



Brussels, March 2009

Contribution to the Public consultation “The Future of Transport”

ACEM, the Motorcycle Industry in Europe, is the professional body representing the interests and combined skills of 12 manufacturers producing a total of 25 motorcycle, scooter and moped brands, and 15 national associations out of 13 European countries. The members of ACEM account for 90% of the production and up to 95% of the European powered two-wheeler market.

Introduction

ACEM welcomes the possibility to provide its views on “the future of transport”. The Motorcycle Industry in Europe is committed to applying the principles of sustainability as a key part of the effort to develop its market and value. Manufacturers wish to contribute to the development of a vision for the future of transportation, and to meet the expectations placed on the PTW sector. Creating and safeguarding jobs through innovative and problem-solving expertise are just as important as the commitment to the environment and society and open dialogue. This long-term, value-oriented philosophy is exemplified by ACEM missions, positions and initiatives and every member of ACEM is called upon to implement these objectives in its own sphere of influence. In this respect, ACEM members put forward their views on policies having an impact on the Motorcycle Industry and work towards developing a constructive dialogue with officials and decision-makers.

The Motorcycle Industry in Europe will continue to bring its contribution, shaping the future and searching for solutions to tomorrow’s transport challenges, while setting an example of long term commitment to corporate and social responsibility.

Authorities and policy-makers have a huge responsibility in view of addressing tomorrow’s transport challenges. They should look at ways to more effectively integrate PTWs into transport plans. This has seldom been the case so far, in spite of the growing contribution of PTWs to Europe’s mobility, which is expected to continue, in particular in the urban environment where PTW already provide transport solutions. With proper policies in place, PTWs will continue to positively contribute to shaping the future of Europe’s mobility over the coming decades.



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The Powered Two-Wheeler Market: trying to look beyond the current economic crisis

The European PTW market is being hit by the current economic crisis, with new registrations down by 8% in 2008 (from 2,7 million to 2,5 million) and poor forecasts for 2009. These figures partially hide the significant -34% contraction (-42% for mopeds and -28% for motorcycles) of the last quarter of 2008 over the same period of 2007. This dramatic drop has been confirmed by January 2009 registrations, which showed a further negative signal in major PTW markets in the range of -40%.

However, the steady growth of the European PTW fleet over the last decade shows that these vehicles provide mobility solutions to the EU citizens and businesses: currently, there are about 33 million PTWs in use in the EU. According to long term market projections, the fleet is expected to continue to grow and reach between 35 and 37 million vehicles in 2020, mainly pushed by an increasing urban mobility demand.

The Quality of our Lives Depend on Mobility

Quality of life, in particular in cities, relies on efficient and sustainable mobility. Work efficiency and social mobility are central to ensuring the personal development of individuals and have positive effects on the urban community and the economy.

However moving around in cities is becoming more difficult. Citizens need to go to work or to school, to do their shopping or may want to move just for leisure. But this is not getting any easier. On the contrary: costs for transportation are increasing in terms of money as well as in time. Mobility patterns in cities have changed: simple single-purpose journeys are progressively being replaced by multi-purpose and multi-destination routes. This is true for business as well as for leisure.

EU Transport Policy must recognise citizens' choice and the link between mobility and prosperity, especially given the current economic situation in Europe. PTWs constitute a means to develop work, business, services and leisure opportunities, all to the benefit of the economy.

The Powered Two-Wheeler: an effective mobility tool

The need for an alternative mode of transport is reflected by the increase of PTWs in European cities. More citizens are using PTWs for daily urban mobility because they reduce journey times and are easier to park.

A parking place for PTWs demands less space and limited investment from local authorities, it is easier to integrate into the structure of European cities, and creates fewer obstructions for pedestrians and cyclists.

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PTWs do not suffer from, nor create, congestion due to their limited dimensions. Thanks to a higher fuel-efficiency PTWs help curbing CO₂ emissions and are cheaper to produce and to run.

A study by the French Environmental Agency comparing PTW and car trips in the city of Paris concluded that with a PTW 'pure' travel time is halved, compared to cars. Car drivers need, on average, an additional 16 minutes to find a parking place. For these reasons, PTW are also often chosen by businesses for their shorter distance logistics and by public services such as local police.

EU Transport policy must clearly integrate the PTW mobility alternative, to make the most of its inherent advantages (no congestion contribution, fuel efficiency), and address the specific needs of PTWs and their users (road infrastructure, dedicated parking). PTWs are an increasingly used form of individual transport, and should be integrated in a truly co-modal system (dedicated parking at transport hubs) seeking to benefit from all modes.

The Powered Two-Wheeler: continuing environmental progress

Over the last decade, by moving from ECE 40 to Euro 3, the Industry achieved important progress in reducing the environmental impact of Motorcycles (- 94 % of CO and HC, and - 50 % of NO_x). ACEM members are committed to continuing this reduction process and propose for motorcycles a two-step reduction process:

- A Euro 4 stage in 2012, entailing a 25% reduction over Euro 3 in tailpipe emissions for motorcycles.
- A Euro 5 stage, three years later, realising a further 25% reduction in tailpipe emissions for motorcycles and achieving the goal of parity with Euro 5 gasoline passenger cars.

Over the same period of time, Industry achieved similar progress in reducing moped emissions between ECE 47 to Euro 2 (- 88 % of CO and - 76 % of HC+NO_x). The upcoming Euro stage for both mopeds and motorcycles will be achieved through more representative test cycles, able to accurately reproduce the typical dynamic and usage of both PTW categories.

ACEM members are committed to playing their role in reducing CO₂ in transport. The CO₂ contribution of motorcycles, mopeds, tricycles and quadricycles to overall transport is marginal. According to projections, it will further reduce and remain marginal in the future, compared to other mobile sources. ACEM members support the introduction of CO₂ measurement for PTWs as part of the upcoming Euro stage as a necessary first step in the direction of a CO₂ strategy for PTWs. Labelling would then become possible to ensure objective consumer information.

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Motorcycles fitted with a type-approved, road legal exhaust systems emit similar noise levels to passenger cars. Original equipment exhaust systems undergo stringent type approval testing conditions, however appropriate riding behaviour can make an important contribution in limiting noise. PTWs fitted with non type-approved, non road legal exhaust systems, can emit exponentially higher noise levels. The same applies for many type-approved non original equipment exhaust systems, due to less stringent type approval testing conditions. ACEM members support that type-approval conditions similarly stringent to those applied to original exhaust systems should be applied to non original exhaust systems also.

Correct regular maintenance and servicing by the user, accompanied by periodic inspection of PTWs, guarantee that the vehicles continue to ensure proper environmental performance over their lifetime use. Maintenance and servicing also make an important contribution to road safety. Currently, a majority of Member States have introduced PTWs periodic inspection for environmental and safety reasons. However, PTWs are the only vehicle not falling under the scope of Directive 96/96/EC. ACEM members support the inclusion of PTWs in the scope of Directive 96/96/EC, with appropriate periodicity requirements. Environmental checks should focus on tailpipe emissions and exhaust system noise.

Looking ahead, Research & Development departments within ACEM members are actively looking at solutions geared at addressing future environmental challenges. Many concept vehicles are being researched, some of these vehicles are progressively coming to the market. New propulsion technologies range from engines able to run on E10 biofuels, to hybrid, to electric and fuel-cell powertrains. The challenge is for authorities to support the development of these technologies with appropriate infrastructure, accompanied by fiscal incentives in order to promote the take-up of these vehicles.

EU Transport policy must recognise and support the efforts of the manufacturers to develop cleaner PTWs, taking due account of industrial lead time, supporting innovation for the development of greener technologies through fiscal incentives, making financial support available, and through investment in infrastructure supporting these efforts.

The Powered Two-Wheeler: further acting together for better road safety

Safety is a top priority for the motorcycle industry: PTW riders form one of the most vulnerable groups of road users and road accidents are of growing social concern. Reducing PTW's riders fatalities in the European Union and achieving the goals of the European Road Safety Charter require solutions and the implementation of policies aiming at fully integrating PTW in mobility plans.



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ACEM, the Motorcycle Industry in Europe, dedicates energy and resources to acquiring and analysing data regarding road safety and Powered Two Wheelers in order to identify and prioritize areas for improvements. This process follows an integrated approach looking at human, vehicle and infrastructure related factors, seeking to involve policymakers and other relevant stakeholders at European, National and local level.

Safety figures differ significantly across the EU member states, with statistics on PTWs indicating that, with the same vehicles available on the market, a considerable disparity exists between best and worst performing countries. Reducing this gap by improving national transport policies through integration of PTW will bring considerable and tangible benefits to European road safety. The identification and dissemination of best practices would facilitate the introduction of successful road safety policies by low performing countries.

The higher presence of PTWs in cities justifies the need to gather further information on their use and specific safety needs. Since city authorities have a major role to play in this area, ACEM is a partner of POLIS, the network of European cities and regions promoting innovation in local transport. The POLIS network supports a European Urban Road Safety Platform (EURSP) that will benchmark cities road safety figures for all transport modes.

A dedicated safety policy for cities depends on a specific focus on those areas with dedicated tools and authoritative partners: eSUM (European Safer Urban Motorcycling), an EC-cofinanced project led by the city of Barcelona involving ACEM PTW manufacturers and three major European capitals (London, Paris, Rome), is a collaborative initiative between industry and local authorities of Europe's principal motorcycle cities to identify, develop and adopt measures designed to deliver safer motorcycling in the city environment, through an integrated approach addressing the vehicle, the user and the infrastructure.

ACEM's member manufacturers committed themselves to increase the number of PTWs fitted with different technologies of advanced braking systems. By 2010 the majority of newly sold street models on the European market will have advanced braking systems, at least as an option. A further commitment, involving a 75% target by 2015, has already been agreed within ACEM.

Research & Development departments within ACEM members are actively looking at new road safety technologies, encompassing both active and passive safety, and intelligent transport systems applications for PTWs.

EU Transport policy must encourage research and exchange of best practices, in particular through PTW integration in transport plans (especially at urban level), in view of achieving consistent road safety progress in all Member States: a truly integrated approach is necessary, in particular addressing road infrastructure and traffic management by earmarking revenues from transport.



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Annexes:

- The market of tomorrow, ACEM, 2008
- Shaping the future, ACEM, 2008
- Urban solutions, ACEM, 2007
- Urban innovations, ACEM, 2007