

# THE FIA AFFORDABLE SAFE HELMET INITIATIVE

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# SYSTEMATIC WEARING OF HELMETS FAILED

ASSESSMENT OF STATE OF MINDS

FROM A CONSUMER

## Financial motivation

- Cheap & non-standard helmets.



## Lack of practicality

- Cheap & non-standard



FROM A GOVERNMENT

## Pre-conceived idea

- UN Standards = expensive, heavy & unwearable



## Conditions created for

- Low quality helmets available on





# THE FIA: two pillars

## SPORT

**Mission:** ensures that fair, capably regulated and above all safe events are conducted in all corners of the globe.



## MOBILITY

**Mission:** ensure that safe, affordable and clean systems of transport are available to all.



# ADDRESSING HELMET SAFETY CHALLENGES

## AFFORDABLE

### **Our objective:**

making safety more accessible in low- and middle-income countries, where use of motorcycles is widely spread.

### **Our actions:**

Offering to the market a helmet meeting UN 22.05 regulation at a selling price of 15 USD

## SAFE

### **Our objective:**

Tackling the prevalence of non-standard low quality helmet in low- and middle-income challenging and involving helmet manufacturers.

### **Our action:**

Engaging with a helmet manufacturers to show that there could be a market for better quality helmets.

#3500LIVES

## WEARABLE

### **Our objective:**

making safety adapted for targetted countries and users.

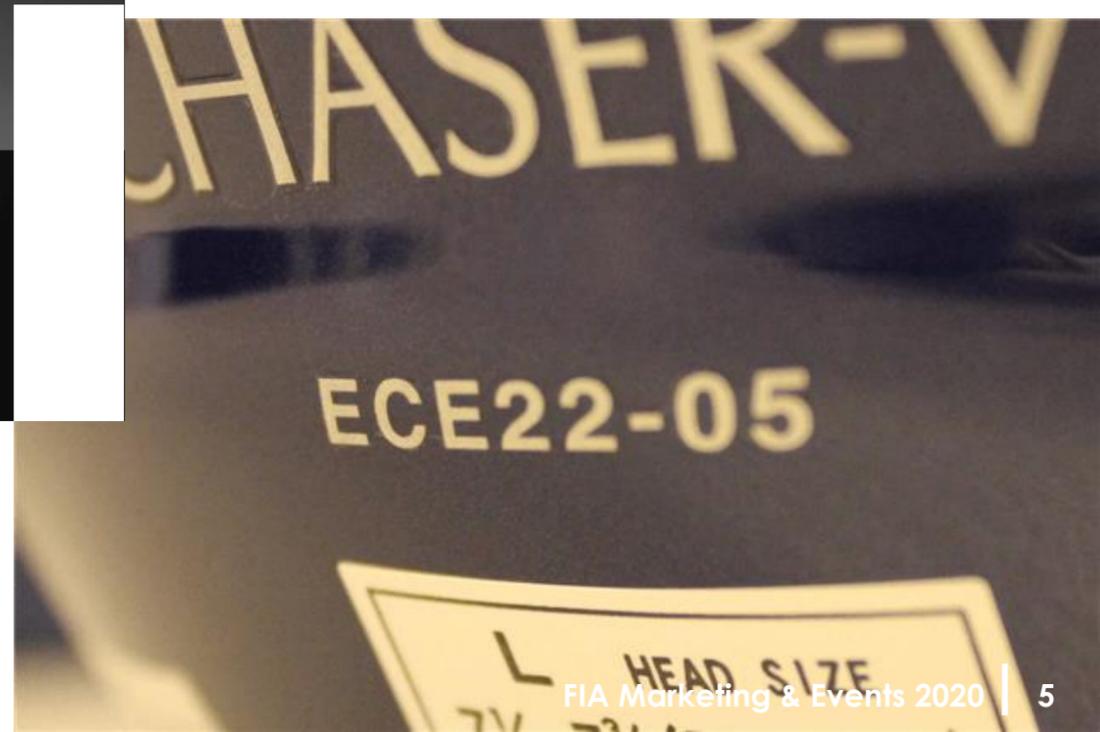
### **Our action:**

Creating a wearable open face and tropicalised helmet adapted to the local traffic environments.



- HIGHER QUALITY
- UN MINIMUM STANDARD MET
- AFFORDABLE PRICE
- CLEAR TARGET IDENTIFIED
- TRAFFIC FATALITIES REDUCED

# TOP TARGET



# FIELD TESTS

The FIA in cooperation with its Member Clubs launched three pilot programs (Tanzania, Jamaica and India – 3.000 helmets).

Additional projects will start in Colombia, Costa Rica, Dominican Republic by the end of the year.



YOUR LOGO

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**AFFORABLE HELMET PROJECT**
/ SURVEY

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**HELMET QUESTIONNAIRE**

<p>Country of questionnaire: .....</p> <p>Number of the questionnaire: .....</p> <p>Date of helmet distribution: ... / ... / .....</p> <p>Date of the questionnaire: ... / ... / .....</p> <p>First Name: .....</p> <p>Last Name: .....</p> <p>Gender: .....</p> <p>Age: .....</p> <p>Height: .....</p> <p>Weight: .....</p> <p>Current Helmet:</p> <p>Colour: .....</p> <p>Size: .....</p> <p>How long have you been riding a motorcycle?</p> <p><input type="checkbox"/> Just started</p>	<p>How often do you wear a helmet?</p> <p><input type="checkbox"/> All the time</p> <p><input type="checkbox"/> Only on long trips</p> <p><input type="checkbox"/> Only on short trips</p> <p><input type="checkbox"/> Never</p> <p>What type of helmet do you usually wear?</p> <p><input type="checkbox"/> Not a motorcycle helmet</p> <p><input type="checkbox"/> Half helmet, police style, shorty helmet</p> <p><input type="checkbox"/> Jet style helmet</p> <p><input type="checkbox"/> Open face helmet</p> <p><input type="checkbox"/> Full face helmet</p> <p><input type="checkbox"/> Other (describe) .....</p> <p>Do you use a face shield with your helmet?</p> <p><input type="checkbox"/> YES – it is integrated into my helmet (e.g. a full face helmet)</p> <p><input type="checkbox"/> YES – added to the front of my helmet</p> <p><input type="checkbox"/> NO</p> <p>What brand of helmet do you wear usually?</p> <p>.....</p>
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# GAME CHANGER

High quality helmet wearing can be a game changer to achieve the ambitious global reduction target agreed in Stockholm.

The FIA and its global network of FIA Clubs, has put this projects as one of the key assets of its road safety

strategy.

We will continue to challenge the industry; to engage with governments; to seek support from commercial partners; to foster partnership and work together to

We can create a market for better quality helmets, generating a response from the industry to adapt the current production and from the government to upgrade legislations

#3500LIVES

#3500LIVES

# SAVING LIVES



“Recognize and work together to share experiences on adoption and enforcement of legislation on behavioral risks such as speeding, drinking and driving and failing to use seat-belts, child restraints **and motorcycle helmets** and implementation of proven measures to mitigate such risks, which could save hundreds of thousands of lives annually, but are still not being addressed in most countries “

(Stockholm Declaration, Third Global Ministerial Conference on Road Safety: Achieving Global Goals 2030)

