

**Antonio Perlot**  
Public affairs manager, European Association of Motorcycle  
Manufacturers (ACEM)

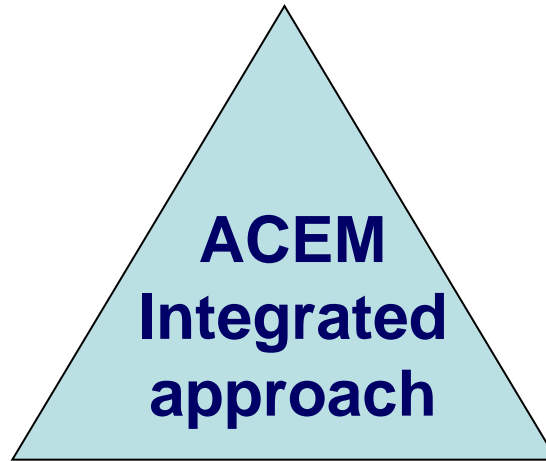


Panel 3: Road safety — powered two-wheelers

CEA Motor Insurance Conference, 4 March 2010



[www.acem.eu](http://www.acem.eu)



**Shared  
Responsibility**

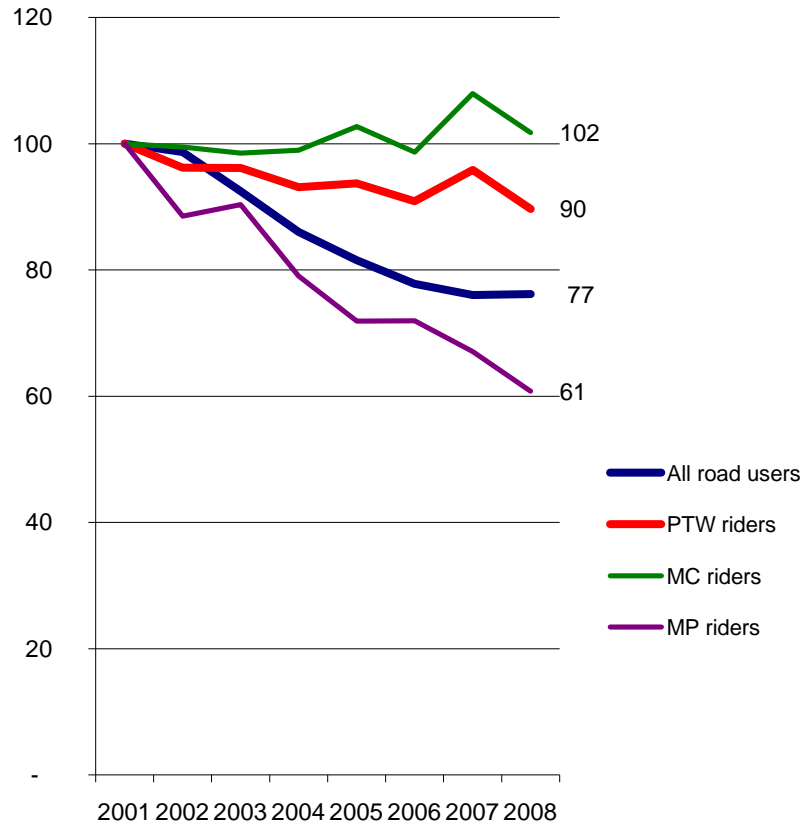


**Knowledge-  
Based**

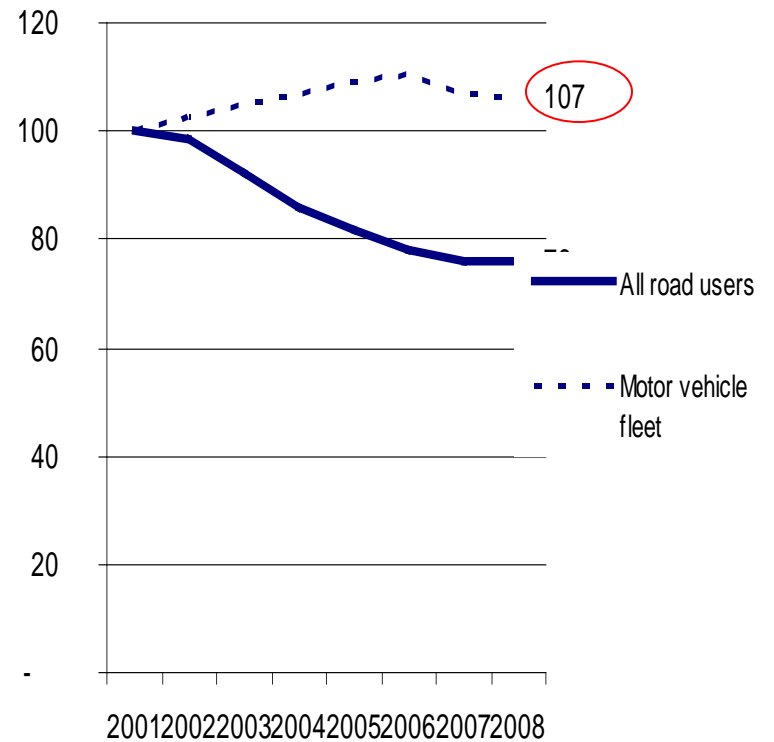




**Evolution of killed road users in EU 20  
Index 100: 2001**

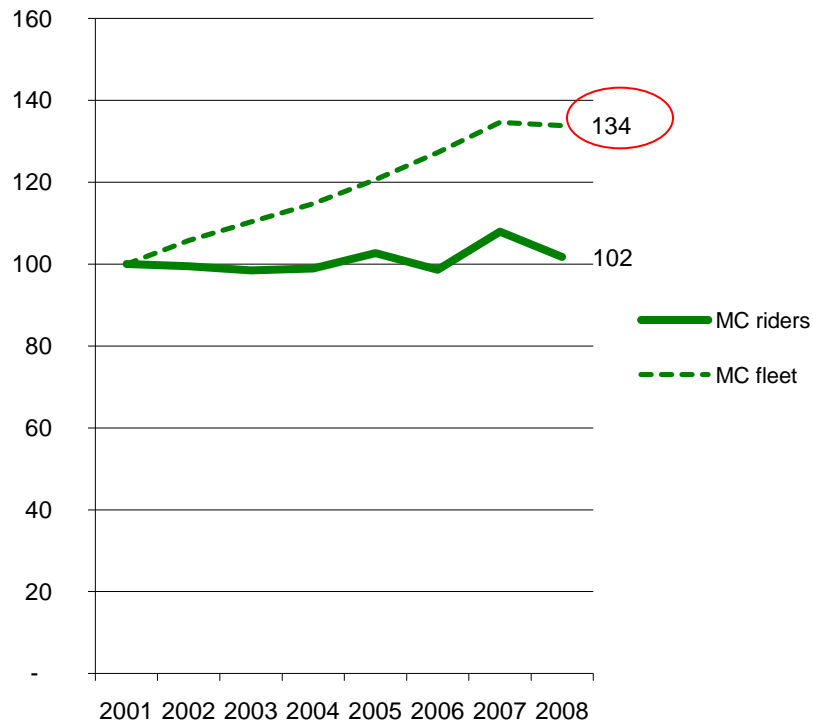


**All road users  
Comparison killed / motor vehicle fleet in EU 20  
Index 100: 2001**

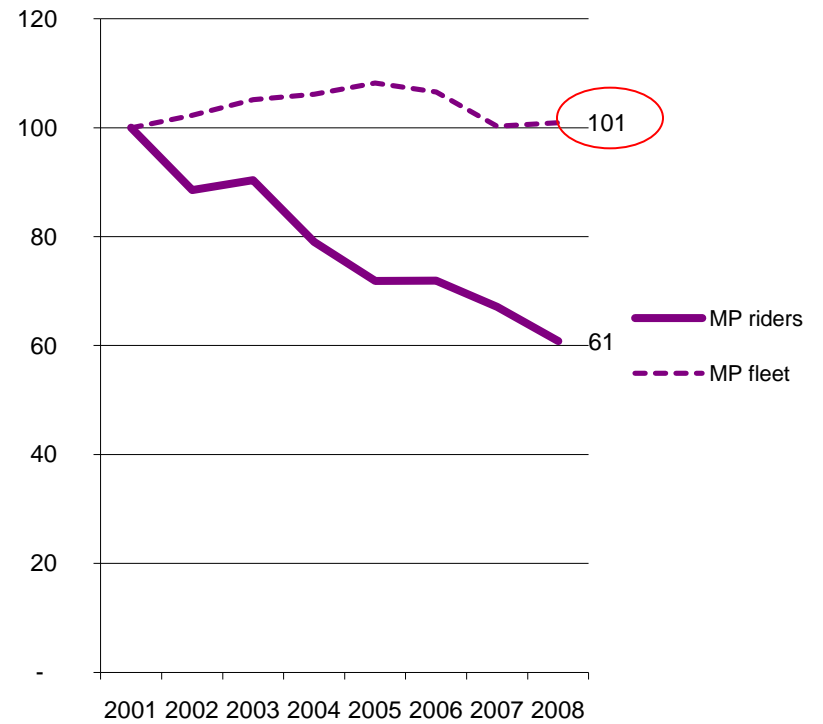




**Motorcycles**  
Comparison killed / fleet in EU 20  
Index 100 2001



**Mopeds**  
Comparison killed / fleet in EU 20  
Index 100 2001





# Vehicle

**Automatic Headlamp On (2003)**  
ACEM voluntary commitment



**Conspicuity research (ongoing)**  
New PTW active safety solutions  
Use of LED technology starting  
In the future ITS/V2V?



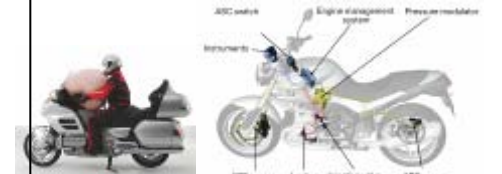
**Advanced Braking Systems (2004)**  
ACEM voluntary commitment (ABS, CBS, new vehicle architectures...)



75% of all street Motorcycles by 2015  
2009: 40% offer; 35% penetration

**Anti-tampering measures (2009)**  
ACEM proposal, mopeds, motorcycles

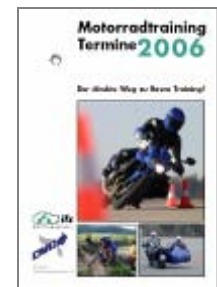
# Manufacturers





# Human factors

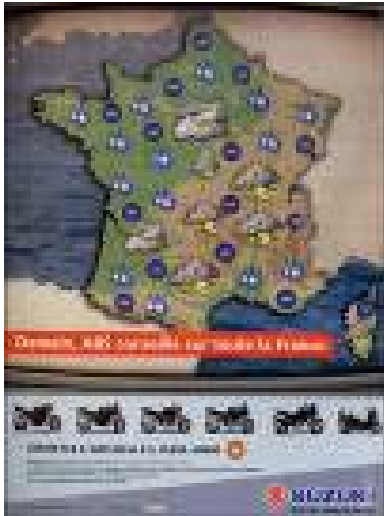
- **e-Coaching** and Multimedia training
- **Dedicated guidebooks** and safety hints
- **Moped** safety training
- **Motorcycle** safety training
  - Initial Rider training project
  - Basic
  - Post-test
- **Specialty skills** training featuring safety aspects
- **Support to training** in 3DLD licensing scheme





# Human factors

- Advertising & Promotion (2007)  
ACEM voluntary commitment



- Rider Campaigns:
  - Integrated Helmet Campaign (2007)
  - Infrastructure Cartoon (2008)





# Infrastructure



**Infrastructure handbook (2006)**  
on PTW-friendly infrastructure design



**Infrastructure Cartoon (2008)**  
on how to address the dangers  
related to the infrastructure



LUCKY 13

HOW-TO AVOID PROBLEMS AT JUNCTIONS

GROUND 2/3 OF ALL MOTORCYCLE ACCIDENTS HAPPEN AT JUNCTIONS WHERE THE MOTORCYCLE HAS RIGHT OF WAY...

...SO TO AVOID THEM FIRST OF ALL WE HAVE TO SEE THE JUNCTIONS. LOOK FOR WARNING SIGNS AND ROAD SIGNS. OTHER CLUES ARE DIRECTION SIGNS AND TRAFFIC SIGNALS...

"GULP..."  
AT NIGHT LOOK FOR ILLUMINATED SIGNS AND SIGNALS

...ALSO WATCH THE ROAD SURFACE, YOU MAY HAVE TO BRAKE OR SWERVE SUDDENLY! IF YOU SEE SKIDMARKS THE JUNCTION MIGHT BE DECEPTIVE...

...BUT YOURSELF WHERE YOU CAN BE SEEN AND TRY TO MAKE EYE CONTACT WITH OTHER DRIVERS AS MUCH AS POSSIBLE...

SOME JUNCTIONS, FOR EXAMPLE ROUNDABOUTS AND CHANGING PRIORITIES STRAITS HAVE THE LINE OF SIGHT DELIBERATELY BLOCKED. THE IDEA IS TO SLURP THROUGH THEM. BUT YOU CAN BE FORGOTTEN. BUT BEWARE THAT IT DOESN'T ALWAYS WORK. SOME DRIVERS WILL FALL OUT WITHIN THEY CAN'T SEE CLEARLY. SO IT'S WORTH BRACING YOURSELF JUST IN CASE...

!!!  
CRASH!!!

...NOT TOO ABRUPTLY OF COURSE...

CONGRATULATIONS! YOU DID IT! YOU'VE SUCCESSFULLY AVOIDED ALL PROBLEMS AT THE JUNCTION!

NEXT TIME THOUGH TRY KEEPING YOUR HANDS ON THE HANDLEBARS AFTERWARDS...

CRASH!

CRASH!

CRASH!



**Bernard Béguin**  
Commercial and technical director, L'Équité/Generali, France



Panel 3: Road safety — powered two-wheelers

CEA Motor Insurance Conference, 4 March 2010

# CEA Motor Insurance Conference

## Context : moped issues in France

→ Study carried out in 2007 on 2000 damaged mopeds

- At least 50% of mopeds are modified to increase their power
- 65% of the damaged mopeds are modified or do not conform to safety devices (headlights, indicators, mirrors)
- Modified mopeds increase the risk of bodily injuries by 30%. The failure of one of the safety devices increases the risk by 60%
- Few police checks and a lack of awareness of the danger by parents and teenagers

→ Linked issues:

- Question of the training: no real practical exam and no real licence
- Question of the equipment: only 44% of teenagers wear a jacket and only 33% wear gloves

# CEA Motor Insurance Conference

## Targets

### → Teenagers

- Testimonies to inform and fight against their feeling of power:

[www.mortelscooter.fr](http://www.mortelscooter.fr)



# CEA Motor Insurance Conference

## Targets

### → Parents

- They have to be better informed and play a leading part in prevention
- 90% of parents who authorize their children to have a moped pay for the moped, the insurance and the maintenance
- In return, teenagers have to accept limits fixed by their parents: a « trust agreement » between the teenager and their parents

### → Government

- Ask for an increase in police checks
- Ask for a reform of training

**Sabine Degener**

Head of traffic behaviour and training section, department for  
accident research, German Insurance Association (GDV)

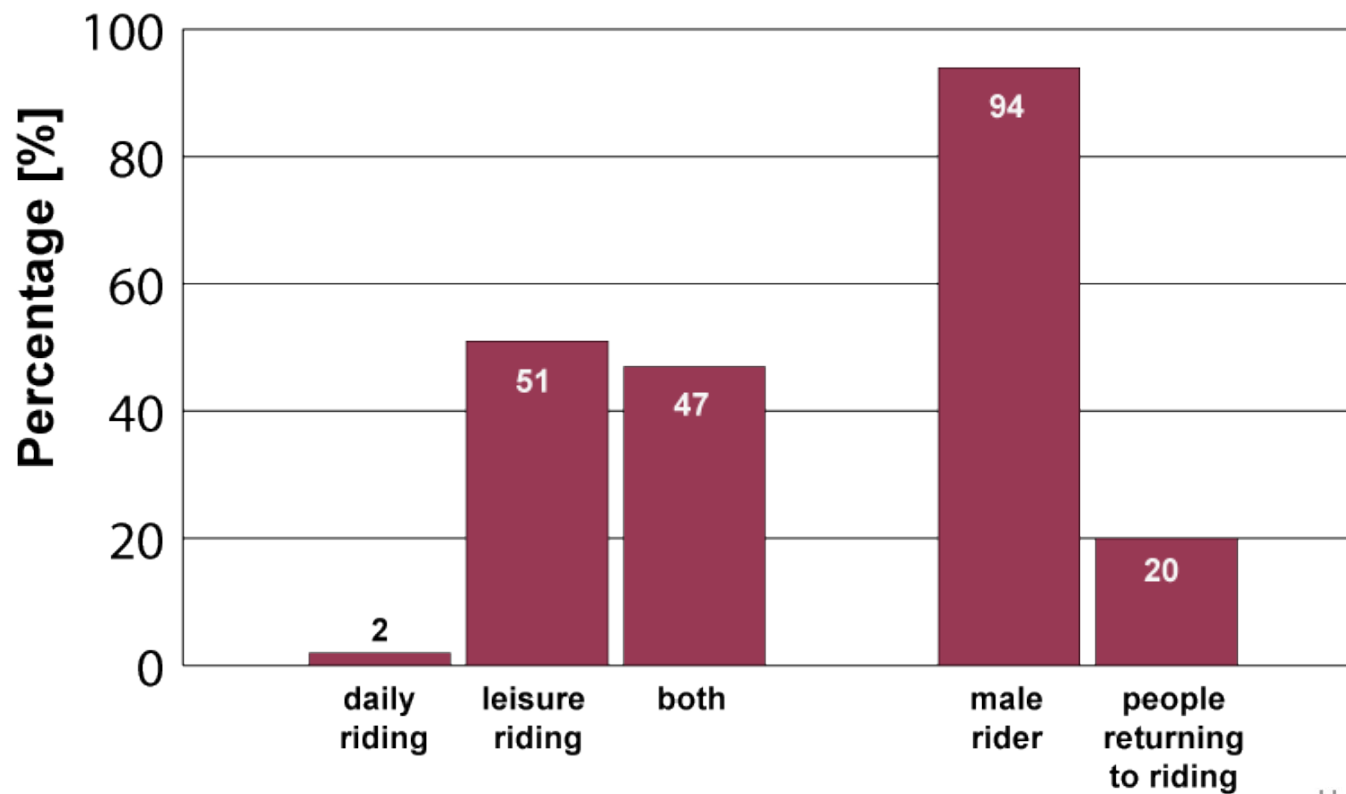


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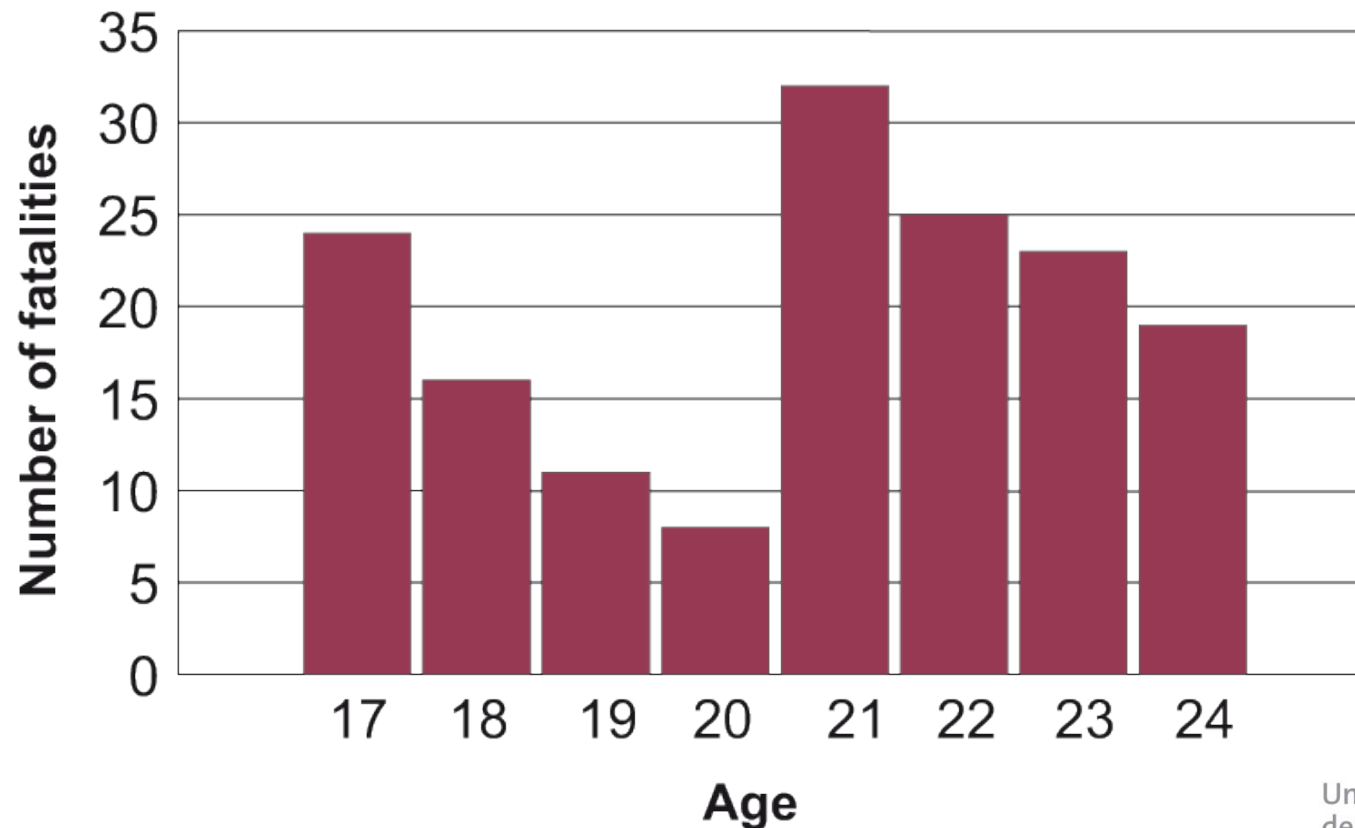
# PTW users

## Who is riding PTW?



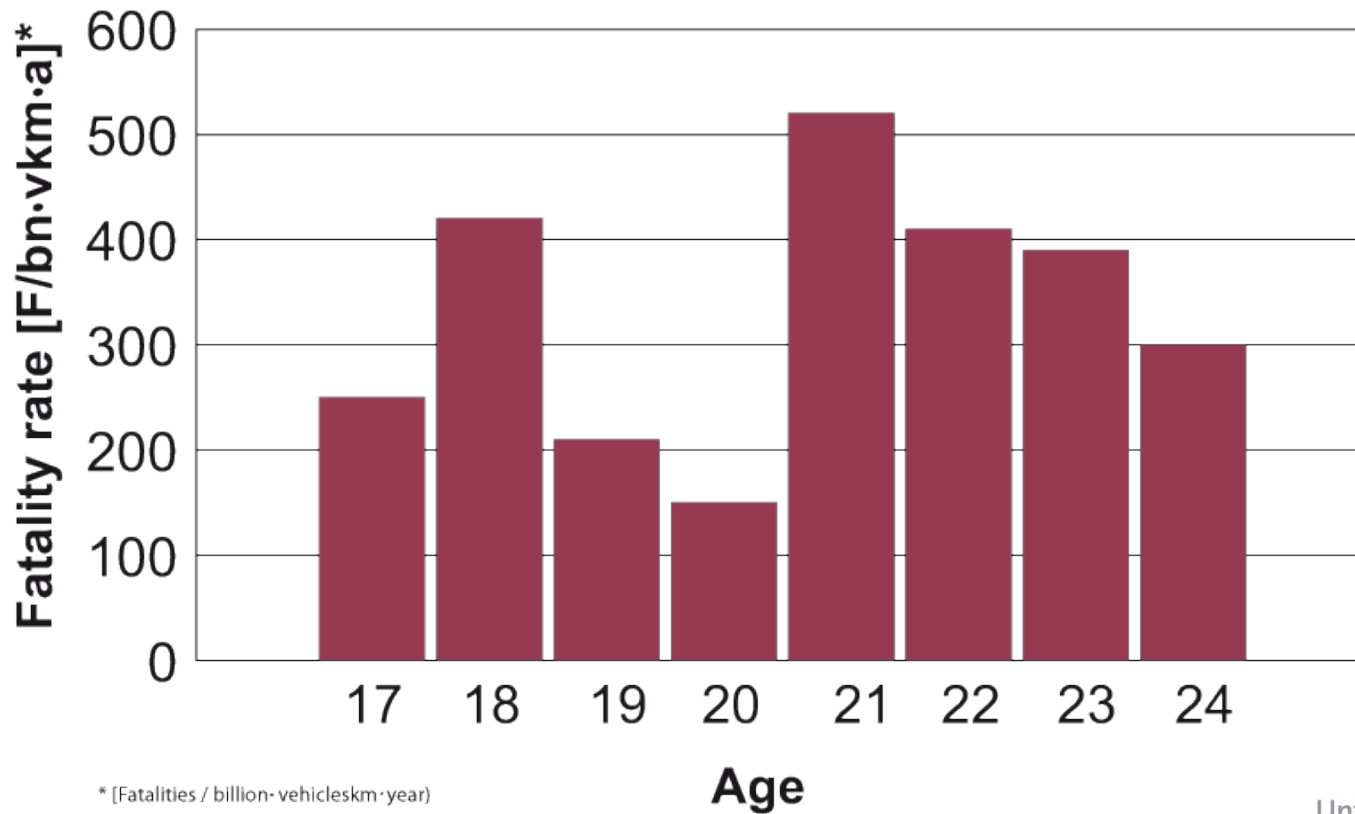
# Accident situations of PTW riders

## Fatalities of PTW riders



# Accident situations of PTW riders

## Fatality rate of 17-24 years old PTW riders



\* [Fatalities / billion·vehicleskm·year)

# Recommendations

- To improve riding skills and facilitate risk awareness, all riders are strongly recommended to participate in safety trainings at regular intervals.

In this context, the objective is well-balanced safety training, both “on the road“ and “on the track“.

Evaluation is recommended.

All motorcycle-related organisations and institutions should motivate their clientele to attend safety trainings.

# Recommendations

- Stability is crucial during braking and curve manoeuvres. Equipping vehicles with ABS has had a favourable impact, which has led to the demand that this technology be propagated (in the form of regulations specifying desired outcomes).
- There is a need for further research into the risk-aggravating effect of the power-to-weight ratio, and into possible action to be taken as a result.
- We recommend setting up a platform for an exchange of experience of all parties involved in motorcycle-related traffic safety issues.

**Umberto Guidoni**  
Secretary general, Fondazione Ania per la Sicurezza Stradale



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# [ The situation in Italy ]

- In Italy over 20% of the vehicles involved in road accidents are motorcycles and mopeds
- In 2008 (ACI-Istat) such accidents involved 1.461 deaths and 87.238 injuries (even though, according to insurance statistics, the last data is underestimated)

# [ The data in Italy ]

Deaths and injured per category of vehicle involved – Year 2008 and variation 2008/2007

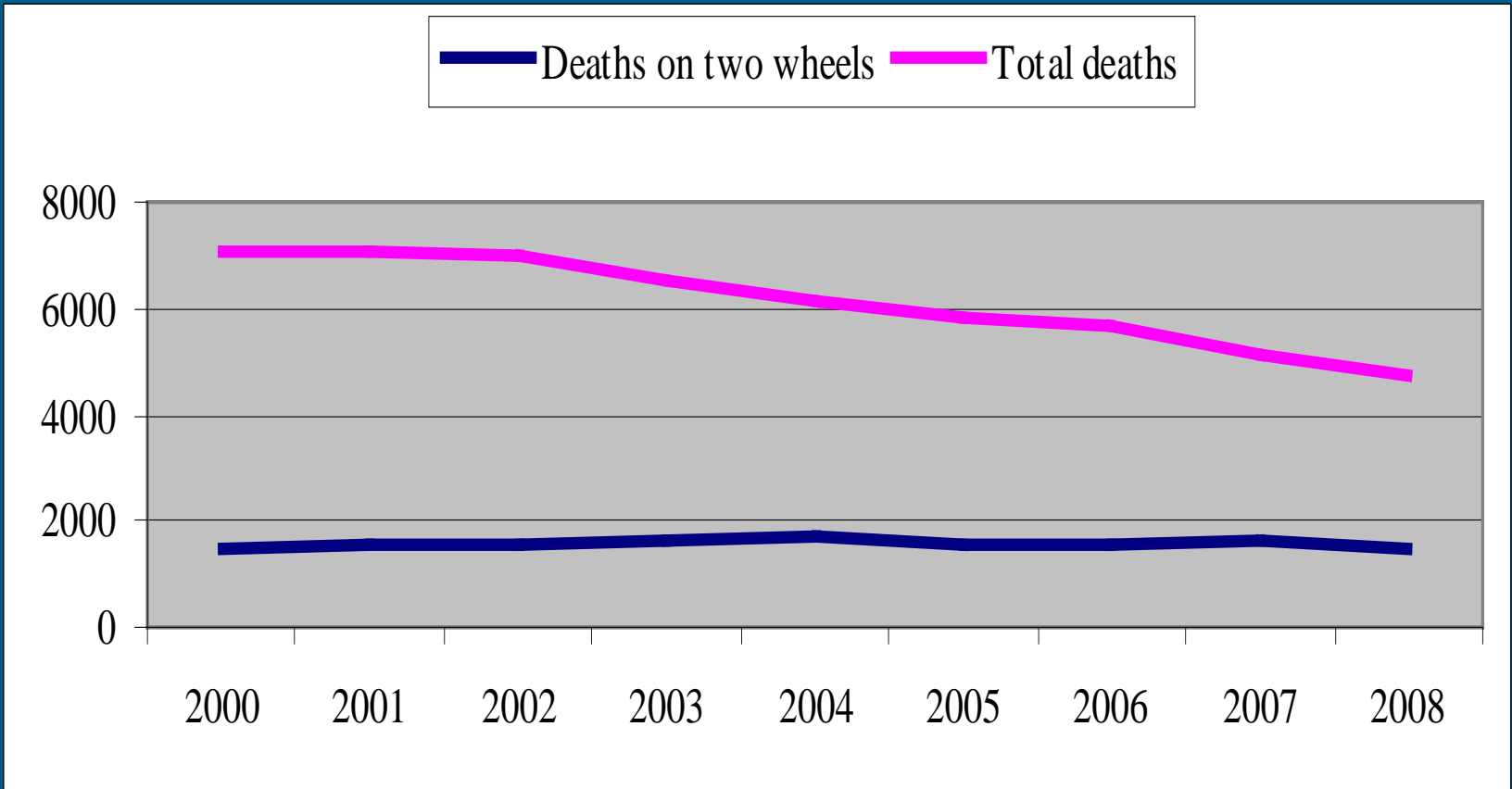
<b>VEHICLES INVOLVED</b>	<b>Deaths</b>	<b>Deaths/ Tot. in %</b>	<b>Injured</b>	<b>Injured/ Tot. in %</b>	<b>Deaths Var 2008/2007</b>	<b>Injured Var 2008/2007</b>
Mopeds	305	6,4	29.530	9,5	-19,7	-12,8
Motorcycles (only driver)	675	14,3	39.237	12,6	-4,0	-10,4
Motorcycle with passenger	481	10,2	18.471	5,9	-12,1	8,5
<b>Total two wheels</b>	<b>1.461</b>	<b>30,9</b>	<b>87.238</b>	<b>28,1</b>	<b>-10,4</b>	<b>-7,9</b>
<b>Total on overall accident frequency</b>	<b>4.731</b>	<b>100,00</b>	<b>310.739</b>	<b>100,00</b>	<b>-7,8</b>	<b>-4,6</b>

Source: Aci-Istat 2008

# [ Road accident reduction in Italy ]

- Between 2000 and 2008, the people who died or suffered injuries on two wheels amounted to 14.215 and 864.863, a reduction of 3,4% and 6% respectively in 8 years
- Overall data on road accident frequency gives a death reduction of 33% and 13,7% for injuries

# Trend of reduction



# Italy and EU (Year 2007)

EU27 Member States	Deaths on two wheels	% Deaths on two wheels on total Europe
<b>Italy</b>	<b>1.540</b>	<b>21,4</b>
France	1.155	16,1
Germany	907	12,6
Spain	880	12,2
United Kingdom	614	8,5
Greece	463	6,4
Poland	274	3,8
Portugal	216	3,0
Belgium	162	2,3
Hungary	143	2,0
Czech republic	139	1,9
Netherlands	124	1,7
Other Countries	2.525	11,6
<b>Total Europe</b>	<b>6.617</b>	<b>100,00</b>

# Fondazione ANIA activities related to two-wheelers

- ANIA Campus
- Icaro

In the near future...

- Test and research on electronic crash helmets

# Fondazione ANIA proposals

- An ever more widespread training and education in road safety
- The introduction of a compulsory road traffic education class in schools
- The introduction of a compulsory practical test as part of the moped driving test (the theoretical exam alone does not provide adequate preparation to face roads and traffic in complete safety)