

GET MORE OUT OF LIFE

National Motorcycle Week 12-18 July 2009

National Motorcycle Week is the annual campaign organised by the Motor Cycle Industry Association.

The campaign demonstrates to the public, media and politicians the number of motorcyclists in the UK and at the same time emphasises that riders owners are from all walks of life.

National Motorcycle Week also highlights the social, environmental and economic benefits of motorcycling.

This year the slogan is ' Get More Out of Life ' to highlight there is more to do on two wheels –

- More Freedom
- More Fun
- More Friends
- More Skills
- More opportunities
- More action

Events and ride-outs will be taking place throughout the week at local dealers, biker cafes, with BikeSafe , owner's clubs and work places.

RIDE TO WORK DAY takes place on Wednesday 15th July - this is the day when all bike and scooter owners are encouraged to ride to work, and if they can, to take a friend or colleague with them. The day will highlight that motorcycling cuts congestion, pollution, journey times and is convenient and flexible.

The press pack contains:

MOTORCYCLING MEANS MORE IN NATIONAL MOTORCYCLE WEEK
RESEARCH REVEALS MILLIONS OF COMMUTERS COULD SAVE POUNDS
GET ON THE ROAD TO ROMANCE
A - Z OF BIKING
MOTORCYCLE DATA - FACTS & FIGURES

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'More Freedom, More Fun & More Opportunities' In National Motorcycle Week and Ride to Work Day

National Motorcycle Week 2009 is promoting the 'Get More Out of Life' message during the campaign, which runs from 12th - 18th July 2009.

The event aims to highlight the positive aspects of motorcycling including environmental and social benefits. In 2009, the MCI has adopted the strapline to get riders and non-riders thinking about the world of motorcycling and encouraging them to get active.

Existing riders have a wealth of opportunities available to them and their machine. We are all frequently guilty of thinking about what we could do, and often don't take action, so this year the MCI hopes to encourage riders to do more with their bikes and their riding skills and persuade non-riders, who have been teetering on getting a licence to actually do it.

Ride to Work Day (15th July) is part of National Motorcycle Week and aims to convince that 'motorcycling means more.....'

More freedom

More fun

More convenience

More skills

More action

More opportunities

The MCIA's spokesperson Sheila Rainger said, "National Motorcycle Week is an important date in the motorcycling calendar because it is an opportunity for the whole motorcycling community to get active.

"The MCIA encourages people to organise events such as ride-outs, charity runs, biker's breakfasts which can be enjoyed by non-riders too. It is also the time for

riders to think about how to get more out of their machine, whether that means planning a biking holiday or taking some training to improve their skills on the road.”

The Association is encouraging all motorcyclists and even non-motorcyclists to participate in an activity during the week to demonstrate to the public, press and politicians the number of people that enjoy riding motorcycles and scooters and why they have made the motorcycling choice.

Anyone who is interested in organising an event can find out more information on the MCIA’s website www.mcia.co.uk. A free organiser’s pack is available to download, along with some posters.. People who are planning to hold an event should contact the MCI, to help promote their event and put journalists in contact with them.

End

Commuting Advantages Drive People to Two Wheels, Finds Ride to Work Day Survey

FOR IMMEDIATE PUBLICATION:

Aspiring motorcyclists are more likely to be interested in getting to work more easily than getting their knee down, according to a You Gov survey* carried out for National Motorcycle Week.

In two years the number of commuters who said they would like to ride to work on a bike has doubled. The survey revealed that 16 per cent of the public said they would like to be a ‘commuter biker’ when asked what sort of motorcyclist they would like to be, compared to 8 per cent who chose this option in 2007.

The desire to enjoy the leisure aspect of riding is now less important to people. People want a cost-effective and practical mode of transport to get them to work.

This was underpinned in the survey findings that showed the number of people of who aspired to be 'leisure riders' has notably fallen from 31 per cent in 2007 to 19 per cent in 2009.

One in eight commuters in Great Britain would consider switching to two wheels in order to avoid traffic. Bicycle commuters and tube travellers were the most willing to switch. Eighteen per cent of pedal cyclists and 20 per cent of underground users said that they would consider commuting by motorcycle or scooter to avoid traffic and delays.

Other benefits of riding to work highlighted by the survey included:-

- Punctuality – over two-thirds of motorcycle and scooter commuters (67 per cent) said they were never late for work. The only commuters with a better punctuality performance were those who walked to work, 68 per cent of whom said they were never late.
- Quicker commute:- one quarter of motorcyclists said the reason they rode to work was because it was quicker than other options. For commuters as a whole, only one tenth said their usual means of transport was the quickest available.
- Financial savings:- Sixty per cent of motorcycle commuters spent less than £10 a week on their commute

The general public, especially people who have to travel during the rush hour are starting to recognise the many practical benefits for riding to work on either a bike, scooter or moped. Ride to Work Day was created to highlight the fact that riding has benefits for the individual and society.

Riding a bike to work can

- Cut costs
- Cut journey times
- Cut pollution
- Cut congestion

Sheila Rainger MCI Spokesperson said, ““Motorcycling isn’t just about having fun on Sundays. Many new riders have taken their tests so that they can spend less time travelling to work and more time with their families.

“Experience in London has shown that as the number of two-wheel commuters rises, the risk of being injured in an accident falls. More people riding to work is good news for individuals, the economy and for road safety.

“Ride to Work Day 2009 is the ideal opportunity to Get More Out of Life by switching to two wheels.”

END

Editor’s Notes

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,136 adults. Fieldwork was undertaken between 9th – 11th June 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)

GET ON THE ROAD TO ROMANCE IN NATIONAL MOTORCYCLE WEEK 2009

Motorcycling isn't just for the boys it offers the road to romance, love and sex appeal. Famous faces increase their x-factor when they get onto two wheels on the big screen so why not you?

Hollywood has provided us with many a cool biking image – remember Quadrophenia? The Great Escape? Easy Rider? And they've recognised that girls like to ride too from stylish Audrey Hepburn in Roman Holiday to more recently the modern Charlie's Angels and glamorous Angelina Jolie as Lara Croft.

Closer to home there a plenty of famous faces that like to pull on a pair of leathers and enjoy the freedom of riding on two-wheels. Celebrity chefs, soap stars, politicians, sportsmen and women, comedians and musicians and DJs have all joined the growing numbers of people who like to ride.

But Britain's romantic bikers would rather ride with their other half than movie megastars like Kate Winslet, or Tom Cruise.

In an MCI survey when asked to name who they would most like to take a fantasy ride with, twice as many bikers nominated their partners than petite pop star Kylie, Star Wars' Ewan McGregor, Valkyrie's Tom Cruise or Bond's Pierce Brosnan.

So this National Motorcycle Week don't forget your other half. If your partner doesn't already ride why don't you use this week to get them onto two wheels so you can 'Get More Out of Life' together. More freedom, more fun, more friends, more action and more opportunities.

Why not book them onto a day's motorcycling – complete with a compulsory basic training (CBT) certificate at the end of it. And if neither of you have ever tried motorcycling, why not do it together?

If they aren't ready for this just yet why not make that one small, romantic gesture and offer them a ride to work, and you might just change their mind.

MCI's Sheila Rainger said: "People from all walks of life are enjoying the many benefits of riding a bike, scooter or moped. Reducing journey times, cutting congestion, pollution and costs and not being restricted by public transport time tables certainly helps people to arrive at work less stressed.

There are even motorbike taxi services available, which are well used in the Capital and have a big celebrity following from Lawrence Lewellyn-Bowen to Trinny & Susanna.

"If you aren't riding yet, passing the CBT immediately entitles you to ride a small-engined motorcycle, scooter or moped, and opens the door to more advanced training, bigger machines, unrivalled independence and fun.

“It’s the first step to joining in with increasing numbers of people of both sexes who are getting onto two wheels for work and leisure. So , this National Motorcycle Week ‘Get More Out of Life’.”

END

Notes to Editors:

- figures from Tickbox survey carried out for MCI’s “Now’s the Time” campaign.
- Famous UK bike celebrities include Russ from Hollyoaks, Alan Davies and Ross Noble – comedians, the rower Jame Cracknell, Carl Cox – DJ and music producer, Chris Evans and Jonathan Ross – radio DJs, former gladiator Janie Omorogbe, MP Lembit Opik and TV presenters Dominic Littlewood, Suzi Perry

National Motorcycle Week runs from 12-18 July and Ride to Work Day is on 15th July

Commuter motorcycling accounts for two-thirds of powered two-wheeler journeys and represents one of the cleanest forms of motorised transport for trips where walking, cycling and public transport are not viable. Motorcycles spend less time in traffic jams, whereas cars spend time with engines idling and air-conditioning running.

Powered two-wheelers move freely through traffic jams and as a result leave a smaller carbon footprint over a shorter period of time on any given urban journey.

In addition to the environmental benefits derived from avoiding traffic jams, the government has now confirmed that motorcycles and scooters are more eco friendly in terms of emissions than the average car.

The cost of a CBT course is around £100 and you can find your nearest trainer by going to the Motor Cycle Industry Association (MCI) web site at www.mcia.co.uk.

The MCIA is the UK trade association representing manufacturers and importers of mopeds, motorcycles and scooters, and the suppliers of associated goods and services. It has approximately 150 members representing about 90 per cent of the UK industry.

The motorcycle industry in the UK employs more than 15,000 people and turns over in excess of £3 billion a year.

There are over 1.26 million motorcycles in use in Britain traveling around 5.6 billion vehicle kilometers (DfT 2006).

NATIONAL MOTORCYCLE WEEK'S – A – Z OF BIKING

Adventure – Adventure motorcycling is a popular hobby, that can take you all round the world. The famous trips by Ewan McGregor & Charley Boorman have inspired many more people to enjoy the adventure opportunities that are open to them. And it's not just for the boys - Lois Pryce writes about her ride from Alaska to Argentina at <http://www.loisontheloose.com/>

BikeSafe – a unique assessment carried out by highly qualified police riders. Expect a reasonably priced day of riding, where you will be observed by experts and given top tips on what you can do to improve your skills. A highly recommended experience. For more information go to www.bikesafe.co.uk

Compulsory Basic Training (CBT)– A one day training course with two-hours on road riding. On successful completion you will be entitled to ride a bike or scooter up to a 125cc capacity for two years. For more info go to www.mcita.co.uk

Driving Licence: - essential to getting on the road. If you are 16 and want to ride a moped on the road, you will need to apply for a provisional moped licence and take a CBT. If you are over 17 and already have a full car license, this acts as a provisional licence for mopeds and learner-legal motorcycles. Unless you passed your car test before 1 February 2001, you'll need a CBT too, but it's a good idea to take the CBT course before taking to the road even if you aren't legally required to. For more information about routes to your licence, visit <http://www.direct.gov.uk/en/Motoring/LearnerAndNewDrivers/LearningToDriveOrRide/index.htm>

Economic – Riding a bike, scooter or moped is a cost –effective way of commuting. A You Gov Survey carried out for National Motorcycle Week (2009) found that one- quarter of bikers said they chose to ride to work because it is the cheaper option, compared to only 2% of car drivers.

Freedom – In surveys carried out by the Motor Cycle Industry Association, one of the key words associated with motorcycling is 'freedom'.

Green – Powered Two-wheelers are recognised as a green form of transport with lower emissions than some other modes of transport. On average, new P2Ws emit 110g/CO2 per km, already a better performance than the targets given to the car industry. On average, Mopeds emit about 70g/km. The average for cars is 158g/km.

Helmets - Sometimes called 'lids'. Getting a properly fitted and safe helmet is an essential part of a riders kit. To get independent test results on a whole range of lids from the cheapest to most expensive check out this website. www.sharp.direct.gov.uk

Independence – A bike or scooter can provide young people with their first taste of independence

Young people between 17 and 25 made up 32% of all new riders in the past 12 months.*

Age	number	percentage
17 – 20:	7,543	11%
21 – 25:	14,441	21%
26-30:	12,582	18%
31-35:	9,426	13%
36-40:	9,531	14%
41-45:	7,838	11%
46-50:	4,801	7%
51-55:	2,324	3%
56-60:	1,095	2%
61 +:	462	1%

*figures from DSA

Industry - The motorcycle industry in the UK employs more than 15,000 people and turns over in excess of £3 billion a year.

Jam busters – If you want to avoid the crowds and get around the capital as a passenger why not enjoy the thrill of a pillion taxi ride with the professional services of a Virgin limobike. For more information contact www.virgin.com

Kill Spills – A campaign to help reduce the number of diesel spills on UK roads. These spills contribute to many bike accidents , that could easily be reduced . For more information go to www.killspills.org.uk

Leathers - An important part of the riders safety kit. Traditionally bike riders wore leathers for protection. There are many styles available including one piece suits, essential if you plan to do any track riding, and more traditional two piece designs. There are also now a number of alternatives to leathers, such as hi-tech textile clothing which offers protection and comes in a variety of fashionable styles. Don't forget when buying kit you also need a protective pair of boots - and never ride without gloves.

Moto GP – The motorcycle equivalent of Formula One – The German Moto GP takes place on Sunday 19th July at the Sachsenring, but if you can't make it don't forget you can watch the drama unfold on TV.

NEC show – Although it doesn't take place until later in the year, you can think about getting your tickets for the biggest UK motorcycle show. Find out more on www.motorcycleshow.co.uk

Off – Road – There are lots of ways for people to enjoy two-wheels without even riding on the road, Popular forms of off-road activity include ; moto-cross (scrambling), Trials, Enduro and Supermoto – which is one of the newest and fastest forms and is a mix between road racing and motocross. For more information check out the website www.acu.org.uk

Parking – Motorcycles take up much less space than cars. In a typical car park you can get around 5 motorcycles per car in each space.

Queues – You are less likely to sit in queues if you ride a bike, scooter or moped. The You Gov survey found that almost one in five people are jealous of bikers getting through traffic more quickly.

Ride to Work - riding on a powered – two wheeler can help you win bonus points with the boss. The You Gov survey found over two-thirds (67% of motorcycle commuters said they were never late for work. Ride to Work Day is 15th July 2009.

Scooters - These practical urban machines range from 50cc to 400cc. A stylish and affordable mode of transport, they were made popular by the MODs in the 1960's

Track Day – One of the most exciting ways to hone your skills in a safe environment is at a track day. You can find out how to improve your cornering and get experienced at the hands of the experts with www.thesuperbikeschool.com

Urban Mobility – The number of people riding a powered –two wheeler in London has increased since the introduction of the congestion charge. This has also led to a reduction in casualties. An increase of +20% in motorcycle and scooter mileage in London corresponded to a reduction of 13% in fatalities.

Volunteers – Powered Two Wheelers are used for a variety of life-saving activities. Blood and organ deliveries are often carried out on bikes and scooters. The fire service and police also have fleets

Women – Female riders account for around 15% of the 1.5 million active riders. Famous women riders include: MP Hazel Blears, TV presenters Vicky Butler-Henderson and Suzi Perry, and Paris Dakar rider Patsy Quick

X-citing – The MOTO GP is the bike equivalent of Formula 1 car racing. It is one of the most exciting spectator sports that generates millions of pounds for the industry. Some famous winners include the legendary Barry Sheene, and other UK champions Mike Hailwood and John Surtees and more recently the young Italian Valentino Rossi who has won a staggering eight times.

Your turn - Last year the number of people who took their test increased by 18 per cent. More people are opting for two wheels or considering it as a viable option for their commute. In a recent YouGov survey, Bicycle commuters and

tube travellers were the most willing to switch to two wheels. Eighteen per cent of pedal cyclists and 20 per cent of underground users said that they would consider commuting by motorcycle or scooter to avoid traffic and delays.

Zero Emissions - The motorcycle industry already has good green credentials and the manufacturers are doing a lot of research into alternative fuels. For the eco-minded commuter there are even electric motorbikes which have zero emissions.

MOTORCYCLE DATA

The active UK rider population is 1.5 million and an estimated 3.8 million people in the UK have a driving licence with a moped/motorcycle entitlement.

Women accounted for 14% of the people who took their test in 2007/08.

Women - 12,061

Men - 75,884

17% more people passed their test in 2007/08 than in 2006/07.

20% more people passed their test in 2008/09 than in 2007/08.

London motorcycle commuters can reduce the duration of their journeys by up to 34% compared to car drivers . In the rest of the UK journeys can be reduced by 12% (Regional Transport Statistics 2008)

A typical scooter consumes between 55% and 81% less fuel than a car on the same journey

The motorcycle industry in the UK employs more than 15,000 people and turns over in excess of £3 billion a year.

Motorcyclists say that biking is about freedom, practicality, friendship and fun:

Freedom - 26%

Practical - 23%

Friendly - 18%

Fun - 11%

Economical - 9%

Adventurous - 4%

Thrill Seeking - 4%

Fast - 4%

(You Gov 09 *)

One-third of 24-34 year olds are jealous of motorcycles getting though traffic. (You Gov 09 *)

One -fifth of Southerners (London and South regions) are jealous of motorcycles getting though traffic. (You Gov 09 *)

Car drivers and bus passenger are most jealous of motorcycles getting through traffic. (You Gov 09 *)

One-third of commuters are 'sometimes' late for work because of traffic and congestion. (You Gov 09 *)unless they're bikers, of whom 67% are "never" late for work.

END

You Gov 09* FIGURES are from YouGov Plc. Total sample size was 2,136 adults. Fieldwork was undertaken between 9th - 11th June 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)