



European Training Promotional Campaign

Voluntary training for European riders - a safety culture benefiting all road users

The European Association of Motorcycle Manufacturers (ACEM) and the Federation Internationale de Motocyclisme (FIM) have joint forces to encourage European motorcyclists in the beginning of the riding season to highlight the importance of **high-quality voluntary training**.

Scientific studies show that in many accidents and near accident situations, other road users fail to detect approaching motorcycles or misjudge their speed and behaviour. While awareness among all road users is essential, motorcyclists can take proactive steps to reduce risks.

By participating in **high-quality voluntary motorcycle safety training**, riders sharpen their hazard perception and risk awareness skills, key factors in avoiding potentially dangerous situations. Research suggests that many motorcycle crashes could be prevented or their impact significantly reduced if riders enhance cognitive abilities like road reading and traffic anticipation, alongside mastering essential motor skills.

With Learn - Ride - Enjoy - Repeat, ACEM and FIM are calling on European riders to take the next step in their journey by enrolling in **high-quality training programs**.

This campaign builds on the success of the European Motorcycle Training Quality Label, an initiative promoting and awarding high-quality post-license training schemes across Europe.

Campaign goals

Raise awareness: Together, we aim to highlight the value of voluntary motorcycle training as a vital step toward safer riding.

Encourage participation: Our mission is to inspire riders to take the next step in their journey by enrolling in **high-quality training programs**. By boosting enrolments, we can collectively ensure more riders have access to the tools and knowledge they need to ride safely and responsibly.

Campaign Organisers



European Association of Motorcycle Manufacturers (ACEM): ACEM represents the largest manufacturers of mopeds, motorcycles, tricycles and quadricycles (L-category vehicles) to promote a constructive dialogue with the European Union institutions.



Federation Internationale de Motocyclisme (FIM): Founded in 1904, FIM is the IOC-recognised international governing body of motorcycle sport and the global advocate for motorcycling currently representing riders from 121 countries around the world.

With the support of:



The European Motorcycle Training Quality Label is a voluntary certification scheme for post-licence safety training programmes with the main aim to inform motorcyclists across the EU about the best training programmes available in their countries and to increase the number of riders undergoing high-quality voluntary training regularly.