

SAFER VEHICLES & SAFETY BEHAVIOUR

Ensuring the **safety of passengers** is essential in all transport modes. In the majority of accident cases, vulnerable users - motorcyclists and cyclists - are not at fault, but are overlooked by car drivers. Awareness and training campaigns can help solve this problem.

There is safety in numbers: with more scooters and motorcycles on the road, the accident risk decreases as car drivers learn to share the road with two-wheeled users. This has been observed, for example, in London.

A switch to powered two-wheelers is economically profitable for society as a whole: according to a study carried out in Milan, if 15% of workers switched from car and bus to motorcycle for their commuting trips, the city's economic output would increase by € 6 00 million, 0.5% of the region's GDP. Another study in Paris shows that the increased use of powered two-wheelers yielded benefits of € 1 68 million between 2000 and 2007.

What can be done to promote the use of powered two-wheelers in cities?

- Access to bus and taxi lanes
- Allow filtering for better sharing of the road space
- Allow parking on sidewalks where appropriate
- Privileged inner city access and exemption from congestion charges
- Inner city motorcycle and scooter parking areas, free of charge
- Advanced stop lines at traffic lights, shared with bicycles
- Favourable taxation schemes
- Awareness campaigns pointing towards the pros of powered two wheelers

The Federation of European Motorcyclists' Associations

The Federation of European Motorcyclists' Associations (FEMA) is the voice of motorcycle and scooter users throughout Europe. FEMA is a democratic association representing 24 national motorcyclists' organisations from 19 countries at the European Union and agencies of the United Nations.

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SHARING THE ROAD

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**Powered two-wheelers
for Mobility**



MOBILITY: A CHALLENGE FOR OUR SOCIETY

In the European Union, over **60% of the population lives in urban areas** where about 85% of the economic activity is produced. European cities are expected to keep growing in the coming decades, along with the demand for personal transport, for commuting trips, leisure and tourism.

Many urban areas throughout Europe are chronically congested: only 22% of Europeans spend less than 20 minutes to travel to their workplace. Congestion costs Europe €100 billion per year, 1% of its GDP.

Reducing congestion, pollution and accident risk while at the same time increasing mobility has unquestionably become a common challenge for all major cities in Europe.

Mobility is a fundamental right

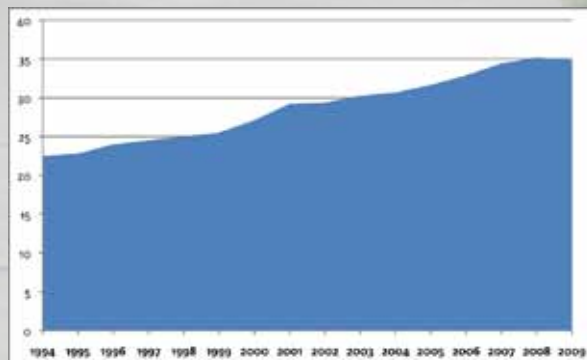
Transport is not only an economic necessity in our modern society - **a functioning transport system is essential to guarantee many of the freedoms we enjoy:** freedom of movement, but also to choose where we work, live and shop.

SHARING THE ROAD FOR GREENER CITIES

Electric scooters and motorcycles offer the highest potential of all «green» vehicles for urban and short-range transport. Unlike electric cars, they are available on the market today, at affordable and competitive prices, with sufficient range to cover most commuting trips.

Their introduction could be accelerated with awareness campaigns, scrapping schemes for old vehicles, and the installation of charging stations.

Powered two-wheelers can help make transport greener, cheaper and more efficient, if we all share the road together.



European powered two-wheeler fleet, in millions

The European powered two-wheeler fleet grew by 55% in size between 1994 and 2009.

MORE EFFICIENT TRANSPORT

The personal car still represents 80% of ground passenger transport. With an average occupancy of 1.5 passengers, and even less during peak hours, it remains grossly inefficient.

Public transport, by way of bus, tram, metro and rail offers a high capacity, but little flexibility, and requires heavy subsidies from the authorities. Bicycles are an option on short distances, but only account for less than 0.5% of trips in big cities.

Powered two-wheelers offer a credible alternative, with many models adapted to all trips, from the nimble city scooter to the long-range touring motorcycle.

Towards a new mobility culture

Motorcycles make efficient use of road space in congested areas, **require less parking** space than cars, have a **lower environmental impact** and running costs, offer an affordable option where public transport is limited and walking or cycling is unrealistic, and **widen opportunities for employment** in rural areas.