11.9%
USA & Canada	7.05	5.24	-25.7%	27.3%

* Europe includes Austria, Belgium, Czech Republic, France, Germany, Greece, Ireland, Italy, The Netherlands, Poland, Spain, Sweden, United Kingdom

- Significant improvement observed in terms of fatalities per 10.000 vehicles
- Immediate efforts to reduce further riders's safety are however necessary in all countries/regions as in most cases reduction observed is lower for the PTWs than the reduction for the total fatalities/10'000 motor vehicles.
- Moreover, this relative reduction of PTWs fatalities needs to be balanced with the high increase of the PTWs circulating park.
- Common integrated efforts by all concerned stakeholders are required !