

Cologne, 2 October 2018

FIM joins the European Training Quality Label to promote better motorcycle training

Today, FIM, the International Motorcycling Federation, joined the European Training Quality Label, an initiative aiming at rewarding the best post-license training schemes in Europe. Representatives of FIM, the European Association of Motorcycle Manufacturers (ACEM), and DVR, Germany's most important road safety NGO, signed a letter formalising this new cooperation during the second day of the International Motorcycle Safety Conference in Cologne, Germany.

The European Training Quality Label that FIM joins today is a voluntary certification scheme launched in 2015 by ACEM, the European Association of Motorcycle Manufacturers and DVR, the leading German road safety NGO, to help motorcyclists clearly and easily identify high-quality post-license training programs in Europe. The label is open to a wide range of organisations based in Europe, including training schools, motorcycle manufacturers and public bodies. To date, a total of 26 post-license motorcycle training programs have been certified in France, the Netherlands, Austria and Germany.

FIM is the leading governing body of motorcycle sports, and represents 113 motorcycle federations organised in 6 Continental Unions. FIM has been active in the field of road safety since the 1970s, and many of its members have provided safety-oriented training to thousands of motorcyclists across the world. More recently, the organisation launched "We, the riders", a global road safety campaign aimed at raising awareness about the presence of motorcyclists on the streets.

Steve Aeschlimann, Chief Executive Officer of FIM, says, "We welcome the opportunity to work together with ACEM and DVR and to become a partner of the European Training Quality Label. We at FIM believe that life-long training is essential to improve the safety of motorcyclists on the streets. Many people pass their driving test only once, but they ride their motorcycle daily. We want those motorcyclists to have decent training and to be able to avoid potentially dangerous situations on the streets".

Antonio Perlot, Secretary General of the European Association of Motorcycle Manufacturers (ACEM), says, "We are extremely pleased that FIM is joining the ACEM-DVR cooperation. We look forward to working with FIM to promote the best post-license training programs across Europe, and to make Europe's roads better and safer for all motorcyclists".

Christian Kellner, General Manager of the Road Safety Council (DVR), says, "The human factor has repeatedly been shown to be the most critical factor in accidents involving powered two-wheelers. For this reason, we need to reach out to new and existing motorcycle riders, and help them to make better and more informed decisions about their training, so that they can ride confidently and safely".

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NOTE FOR EDITORS

About the European Training Quality Label

- The European Training Quality Label is a label that helps motorcyclists to clearly and easily identify high-quality post-license training programs in Europe.
- The scheme is the result of a partnership between ACEM, the European Association of Motorcycle Manufacturers, and the German Road Safety Council (DVR), the leading German NGO in the area of road safety.
- The European Training Quality Label, a voluntary certification procedure, is open to a wide range of organisations based in Europe, including training schools, motorcycle manufacturers and public bodies.

About the International Motorcycling Federation / Fédération Internationale de Motocyclisme (FIM)

- The FIM (International Motorcycling Federation) founded in 1904, is the governing body of motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed of 113 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC). Of the 50 FIM World Championships, the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. Furthermore, the FIM is also actively involved in the following areas: public affairs, road safety, touring and environmental protection. The FIM was the first international sports federation to impose an Environmental Code in 1994.
- To learn more about FIM, please visit: <http://www.fim-live.com/fr/> and <http://www.fim-publicaffairs.com/>

About ACEM

- The European Association of Motorcycle Manufacturers (ACEM) represents manufacturers of mopeds, motorcycles, three-wheelers and quadricycles (L-category vehicles) in Europe. ACEM members include 17 manufacturing companies and 17 national industry associations.
- The following manufacturers are ACEM members: BMW Motorrad, Bombardier Recreational Products (BRP), Ducati Motor holding, Harley-Davidson, Honda, Kawasaki, KTM, Kymco, MV Agusta, Peugeot Scooters, Piaggio, Polaris Industries, Renault, Royal Enfield, Suzuki, Triumph Motorcycles and Yamaha.
- To learn more about ACEM, please visit: www.acem.eu

About the German Road Safety Council (DVR)

- The German Road Safety Council (DVR) is the leading independent non-profit road safety NGO in Germany. Founded in 1969, the DVR coordinates a wide range of activities for its 200 members, which include the German Federal Ministry of Transport and the transport Ministries of the Federal States, the Statutory Accident Insurance Institutions, the German Road Safety Volunteer Organisation (Deutsche Verkehrswacht), automobile clubs, vehicle manufacturers, insurance companies, passenger transport operators, and trade unions.

- The DVR advocates for policy measures that reduce the number of road traffic deaths and injuries in Europe. The key issues DVR deals with include traffic engineering, traffic law, road safety awareness campaigns and general traffic education.
- To learn more about the DVR, please visit: <https://www.dvr.de/>