

INTERNATIONAL DEALER NEWS

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EU responds favourably to ACEM Conference demand for PTWs to have "place on the agenda"

THE 9th annual ACEM (Association des Constructeurs Européens de Motocycles) conference in Brussels on January 22nd saw a positive reaction from the EU to industry calls for the PTW industry to find a "place on the European transport agenda".

Chaired by KTM CEO and ACEM Vice President Stefan Pierer, the conference panel included Mr Olivier Onidi, Director of Innovative and Sustainable Mobility at the EU Commission's DG MOVE and Mr Carlo Pettinelli, Director of Sustainable Growth and EU 2020 at DG Enterprise and Industry.

The conference saw presentations by ACEM Secretary General Jacques Compagne and FIM CEO Stéphane Desprez on the theme of "Motorcycling Matters" - how the role that PTWs play in mobility, tourism and sports contributes to EU policy goals.

Having made dramatic progress in recent years on addressing technical and regulatory issues, ACEM has embarked on a game-changing agenda

to publicise and promote the positive and future-facing opportunities that the motorcycle industry can bring to EU policy requirements for the benefit of all road users and EU citizens.

With the total European Union PTW 'bike-park' currently estimated to stand at some 37 million vehicles

'PTWs are congestion-liberating mobility tools'

(representing PTW use/ownership by close to 10% of all member state citizens), the EU response to the needs and opportunities that the industry has and offers was positive.

For DG MOVE, Mr Olivier Onidi is on record as saying that "the use of smaller, lighter and more specialised road passenger vehicles must be encouraged".

However, the issue facing the industry has been that PTWs are almost entirely absent from mention in the

EU's current White Paper on transport, and while promotion of walking, cycling and public transport are included in the European MobilityWeek agenda, PTWs are not.

Mr Onidi stated that "it has certainly not been the intention of the EU to reduce the potentially very positive role that PTWs can play, and I am pleased to have this opportunity to be able to address the industry and confirm that PTWs and other L-category small vehicles do indeed have a valuable contribution to make".

Speaking from an industry and business perspective, Carlo Pettinelli acknowledged the significance of the European motorcycle industry's achievements.

"The economic problems that have been affecting the motorcycle industry and many others are serious, but as an industry based on innovation, and one that is making such a positive contribution to Europe's balance of payments, we would wish to support the industry and encourage its further development as much as possible."

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Invited to act as Moderator at this year's 9th annual ACEM conference in Brussels, IDN Publisher Robin Bradley reports on an event that has seen Europe's motorcycle industry stake a convincing claim for a central place on the EU's urban mobility transport planning agenda



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ACEM rebuilds Europe's PTW agenda

CONGRATULATIONS are due to the ACEM executive and their trade association and OE vehicle manufacturer membership for successfully creating a new agenda on which the industry can promote the role of motorcycles in Europe for years to come.

As reported in the cover story in this month's edition of International Dealer News, their January conference saw a line drawn under the regulatory and technical issues that have largely dominated the industry's primary dealings with the EU in the past decade, and replaced them with a forward facing foundation which places the priority on positive messages about the contribution that PTWs can make to several of Europe's policy issues in the years ahead.

In so doing, ACEM has addressed a very particular difficulty that various of the Commission's directorates have encountered in years gone by.

Namely, that it has been difficult for the EU to grapple with the many diverse, disparate and often conflicting messages and contributions that motorcycling potentially can make. Motorcycling has never been "one single simple thing", so until now has failed to harness its message convincingly.

Nobody is pretending that the technical and regulatory issues are over, or that those that are headed for conclusion have been wholly dealt with to the advantage of the motorcycle industry. Far from it.

There has had to be compromise. Compromise on both sides - especially on issues such as type-approval, safety, anti-tampering and emissions. The good news though is that it has been two-way traffic. As a result of the industry and rider's rights groups' lobby efforts and a sensible approach to wishing to achieve balance by members of the European Parliament, the Commission itself does now appear to accept that the motorcycle industry is prepared to act, and (as they would see it) to do so in a responsible way.

This could finally form the basis of an opportunity to look beyond the issues that have been challenging the relationship between industry and regulators, to one that can now embrace the advantages that motorcycling can represent in helping the EU to achieve wider and long-term policy goals.

Those policy goals include reduction of urban congestion, reduction of emissions per kilometer travelled, social, leisure and tourist benefits and the positive contribution that the European motorcycle industry can make, indeed is making, to employment and the EU's overall export/import trade balance.

As can be seen elsewhere in this edition of International Dealer News, the parlous state in which the European motorcycle industry finds itself in, is indeed deeply troubling.

However, ACEM has shown that Europe's policy makers and future generation

of urban dwellers need Powered Two Wheelers if the challenges of the future are to be met.

Close to ten percent of Europe's citizens are currently engaged in motorcycling in one form or another - which means that nearly ten percent of all the 'tax dollars' being raised at local, regional, national and international levels are coming from people who dig bikes!

On that basis alone it would therefore ill-behave public officials and elected representatives to ignore the message that motorcycling and those who see two wheels as a contributor to their lives are a group to be accorded appropriate policy handling.

Furthermore, the urban benefits that PTWs deliver are not solely the preserve of riders alone. All urban populations benefit from the faster journey times, cleaner journeys and reduced road and parking footprint that PTW use brings to the urban transport policy agenda.

Some of the statistics surrounding the success stories now emerging about PTW use in cities such as Madrid, Barcelona, Rome, London and Brussels surely point to a brave new world in which the "two wheels good, four wheels bad" school of thought will migrate from minority interest to majority benefit.

The third massive plus for motorcycling to emerge from the ACEM conference surrounds the contribution that motorcycles make to leisure, social, sporting and tourism.

Stéphane Desprez, CEO of the FIM (Fédération Internationale de Motocyclisme) made the most convincing argument yet seen for the social benefits of motorcycling. The presentations, including those by KTM's Stefan Pierer and ACEM's Jacques Compagne, are worth studying, and, along with a specially prepared promotional video, are available online by following the links on the ACEM website (www.acem.eu).

ACEM have convincingly rebuilt the landscape and agenda in which our industry can promote itself in the decades ahead; this year's ninth annual ACEM conference could well translate into being a landmark moment for the long-term sustainability of the motorcycle industry.

'two wheels good, four wheels bad'

Robin Bradley
Publisher

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Fechter Drive 2013 catalogue

FECHTER Drive has launched the 2013 version of its parts catalogue, which features parts for sports and naked bikes and choppers. The catalogue, which runs to 68 pages, is full colour and includes parts for the latest models.

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Triumph launch Tiger Sport for 2013

TRIUMPH has relaunched its Tiger model for 2013 as the Triumph Tiger Sport. Changes to the relaunched model include remodelling of the entire rear half of the bike, and a new exhaust and intake resulting in a 10PS increase in power from the 1050cc, three-cylinder engine.

The latest version of the Tiger takes the adventure bike styling of the original design but gives

it more street riding potential with strengthening to the chassis and improved suspension.



In addition to the increase in power, brought about by the intake and exhaust changes, the bike's peak torque sees an increase of 6Nm. Other drivetrain changes include a one-tooth larger rear sprocket for improved acceleration, and gearbox revisions to provide a smoother selection.

Changes to the Tiger's fuel injection calibration are claimed to offer improved fuel economy of approximately seven percent without any adverse affects to the bike's performance.

Styling changes on the bike for 2013 include four reflector-type headlights replacing the previous projector units, which are said to reduce weight and improve lighting performance. At the rear of the bike a single-sided swingarm is used, designed specifically for the Tiger, which is said to improve packaging at the rear end of the bike, allowing more space for the new exhaust and larger panniers.

The optional panniers are now larger and

capable of storing a full-face helmet, with double the payload of the previous ones at 10kg each. Triumph's pioneering Dynamic Luggage System (DLS) is employed, which uses an inter-connecting cable between the cases to isolate turbulence-induced movement from the chassis.

Also new for 2013 are the side panels, tail unit and screen, while the seat is 5mm lower (now at 830mm) and narrower at the front, to improve reach to the ground. The seat is also longer to create more space for taller riders and the handlebars are lower and closer to the rider to suit the sportier nature of the new design of the Tiger by providing a more direct feel.

A wide range of factory accessories are available for the Tiger Sport. As well as the 'DLS' luggage system the range includes a top box, heated grips, hand guards, tank bag, engine protection bars, comfort seat and higher screen.

As with all other new Triumph motorcycles the Tiger Sport comes with an unlimited mileage, two year factory warranty.

TRIUMPH

www.triumph.co.uk

Free Spirits launch new website

FREE Spirits, the Italian manufacturer of performance parts for H-D, Buell and Triumph bikes, has launched a new website - www.freespirits.it. The new version of the company's site features a new design, new structure and easy access to contents accessible via simple and intuitive site navigation.

The site, which contains updated information on all the company's products, alongside news and events, is also mobile compatible. When it is viewed

through a smartphone or tablet computer the site will be automatically optimised for those devices.



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Forcefield Pro Shirt wins international award

FORCEFIELD Body Armour's Pro Shirt has been awarded 'Product of the Year' in the protection category by web bikeworld.com.

The web bikeworld.com 'Motorcycle Product of the Year Awards', now into their 8th year, are designed to recognise products which combine the most interesting and useful features, along with the best value, to make them leaders in their respective classes.

Forcefield describes its Pro Shirt as "the ultimate all action shirt with high spec CE approved armour located at the elbows, shoulders and chest and with a complete built in CE Level 2 back protector".

The Pro Shirt's armour is removable and built into a shell made from

BeCool, a fibre said to have a greater diffusive area than standard fibres, which provides high levels of breathability and comfort.

Protection in the Pro Shirt is provided by the combination of moulded Nitrex Evo energy-absorbing material with the all new M15 armour, a specialised polymer from Nitrile rubber, which has been optimised to achieve low weight, flexibility and 'Repeat Performance Technology' to offer protection even after multiple impacts.

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New Pirelli Diablo Supercorsa SP tyres for MV Agusta F4

MV Agusta has announced that it has chosen Pirelli's new Diablo Supercorsa SP tyres as original equipment for its basic, R and RR versions of its 2013 F4 range.

The Diablo Supercorsa SP (Sport Production) is the race replica version of the tyre in the SC mix (Special Compound) which will be used by World Supersport, Superstock 1000 FIM Cup and UEM European Championship riders in 2013.

The Diablo Supercorsa SP have new profiles on the front and rear which, compared to the 190/55 version, is taller with about 2mm more cord and about 4mm more central diameter for greater support during braking and to make holding the line more precise. In particular, the new 200/55 rear tyre has been completely redesigned and developed to increase the contact area and has more grip while leaning. The rear 200/55 size of the

Diablo Supercorsa SP implements a bi-compound solution in order to permit both increased mileage and more grip while leaning. EPT (Enhanced Patch Technology) has also made it possible to use 23 percent more soft compound in the shoulder area, which now accounts for the 33 percent of the pattern extension on each side, guaranteeing better grip in mid to full lean.

New polymers used for the SP compound helps achieving an earlier warp-up and improved grip in all conditions. The performance of the compounds is further enhanced by the new and aggressive single element tread pattern, which revolves six times on the tyre surface. The result is that the naked area of the slick shoulders is 24 percent wider compared to the previous Diablo Supercorsa, increasing contact area and grip. The long longitudinal grooves, expanding from the



central area to the shoulder, improve wear regularity, especially under severe usage, and helps draining the water lying on the ground.



www.pirelli.co.uk/moto



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Written by Robin Bradley - robin@dealer-world.com
Pictures courtesy of ACEM



9th Annual ACEM Conference

MODERATED

Featuring papers by KTM Sportmotorcycle CEO **Stefan Pierer**, ACEM Secretary General **Jacques Compagne** and FIM CEO **Stéphane Desprez**, the conference panel and Round Table discussion also included contributions by:

- Mr Olivier Onidi - Director, Innovative and Sustainable Mobility, DG MOVE
- Mr Carlo Pettinelli - Director Sustainable Growth and EU 2020, DG Enterprise and Industry
- Mr Dominique Riquet - MEP, France, member of the EU Parliament Budget Committee



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The economic landscape

KTM CEO Stefan Pierer outlines the challenging economic landscape with which Europe's PTW industry has to grapple

STEFAN Pierer opened up the proceeding of the 9th annual ACEM conference by examining the economic circumstances in which the proposition that "Motorcycling Matters" (the theme of the conference) needed to be judged.

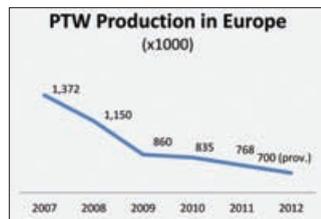
With EU GDP expected to revert near to zero in 2013 and youth unemployment across all member states (18-24 year olds) nearing 25 percent, Pierer said: "The situation is worrying for society in general. The long term implications of present economic circumstances, especially with reference to youth unemployment, brings long-term implications - ones that also impact on the present and future opportunities for the motorcycle sector.

"It has been widely publicised that the car sector in Europe has been hard hit with a decline of 23 percent between 2007 and 2012. However, the media gives less visibility to the

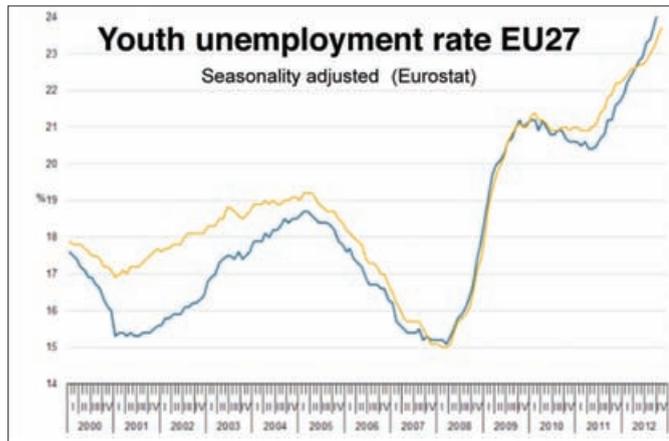
'46 percent decline in PTW registrations since 2007'

fact that the powered two-wheeler industry has suffered nearly twice as heavily as the car industry, with registrations since 2007 down by 46 percent.

"Indeed, 2012 marks another low figure in terms of the past decade, with 1.5 million units sold, which is a decline of 1.25 million PTWs in the five years since 2007.



Domestic European motorcycle manufacturing has seen production decline dramatically since 2007

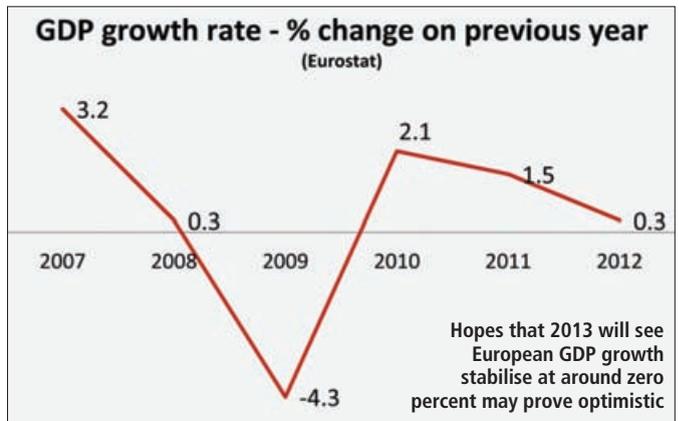


With unemployment among Europe's 16 - 24 year olds averaging close to 25 percent, and running at over fifty percent in some countries (Spain for example), the danger is that an entire generation will be permanently lost to the motorcycle industry in future decades

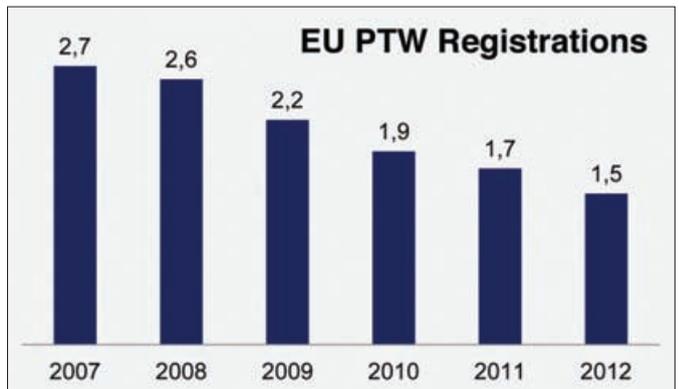


Stefan Pierer: "The Powered Two Wheeler industry in Europe has suffered nearly twice as heavily as the car industry"

Stefan Pierer



Hopes that 2013 will see European GDP growth stabilise at around zero percent may prove optimistic



At 1.5 million units sold in 2012, PTW registrations (European made and imports) have nearly halved since 2007



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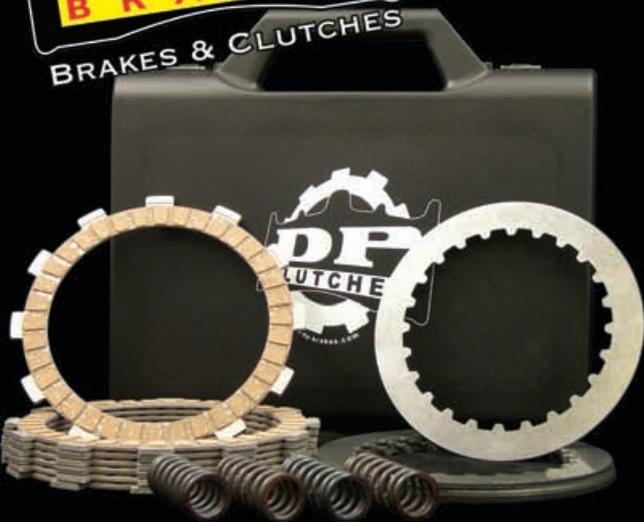


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"Impact on production has been of the same order of magnitude, and as a result generated closures, restructuring and consolidation within the industry, and its supplier and distribution network.

"However, the enduring flexibility of our industry and its ability to adapt still make it, when taken together with the upstream and downstream sectors, a strong contributor in economic terms, and one that still provides innovative mobility with practical, convenient and emotionally resonant vehicles.

"This will be a crucial year though, both in terms of recovery for the whole of the European economy and also for the motorcycle sector. New driving licence requirements have just come into force, and with the new type approval framework due to be finalised in the course of 2013, the PTW industry has to be looking for a year of stability.

"I can only subscribe to the Commission's statement that a comprehensive vision shared and delivered by policy-makers and the business community is what is needed.

But this vision must see motorcycling integrated at all policy levels to the mutual benefit of the PTW sector and European society and citizens as a whole.

"There are opportunities to be seized together. Mobility is an obvious one, and one that is particularly relevant for citizens, local authorities and transport planners at all levels in these current difficult economic circumstances.

"In times of austerity, motorcycles remain not only a competitive transport solution for the individual citizen, but an efficient means of individual mobility for those with responsibility to plan urban environment transport at a time when budgets are under pressure.

"But 'Motorcycling Matters' because there is so much more to the contribution that PTWs make - motorcycling is also a sport, a popular leisure option, and a major contributor to tourism incomes all over Europe. These aspects are often less well

publicised, less well understood, or over-simplified. They involve a multitude of different activities and actors, and bring a relevant contribution to society in the 21st Century in both economic and social terms."

As dramatically shown in the charts on these pages, describing the last five years as difficult times for the European economy, really only tells part of the story.

'European PTW production has nearly halved in five years'

At the beginning of 2007, GDP growth rate across the 27 EU member states was 3.2 percent. By the end of 2009, it had dropped to a negative growth rate of 4.3 percent.

While 2010 saw a return to GDP growth at 2.1 percent for the year, it has been in steady decline again ever since, finishing at 0.3 percent growth at the end of 2012, and if we are lucky enough for Mr Pierer's prediction that growth this year is near to zero, then the trend of the past 24 months will have been stabilised - there is every danger that European GDP could in

fact tumble back into seriously negative territory again in the 12-24 months ahead.

Pierer is right to point to the issue of youth unemployment because not only have young riders always been critical to PTW volumes, but with the European average of youth unemployment nearing 25 percent, and some important small cc youth-oriented PTW markets such as Spain seeing the figure steeple to more than half of 18-24 year olds being out of work, we could well be looking at an entire lost generation of consumers - a generation whose absence from PTW industry balance-sheets will cast a long shadow in the decades ahead.

The consequences of the 46 percent decline in PTW registrations since the 2.7 million achieved in 2007 has seen EU production fall by nearly fifty percent in the last five years. The resulting closures of production facilities and some OE and component manufacturers has left the industry with a capacity and skills deficit that will require massive new capital investments if and when there is a return to growth.

However Pierer, is right to point to crisis bringing opportunity, because the urban and peri-urban mobility objectives that EU policy makers have set themselves for 2030 and 2050 place an absolute premium on the contribution that PTWs can make as an alternate point to point personal transport solution that has been proven to reduce per-journey emissions, journey times and financial impacts.

These were the themes that Pierer pointed to as being the foundation for the motorcycle industry to aggressively and positively position itself for growth in the years ahead.



Contributing to EU policy goals - so why have PTWs been mostly absent from the transport agenda?

ACEM Secretary General Jacques Compagne presented a compelling case for the European motorcycle industry to see its products given a much higher profile in the EU's transport planning agenda

With nearly one thousand vehicle and component manufacturing companies in Europe, and an estimated 35,000 'downstream' businesses (independent and franchised dealerships, service providers etc.), ACEM has been able to provide a convincing argument for the role that the PTW industry in Europe plays in the business life of Europe.

Close to fifty percent of those businesses are in Italy, with Spain, France, the United Kingdom and Germany also being major players. Provisional but very conservative figures estimate there to be some 130,000 jobs in the motorcycle industry in the EU's 27 member states.

Total turnover for the sector, though much reduced from five years ago, still stands at an estimated 26 billion Euro, nearly 60 percent of which is

generated by motorcycle industry businesses in Italy.

Despite the near fifty percent loss of European motorcycle industry vehicle manufacturing capacity since 2007, the industry's success in winning export sales has resulted in a trend-busting performance for the sector as a positive contributor to the EU's international balance of trade.

Indexed at 100 in the year 2000, PTW imports have fallen far below the



ACEM Secretary General Jacques Compagne: "Transport planners are failing to recognise the obvious solution that PTW use brings to their stated transport policy objectives"

general EU finished products import trend - in fact in the eleven years to the end of 2011 PTW imports have fallen by 21 percent. At the same time, however, exports of PTW products from European businesses has held to Europe's overall export performance growth and are some seventy percent

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up over the same period.

From an EU trade and industry perspective, these figures are startling. On the one hand it points to an efficient, productive and innovative industry whose products are highly regarded worldwide, whilst simultaneously pointing to a domestic deficit in terms of the opportunity for 'home-made' product to both boost employment and contribute to urban transport policy goals.

Commenting on this deficit, ACEM Secretary General Jacques Compagne said that "our industry appears to be working in a desert - a landscape rich in opportunity but one lacking the essential ingredients for growth.

"The PTW industry in Europe has proven beyond doubt that it is able to make a big contribution to the European economy. Even given a

halving in domestic European sales and production capacity, our industry has performed on-trend when measured against Europe's international trade performance as a whole.

"Yet domestically, transport planners are failing to recognise the obvious solution that PTW use brings to their stated policy objectives.

'European PTW exports have grown nearly 70 percent in the last 12 years'

If the Commission seriously expects to be able to reduce urban car use by thirty percent by 2030, and fifty percent by 2050, then failure to recognise the unique and uniquely-valuable contribution that PTWs offer render the Commission's 2011 White Paper on transport a less than



complete vision for a competitive transport system.

"The omission of PTW use from the White Paper compromises the Commission's ability to deliver on its stated aim of encouraging the use of smaller, lighter and more specialised road passenger vehicles.

"It is perfectly clear that coming generations will not tolerate curbs on mobility, and that congestion costs will increase dramatically - by an estimated fifty percent by 2050. EU citizens regard mobility as a part of their quality of life and our entire economic infrastructure dictates that it cannot be given up.

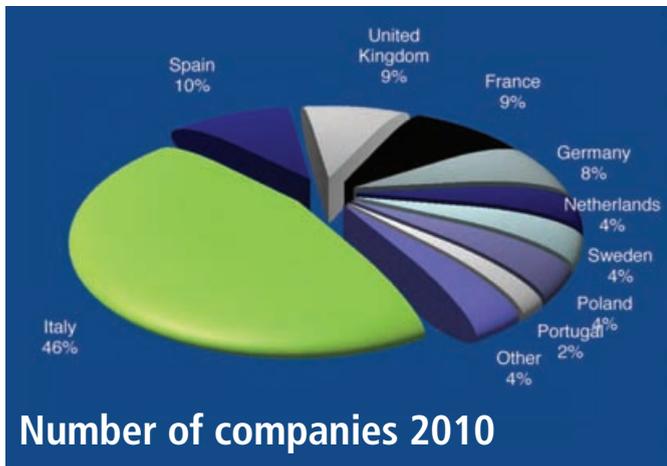
"Yet so far, the evolution of mobility

in line with the evolution of economic activity has dictated increased congestion - thereby reducing mobility! The challenge for all stakeholders is to understand that it is the very complexity of mobility that dictates that motorcycling is an essential part of the solution.

"That is why 'Motorcycling Matters'. Some 37 million EU citizens have already chosen the PTW option, and 25 million of those users are to be found in urban areas, because PTWs match individual mobility needs.

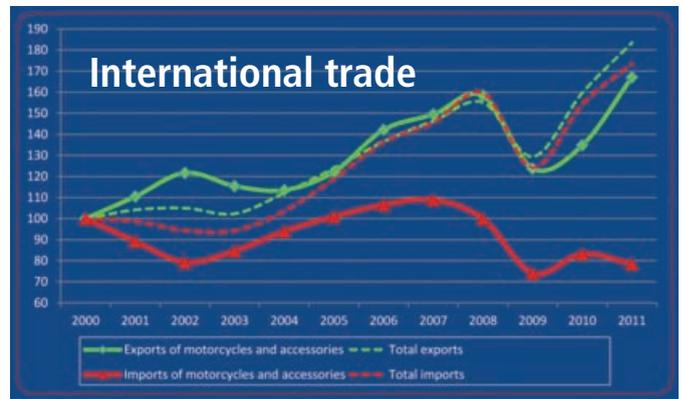
"PTWs represent sustainable mobility, and the experience of major cities such as Madrid, Barcelona, Rome, London, Paris and even here in Brussels demonstrate that PTWs not only improve urban mobility through boosting journey times, improve urban air quality through reducing emissions,

'Barcelona provides 40,000 dedicated PTW parking places'



Number of companies 2010

Motorcycling Matters - in total there are some 36,000 businesses involved in Europe's motorcycle market. An estimated 35,000 motorcycle dealerships, retailers, repairers and service providers, and nearly 1,000 vehicle and parts, accessory and component manufacturers; nearly fifty percent of Europe's motorcycle industry jobs are in Italy



Indexed at 100 in the year 2000, the motorcycle industry's export performance has defied the impact in the reduction of manufacturing capacity - European motorcycle industry exports have grown in line with the average of all export sectors at nearly 70 percent in the past 12 years. Over the same period, imports of finished PTWs into Europe have declined by more than 20 percent, resulting in the industry making a startlingly positive contribution to Europe's international trade balance in comparative and percentage terms



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New Generation screens



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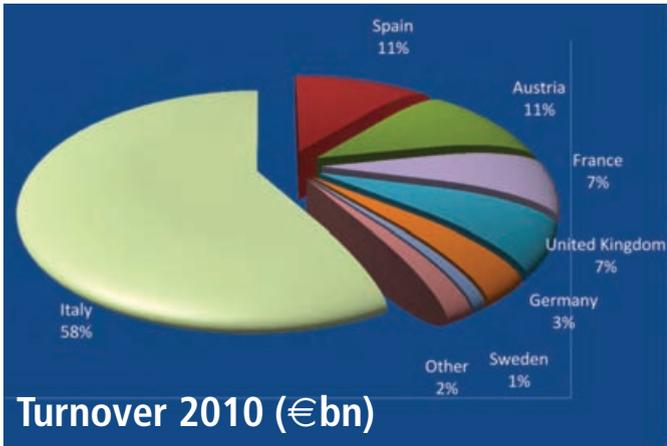
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Motorcycling Matters: Europe's domestic motorcycle industry turns over some 26 billion Euro, more than twenty billion of this being within the dealership and related sector, and nearly sixty percent in Italy

Employment 2010	Number of persons employed	As % of total
Germany	1,361	5.1
Spain	2,898	10.8
France	2,484	9.3
Italy	15,106	56.4
Netherlands	312	1.2
Austria	1,530	5.7
Poland	422	1.6
Portugal	567	2.1
Slovenia	579	2.2
Sweden	284	1.1
United Kingdom	1169	4.4

Although these figures are very approximate and represent a first ever attempt to quantify total motorcycle industry employment in Europe, so far it has been identified that the industry generates at least 127,000 jobs, some 100,000 or more of these being within the dealership and related sectors

but also deliver a positive cost benefit to transport budgets as PTW use increases.

"A recent case study by the University of Leuven, Brussels has demonstrated that a mere ten percent modal shift towards PTW use would reduce time losses by 40 percent, delivering a fifty million Euro a year time benefit to the Belgian highway network with recent [and future] motorcycle models reducing emission cost impacts by 20 percent.

"In Paris, it is estimated that the

average journey speed by PTWs is twice that of the car - 42km/h versus 21 km/h - and that is without taking account of the fact that parking a car is estimated to take up to an additional 16 minutes, but it is not just in the

'27 million EU citizens have chosen the PTW option'

economic benefits of productivity that PTWs benefits are seen. Increased PTW use clearly has the potential for the best and most readily available reductions in fuel consumption and greenhouse gas emissions [according to ADEME 2005].

"Indeed a 2008 study in Paris

suggested that the shift to PTWs in the ten years to 2006 resulted in a five million Euro reduction in the cost/benefit impact of urban transport in the city.

"Other European cities are now beginning to wake up to the advantages that the promotion of PTW use can bring, and seeing ready acceptance of PTWs as a welcome addition to the transport options available to urban populations.

"In Madrid for example, PTW use grew by 20 percent in the decade to 2006; in Barcelona, some 28 percent of private motorised transport is carried out by PTWs, amounting to some 250,000 journeys per day, with the city council actively promoting PTW use by providing 40,000 dedicated parking places.

"In London it is estimated that some 50,000 journeys a day are now being made in the city's bus lanes since motorcycles were permitted to start using them, with resulting reductions in journey times and carbon dioxide emissions - and contrary to some who opposed this move, the safety of motorcyclists and other vulnerable road users has been unaffected.

"The conclusions are clear. There is no question that PTWs bring a significant contribution to urban mobility and that if properly integrated into transport policy, this growing role can also result in road safety improvement.

"There is clear evidence that the shift from cars to PTWs reduces CO2 emissions, with the positive impacts on cost/benefit ratios meaning that PTWs mean affordable and efficient individual mobility for EU citizens." •



Wim van de Camp, MEP, Netherlands - as Rapporteur for motorcycle affairs on the EU Parliament's IMCO (Internal Market and Consumer Protection) committee, Wim van de Camp masterminded negotiations with the EU Commission to achieve a balanced result on the type approval, emissions and safety regulations that will enter their technical detailing phase this year



Reiner Brendicke - as General Executive Manager of the IVM (Industrie - Verband Motorrad) the motorcycle industry association in Germany, Reiner Brendicke was able to speak of the opportunities that motorcycling has to reach young consumers as a result of the IVM's events and social media experience in Germany



Mr Olivier Onidi - Director, Innovative and Sustainable Mobility, DG MOVE



Steve Kenwood - Managing Director, MCIA UK: "Dramatic evidence is emerging of the economic contribution that motorcycle touring makes, especially in remote areas that would otherwise see little of consumer tourism spend"



Carlo Pettinelli - Director of Sustainable Growth and EU 2020, DG Enterprise and Industry



Mr Dominique Riquet - MEP, France, member of the EU Parliament Budget Committee

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Givi skid plate

GIVI has released a range of aluminium skid plates that are motorcycle model specific.

The skid plates from Givi are identified by the code RP (followed by the specific application part number) and they have been designed to be a bolt-on fit. The company is currently making them for Suzuki DL 650 V-Strom L2 ('11 - '12), BMW F 650 / F 800 GS ('08 - '12), Triumph Tiger Explorer 1200 ('12), Yamaha XT660Z Ténéré ('08 - '12) and Yamaha XT1200Z Super Ténéré ('10 - '12), and further options will be made available shortly.

GIVI
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www.givi.it



GranTurismo for Aprilia SR MAX 300

LEOVINCE continues to expand its range of exhausts for four-stroke maxi scooters with the introduction of its EC type-approved GranTurismo for the Aprilia SR MAX 300.

The GranTurismo features a conical body, with a trapezoid shape at the outlet, and is made entirely from stainless steel.

The interior of the GranTurismo is the result



of a compromise between a system of dissipative silencers and one of reactive silencers, made up of silicon-based sound-absorbing material and a special anti-ageing filter. The exhaust gases and the noise are filtered through a first passage and then meet a bulkhead system designed to guarantee quietness when exiting.

At the junction of the silencer and collector, a graphite bush, with a special internal structure, is used to connect them to avoid any breakage risk. The stainless steel bracket used on the exhaust also features a 'silent-block' to reduce vibration through it.



SITO/LEOVINCE
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Surflex sintered brake pads for trials bikes

THE E 210 is a new sintered brake pad developed by Surflex specifically for use on competition trials bikes.

The new E 210 sintered brake pads, which use a mixture of metal powders, are characterised by shape and dimensions designed for a perfect contact with the brake disc, to improve modulation, precision and efficiency in all weather conditions.

Surflex is making the E 210 available to fit the front brake on the following models: Beta Rev 50-80 '000 - '03, Beta Evo 80 and 80 Junior '09 - '13,

Gas Gas all models '02 - '11, Montesa 315/4RT '01 - '13, Ossa TR 280i since '10 - '13, Ossa TR 125i '10 - '13 and Sherco all models '02 - '11.

SURFLEX
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surflex@iol.it
www.surflex.it



Jardine GP-1 exhaust for sportbikes

SUPERTRAPP Industries, the parent company of Jardine Performance Products, has announced the release of its Jardine GP-1 exhausts for various sportbikes, which is being made available in Europe through the distributor Parts Europe.

The GP-1 slip-ons and systems are described as being easy to install and at the same time offer a change to the bike's looks and sound.

The Moto GP styled exhaust options available from Jardine are being offered for a variety of Buell, Kawasaki, Suzuki and Yamaha sportbikes.



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www.partseurope.eu



New eSystem electronic Scottoiler

SCOTTOILER has announced the release of an updated version of its electronic chain oiler, the eSystem.

Originally launched in 2010, the first eSystem, which went on to win Motorcycle News magazine's 'Product of the Year' award, is an electronic pump system that connects to the battery. An accelerometer picks up the movement and vibration of the bike and lubricates the chain when the motorcycle is moving. Scottoiler's R&D manager, Stephen Hood, said: "Following the feedback we got from our customers we went back to the

drawing board and updated the system's internals. The analogue accelerometer is replaced by a digital one, which makes the system more precise, and the complete electronic circuit board was redesigned to produce a more efficient and reliable power management system."

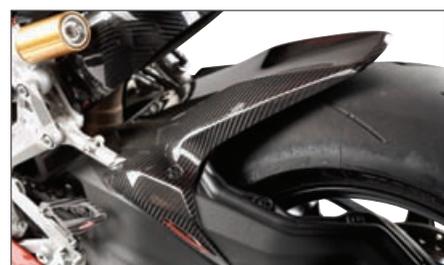
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sales@scottoiler.com
www.scottoiler.com



Powerbronze outfits Panigale

DUCATI'S Panigale is the latest model to have a range of accessories offered for it by Powerbronze.

The range of parts includes a new screen option for the bike. The Airflow is a double bubble design and joined by a standard height screen, and headlight protectors in being offered in a range of colours.



Carbon fibre is used in the construction of the Powerbronze rear hugger for the Panigale and is offered with a choice of gold or silver coloured mesh in the vent on the right hand side.

The same 2/2 twill weave pre-preg carbon fibre is also used for the heat shield for the rear header pipe. The carbon theme is continued with the shock cover and the heel plates.

Designed as a replacement for the standard plastic unit, the Powerbronze carbon fibre chain guard is 50mm longer.

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www.powerbronze.co.uk



New bags from Shad

SHAD has released a new range of bags for motorcyclists, which includes options for not only the bike but also the rider. The range is made up of the SB44, SB35, SB23,

while it can be transformed into a backpack for easy carrying when off the bike. For riders looking for a smaller capacity tank bag, Shad offers its waterproof SB23 Enduro Bag. Like the other tank bags in the Shad range it is extendable, which gives it a capacity of 15 to 24L. It has several pockets including one to carry a GPS and a space to hold the cables, earplugs or other small items. It is supplied with a universal tank base and can easily be transformed into a backpack.



Document Pouch



Enduro Bag



Sports Side Bag

SBT5, SBT4 and SBT3. The range includes the SB44, also known as the Sports Side Bag. The expandable bag has a capacity that ranges from 22 to 25L. The bag is adaptable to fit most



Waist Bag

Options for the rider Shad is offering include the SBT5 Waist Bag with a 3L capacity and side pockets for small personal items.

The SBT4 Toll Pass Pouch is a small but practical bag that fits around the wrist and allows the rider to carry a toll pass handy, making it easy to access when needed. Completing the line-up of bags is the SBT3 Document Pouch. Designed to be carried around the neck, it can be used to keep coins, bank notes and ID at hand.



Big Tank Bag

motorcycles and does not need an adapter to fit it.

The Big Tank Bag (SB35) features a large capacity and flexibility, expanding from 10 to 40L. The bag is waterproof and has internal pockets. It includes a universal tank base that fixes the bag to any type of bike,

SHAD

NAD SL GROUP/SHAD
Barcelona, SPAIN
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www.shad.es



Toll Pass Pouch

New Marchesini off-road wheels

MARCHESINI has released a new range of spoked wheels created for the off-road market under the ROCK banner.

The new ROCK wheels are built without traditional spoke nipples, an innovation that achieves a considerable weight reduction around the peripheral area of the wheel, which has a positive impact on the handling of the bike.

Removal of the spoke nipples also means that the



rims have no bulges, therefore presenting a cleaner and more linear profile, to assist in the flinging of dirt during rotation and reducing the weight of the bike.

The spokes themselves are straight, without the traditional bend at the point of attachment to the hub, which makes them much stronger. This change means the spoke count can be reduced from the conventional 36 to 32.

With the new ROCK wheels, it is no longer necessary to loosen or tighten the spokes, thanks partly to a perfect coupling between spoke and rim and also due to the 'Dri-Loc Plastic' locking system adopted for the spoke thread. Therefore the wheels are completely free from any adjustment stresses that could have occurred. Although, it is still possible to adjust the tension of the spokes in the traditional manner, in order to compensate for any permanent distortion of the rim.

The hub and the rim are completely machined from billet aluminum and the hub is anodized in various colours, while the rim has a black anodized finish.

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info@marchesiniwheels.com
www.marchesiniwheels.com



New colour option for Domino grips

THE range of colour options offered by Domino in its range of grips has been expanded to now include black/green. The new colourway is being made available on both the road and off-road grip lines.

The new options join the existing off-road options of black/red, black/orange, grey/orange, blue/white, black/yellow and black/grey and road colours of white/black, grey/black, black/red, blue/white and black/grey.



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Polini Evolution Hi-Speed variator for Yamaha T-Max 530

FOLLOWING the launch of its first variator for the Yamaha T-Max a year ago, Polini has introduced a second version, known as the Evolution Hi-Speed.

The Evolution features a fixed half pulley and driven 'Air Speed' half pulley design with different degrees to let the belt increase its excursion.

The compression spring, with the anti-torsion EVO slider system, has a 34 percent increased load compared to the previous one. Two lighter rollers are included in the package.

A new patented lubricating system provides efficiency and performance while retaining reliability.

The bush in the variator is made

from casehardened chromed-nickel steel, which is tempered and ground. It has a big internal pocket to contain the grease, inside of which there is a special spring that allows a constant distribution of the grease on the pin even during hard use.



POLINI MOTORI
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www.polini.com



Event Schedule 2013 - meet the SW-BC crew

WoB-Moto Trade Giessen (DE)	09.-10.02.
IMOT Munich (DE)	15.-17.02.
Dealer Expo (US)	15.-17.02.
Swiss Moto Zurich (CH)	21.-24.02.
Motorräder Dortmund (DE)	28.02.-03.03.
SW-BC Open House Rauschenberg (DE)	15.06.
Tridays Neukirchen (AT)	21.-23.06.
BMW Motorrad Days Garmisch (DE)	05.-07.07.
EICMA Milan (IT)	05.-10.11.



CBR1000RR hose kit



SAMCOSPORT is now offering a hose kit for the 2013 Honda CBR1000RR Fireblade. The aftermarket performance hoses in the seven-piece kit are offered with a 'Fit and Forget' lifetime warranty and available in blue or red from stock, with other colours by special order.



SAMCOSPORT
 Pontyclun, Mid Glamorgan, UK
 Tel: +44 (0)1443 238464
bikes@samcosport.com
www.samcosport.com

Arrow pipe for X-10

ARROW now has an aftermarket exhaust option available for the newest scooters from Piaggio – the X-10 350 i.e and Executive.

The options available from the Italian manufacturer include: the Reflex, stainless steel bodied, silencer, a stainless steel collector and a stainless steel collector with a catalytic converter.



ARROW SPECIAL PARTS
 San Giustino (PG), ITALY
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www.arrow.it



Custom builder launches single cylinder model

HEADBANGER Motorcycles, an Italian custom bike manufacturer, which has built its reputation on constructing American V-twin powered machines, has launched a new model based around a 600cc single-cylinder motor. The new bike, named the Satèn, was launched at the Motor Bike Expo, Verona, Italy, at the beginning of January.

The Satèn is described by Headbanger as being a

'70s motorcycle inspired design that distils the spirit of that period into a new enduro motorcycle.

The initial idea for the creation of the Satèn came from an existing Headbanger customer who wanted to match his Headbanger V-twin motorcycle with a single cylinder machine, also built by hand, with painstaking detail and reminiscent of the bikes back in the Seventies.

The result is the Satèn, which is a single-cylinder, air-cooled, 600cc engine equipped with carburettor, electronic ignition and kick-starter, five-speed gearbox, foam air filter and Headbanger 2-into-1 exhaust. The frame is a single-beam frame split square tube carrying adjustable Paioli suspension (USD forks with compression and extension adjustment), a 330mm front disc brake and Headbanger/Beringer four-piston caliper, and a 250mm rear disc with Headbanger caliper. Wheels are spoked 17in running a 120-70 tyre at the front and 160-60 at the rear.

Styling highlights on the Satèn include a hand-crafted leather saddle, rear tail made in raw aluminium, special Headbanger footrests, raw metal paintjob, and stencilled Headbanger graphics.



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SBS update pad applications

SBS has responded to the new model launches at the 2012 INTERMOT and EICMA motorcycle shows with new additions to its brake pad catalogue.

The newest additions to the company's product line include a new front brake pad for the Sym 400 iMaxxum 2012 maxi scooter, new front brake pad for Kawasaki ZX-6R 636 2013, new rear brake pad for Beta various EVO models, new rear brake pad for Beta various REV models and new front brake pad for various Aprilia, BMW, Ducati and MV Augusta 2013 models.

SBS FRICTION
 Svendborg, DENMARK
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sbs@sbs.dk
www.sbs.dk



Crossrunner parts from Fehling



FEHLING has expanded its range of luggage racks to now include options for the Honda Crossrunner.

The luggage carrying systems now available include a small rack that mounts behind the pillion seat, a top case carrier that is compatible with Givi and Kappa luggage and pannier racks that are also Givi and Kappa compatible.

In addition to the tubular luggage racks, Fehling is also offering crash protection bars that help to prevent damage to the bike's fairing in the event of a crash.

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CR&S introduce custom options

CR&S, the Italian motorcycle manufacturer that creates bikes around a 45-degree V-twin motor, is celebrating the production of over 200 of its DUU models by establishing its 'Lavoreri' (laboratory in Milanese dialect) division.

The new operation has been established in response to customer requests for more options on the DUU models. The Lavoreri will be staffed by a team of designers and technicians who will create unique, special custom bikes.

As 2013 begins, CR&S is also looking to develop its international markets with sales in the United States, Australia, Japan, China, UAE, Malaysia and Russia. Bikes destined for these new markets will not only be the existing DUU, and its custom derivatives, but also the VUN, which is a single-cylinder engine bike that is currently in development.



The DUU will now be available with unique options following the opening of CR&S's 'Lavoreri' operation

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CR&S is continuing the development of its soon to be launched single cylinder VUN model



InVision visor inserts

INVISION is a new product from Richard Marlin, the man who invented the original Fog City line of anti-fog inserts.

InVision offers a complete line of vision-enhancing visor inserts and patented UTOs (Under Tear Offs) in clear, dark smoke, photo chromatic (changes light to dark in sunlight) and polarized options, as well as anti-glare devices in both universal and Arai designs.

Richard Marlin established Maric Performance to develop a new brand and a new product range and he says: "We made a concerted effort to not only develop the highest performance and quality products available in the market, but to provide them to the



motorsport consumer for at least 20 to 30 percent less cost than previously available. We've absolutely achieved this goal. Our competitors will not be able to match the performance, quality and price of this exciting new product line."

All InVision products are available exclusively through Maric Performance. Dealers wishing to carry the new collection are eligible for a one time 20 percent discount made available via discount code NEWDEALER13 and free freight.

MARIC PERFORMANCE
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www.invisionvisorinserts.com



Lightech Speed Triple parts

LIGHTTECH has expanded its parts range beyond sportsbikes and now includes parts for use on naked and motard bikes, and among these is a selection of accessories for the Triumph Speed Triple 1050 '11 - '12.

The range of Lightech Speed Triple parts includes the company's adjustable rearsets, which are available with fixed or folding footpegs. Machined from 7075-T6 aluminium, the rearsets feature magnesium heel plates with the option of carbon fibre heel guards.

Magnesium is also used for the levers in the Lightech adjustable and folding lever kits.

Ergal aluminium is used extensively by Lightech including for its screws kits in different colours, which are available for engine, frame and fairing, and Ergal is also used for the nuts for rear sprocket and rear wheel, again in a choice of colours and also for the brake and clutch master cylinder caps.

Further parts available for the Speed Triple include an adjustable license plate holder kit with rear LED light, LED indicators, handlebar weights, frame slider kits, a fuel cap with push-lock or screw-lock and an 11-piece carbon fibre parts kit.



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Bitubo electronic suspension

BITUBO is marking 50 years of manufacturing with the launch of its Bitubo DS, an electronic suspension package produced in partnership with E-shock.

The Bitubo DS system is made up of the multi-patented ECH cartridges, a XXF rear mono shock, a control unit with Bluetooth, a control display indicating the status of the setting in use among the 12 available, a button to choose the set-up, an E-lean drop sensor and a GPS sensor to determine speed and position.

The ECH cartridge kits feature hydraulic adjustment of the spring preload and electronic adjustment of compression and rebound. The XXF mono shock is equipped with electronic adjustment of rebound, compression and preload, through the use of micromotors, which Bitubo claims have never been used before by a suspensions producer, that increase the adjustment speed by more than 30 percent compared to other similar systems.

The unit is equipped with nine adjustments that are pre-set by Bitubo, together with three more that can be personalised by the user. It is also possible to



create personalised set-ups through a downloadable app from the Apple Store or by Android Market. Using this option, riders can create their own custom setting, save them and send them to the control unit via Bluetooth wireless technology.

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AC S1 levers

AC Schnitzer's new brake and clutch levers – the AC S1 – are CNC machined from aluminium to aerospace standard EN 2017. The lightweight levers, weighing approximately 60g per lever, are fully adjustable and feature a long and short length lever blade in one unit. The option to change the blade length is available through the use of interchangeable end pieces that are held in place by Torx fasteners, and a Torx key is supplied. Supplied in pairs, the titanium coloured anodized levers are available to fit BMW's K 1200 R, R Sport and S; K 1300 R, S and GT; K 1600 GT and GTL; R 1200 ST, S and R; R 1200 GS up to 2012, and R 1200 RT from 2010.

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Husqvarna racing kits

HUSQVARNA'S racing kits have been developed by the factory for its Enduro and Motocross models and enable owners to customise their bike, making them similar to the machines used by the Husqvarna Factory racing teams in major international championships.

Kits for Enduro models include the 'Racing Kit WR 125', which consists of an Enduro replica decal kit, tank filler cap and footrests machined from billet Ergal, and a complete racing exhaust; the 'Husqvarna by ProCircuit'.

Also for Enduros is the Racing Kit WR 250-300 that includes a replica decal kit, aluminium skid plate, Ergal footrests, and 'Husqvarna by ProCircuit' complete racing exhaust.

The Racing Kit TE 250-310 R MY2013 Enduro kit is made up of a decal kit, white plastics, aluminium skid plate, Ergal footrests and tank filler cap, double mapping switch (for the electronic control unit series), and a titanium and carbon 'Husqvarna by LeoVince' silencer.

Completing the range of Enduro bike kits is the Racing Kit TE 449-511 that features a decal set, white plastics, adjustable triple clamps machined from billet Ergal, aluminium skid plate, and Ergal tank filler cap and footrests.

Three kits are available for the Motocross range;



Racing Kit CR 125, Racing Kit TC 250 R MY2012-2013 and Racing Kit TC 449.

The Racing Kit CR 125 consists of MX replica decal kit, carbon front and rear brake disc protection, carbon chain guide, Ergal footrests, and a 'Husqvarna by ProCircuit' complete racing exhaust.

The Racing Kit TC 250 R MY2012-2013 features MX replica decals, white plastics, aluminium skid plate, Ergal tank filler cap, carbon front brake disc protection, carbon rear brake disc protection, carbon chain guide, carbon sprocket protection, MX2 World Championship Kit TC 250 R (composed of a dedicated electronic control unit 'Husqvarna by GET' and power control level selectors).

The final option is the Racing Kit TC 449 consisting of MX decals, white plastics, rear shock-absorber preload adjuster, Ergal footrests, hook in front fork, carbon skid plate, carbon front brake disc protection, carbon rear brake disc protection and carbon chain guide.

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Husqvarna



Öhlins' Mechatronic shock for ZX-10R

ÖHLINS claims that its Mechatronic shock for the Kawasaki ZX-10R is the first-ever electronic control (EC) shock offered for a motorcycle that wasn't manufactured with EC suspension as standard.

The Öhlins Mechatronic suspension for the Kawasaki ZX-10R includes a TTX36 MkII shock absorber, fitted with Öhlins EC actuators that are wired to an Öhlins ECU. The system is connected to the ZX-10R's ECU, using signals from it to determine rider intentions by monitoring the way in which the bike is ridden: throttle position, rpm range, wheel speed, etc. The Öhlins Mechatronic system reacts to the rider's quantitative needs, as revealed by the actual riding dynamics. The semi-active Mechatronic suspension continuously changes the damping settings dependent on the aggressiveness of riding style. All of the Mechatronic's adjustments occur while riding, but the system also detects the rider's choice of Power Mode, selected with the OEM-supplied button on the bike, automatically changing the suspension to sportier settings.

The TTX36 MkII shock is a twin-tube design, featuring segregated compression and rebound damping, allowing precise tuning. Updated in 2012, the TTX36 MkII has steel tubes to resist

deflection, and a redesigned piston band for improved bump absorption.

Peter Andersson, Product Manager Motorcycle, at Öhlins Racing AB, says: "Our hypersport range is already mightily impressive, and with this first EC aftermarket application for the hypersport segment we've created a new product that's in a category of its own. Just a few years after our racing success in World Superbike with Mechatronics technology, and with the successful launches of the EC systems for the Ducati Multistrada and the Mechatronics aftermarket system for the BMW R1200 GS, this is another significant step forward for our technology. The ZX-10R is a fantastic bike to debut this system on, enhancing the bike's already great performance with the combination of Öhlins' TTX36 shock and Mechatronic technology."

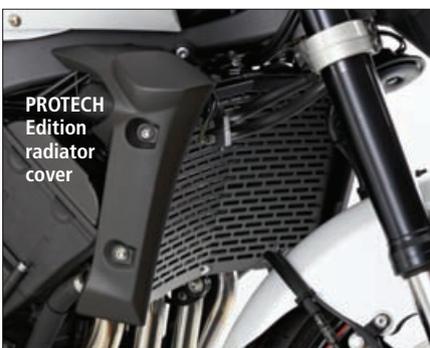


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New products from Fechter Drive

NEW from Fechter Drive in Germany, who have been making quality branded parts since almost 30 years, are the Shark DSX-5 exhaust with EG/BE, available in polished/black or black/polished. This exhaust has a perfect length, says Fechter Drive, not too long and not too short, and fits perfectly on touring and fun bikes, but also on a lot of Naked bikes. The end cap has a new design, which looks modern and stylish, shown here on the Triumph 1200 Explorer and the KTM 690 Duke. The Hurric "Pro2 Black Edition" exhaust with EG/BE has "great style and an aggressive look" and is sporty because of the two small silencers. This was Fechter Drive's top seller in 2012 in silver polished, and is now also available in black satin. The Protech Edition chainguard in VA black satin is shown here on the BMW F 800 R, which is said to be an easy way to upgrade the look and shape of a bike. The Protech Edition radiator cover in VA black satin has an elegant and smooth design and looks different to others on the market because of its special small holes, the company says, which still offers highest protection because the radiator still gets enough air. Shown here on a Yamaha FZ-1.



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 MOTORCYCLE EXPERIENCE

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Ermax Vespa screen options

ERMAX has introduced a range of screens, which are being offered to fit a selection of Vespa scooters. The models catered for are: S 50 and 125 '10 - '13 (square cutout): LX 50 and 125 '08 - '13 (round cutout): PX 125 '11 - '13 (round cutout) and GTS 125, 250 and 300 '08 - '013 (round cutout). The 'Grandissimo', available to fit the LX 125 and GTS 125, is 65cm high and made from 4mm Perspex. It includes hand protection, and is available in clear, smoked or grey and several screen printed designs. Also designed for use on the 125 versions of the LX and GTS is the Classico, which has the same specifications as the Grandissimo. Both the 'Sportivo' and 'Mini Sportivo' are available to fit all versions of the S, LX, PX and GTS. Both are offered in seven colours of 3mm thick Perspex, with several screen



The Piccolo screen can be ordered in a choice of seven different colours of Perspex

printed designs available, and have a square headlight cut-out. The Sportivo is 45cm tall and the Mini Sportivo 40cm. The Piccolo is the final option, which once again fits all of the models listed above. The 30cm high, 3mm Perspex screen has a square headlight cut-out and can be ordered in a choice of seven colours and with several screen printed designs. All of the Ermax Vespa screens are supplied with either a chrome or black fitting kit, dependent on model fitment.



The Classico screen by Ermax has been designed for use on the 125cc versions of Vespa's LX and GTS scooters



All of the S, LX, PX and GTS scooter models from Vespa can be fitted with the Sportivo screen

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Heating options from Coolride

A new heated handlebar grip option is now available with the introduction by Coolride of its heated cartridges - Grip Heating System Deluxe.

The grip heating system, available in 11 different sizes ranging from 12mm - 22mm, fits inside the bike's handlebars. The cartridges come with different control options from a simple two-step switch to automatic temperature compensation. Bar end weights are fixed using M6 or M8 threaded inserts made from stainless steel at each cartridge's end.

To complement the heated grip cartridges, Coolride has created two new digital power controllers, the PCU-5 and PCU-5TC. Using either of the units, thermal comfort accessories up to 120W can be adjusted. In addition to Coolride's own grip heating system they can be used with heated rider suits, heated seats, etc.

The top of the range PCU 5TC compensates variations for outdoor temperature automatically, with the compensation feature responding to changing air temperatures to ensure a constant level of warmth during use. When air temperature drops, power level increases automatically. If the temperature rises again, power level decreases accordingly.

Both devices remember the last power level thanks to the memory function, even after a coffee break and both are operated by an unobtrusive push button or an optional touch sensor that is mounted under the motorcycle's fairing. Current power stage is displayed in a five-segment LED bar graph display that can be flexibly mounted in the fairing.

The power control units come with a five-year warranty and are suitable for retrofitting existing heated accessories or bundled with heating cartridges as the Grip Heating System Deluxe.

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motorcycle FASHION™

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TM

Adventure riding combination

THIS new jacket/trouser combination from GERMAS is suitable for all weather riding as it has a detachable membrane and a functional ventilation system.

The Adventure jacket is water and windtight and breathable because of a Reissa membrane, which is detachable.

Further features include a detachable ThermoTwill lining and 3D-SupraMesh inner in 100% Polyester, AirVent system, several inner and outer pockets, adjustment at arms, waist and bottom, stretch inserts for ease of movement and a short connecting zipper.

The outer material is Invista Cordura 500D, and protection is provided by highly abrasion-resistant DuPont-Cordura material.

Crash sensitive areas are reinforced with Polyamid-Dobby 1200D, and it comes with detachable CE-approved

PU protectors at elbows and shoulders as well as a detachable Temperfoam back protector. Scotchlite reflector strips ensure passive safety. Available in sizes S to 3XL.

The Adventure trousers are also made from Invista-Cordura 500D and feature detachable PU knee protectors as well as foam hip protectors and reflective stripes. They are also wind and watertight and breathable due to a Reissa membrane and have a detachable thermo lining and SupraMesh inner, AirVent system, several pockets and anti-slip insert, stretch inserts at knees, waist and back as well as a short and long connecting zipper.

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SUV GT Cafe Racer from CMS

THIS helmet from CMS in Portugal has been inspired by graphics from the 60's, which the company says is a perfect combination of vintage and the latest technology.

Designed with all the latest technical innovations included, this helmet is a benchmark for high performance and aerodynamics, according to CMS.

Available in four exterior colour combinations, the helmet also benefits from the development of a unique inner liner where retro and modern designs come together.



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Stylmartin boot Karen

THE 'Karen' boot is a version of the 'Megan' ladies boot with metal studs, and for this season Stylmartin is offering Megan in black leather too, aimed at the younger market, adding a leather strap and snap fastener, decorated with metallic studs. Inside 'Karen' has all the technical features common to motorcycling footwear, made from waterproof full-grain oiled Rio leather.

Breathable lining makes the boot fully rain-proof and it



features ankle protectors, calf adjustment and zippered fastening as well as an anti-slip sole, and comes with an elasticated leather chap, which acts as a gear shift pad, to be worn when riding a motorcycle.

Stylmartin

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Tucano Urbano fluorescent helmets

THE El'Met crash helmet is now also available in a range of high visibility colours, in addition to the 12 pastel and traditional colours already available with fluorescent yellow, orange, pink and neon blue.

Designed to get riders noticed in darker conditions, they can be combined with Tucano Urbano's fluorescent scarves, hats and collars.



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Urbane shirt from Knox

NEW in the 2013 collection is the Urbane shirt, which provides complete upper body protection, and was designed in direct response to rider feedback on the award-winning Venture shirt.

Incorporating CE-approved protectors in the shoulders, elbows and back, secured in a strong mesh shirt with leather detailing, the Urban is ideal for riders who prefer to wear a

classic or vintage jacket that doesn't have built-in armour. Protection is assured by Knox Lite+ protectors, which have built-in memory, so they are soft, flexible and stable in changing climate conditions. Stretch patches on the shoulders and elbows keep them securely in place without restricting the wearer. The lightweight and breathable back protector is approved to EN1621-2 Level 1.



All armour is fitted into pockets so it can be removed for washing, and a CE-approved chest protector can be added as an optional extra, and there is also a handy chest pocket.

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Simoncelli tribute helmets

AGV is now producing two helmets created to commemorate the life of Marco Simoncelli, in agreement with his family.

The full face GP-Tech Special Simoncelli Tribute has been restyled so that it is more similar to the helmet that Simoncelli used to wear when racing. The helmet combines light weight, ventilation and comfort with an innovative and aerodynamic design.

The new graphics used on the tribute helmet design places the Dainese logo on the top of the shell, the San Carlo logo on the chin guard, Simoncelli's number 58 and a heart with the colours of the Japanese flag, in memory of the victims of the earthquake that hit Japan in March 2011.

A dedicated T-shirt is given as a gift together with the GP-Tech Special Simoncelli Tribute.

For motor scooter riders who want an urban style product, AGV also offers the Bali Copter Special Simoncelli Tribute helmet, with a new graphic design similar to the one worn by the



former World Champion. The helicopter pilot type visor with aluminium finish side plates, vintage effect leather and soft lining matched to the colour of the leather, create an effect that is suited to urban riding.

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Ariete Riding Crows and Riding Crows Top goggles

ARIETE'S line of off-road riding goggles has now been extended with the introduction of the Riding Crows and Riding Crows Top goggles.

The frames used in the new goggles are compatible with Terra, Glamour and Oki Doki accessories and spares, and made from tough PUR material for low-temperature.

The same lens is used as in previous Ariete goggles frame designs, which means the same tear-offs and same roll-offs can be used. The lenses feature an enhanced ventilation

system and are an 'Over The Glasses' model that allows the goggles to be used with spectacles. The lenses are also anti-fog and anti-scratch treated and fitted with pins to suit roll-off or tear-off use, along with offering UV-A, UV-B, UV-C 100 percent radiation protection.

The foam behind the frames is a 3D thermo-formed sponge made up of three-layers; technical foam layer with closed cells; soft technical foam layer with open cells and a hypo-allergenic pile layer in contact with the skin.



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G-Altus Aquatech and G-Midland boots

THE G-Altus Aquatech boot from Italian boot and shoe manufacturer Gaerne, who celebrated their 50th anniversary last year, is styled for long-distance riding.

The boot is 100% waterproof with a Drytech membrane, which will keep feet dry and comfortable during touring. The G-Midland is a new boot for touring and off-road use, with a full grain waterproof leather upper with a layer of suede on the inside to protect the legs from heat. The closure system uses two aluminium adjustable and

interchangeable buckles, and a strip of Velcro at the top for adjustable closure allows adapting the boot to the shape of the calf. The inner lining is 3D Drytech, and in addition to being waterproof, it also offers great breathability, plus it has an anti-slip rubber grip sole and removable insole.

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G-Altus Aquatech



G-Midland Aquatech



Freeride Carbon

Indy

Soul

Freeride white/black

Freeride helmet from Caberg

THIS new helmet from Caberg, homologated to ECE 22.05 and fastened with a micrometric buckle, is a stylish jet with vintage looks.

The outer shell is made of Kevlar and fiberglass (but also available in a version completely made of carbon), and the small-sized dimension, one of the smallest on the market, makes the helmet only weigh about 800 g, and therefore fits easily under narrow seats.

Caberg focused on high-grade materials and key features of the helmet, made in Italy, are five rivets on the rim, steel air intakes on the neck device, leather details and a goggle holder with serigraphy.

During winter or on longer rides Freeride can be used either with a

long clear anti-scratch visor, which is easy to mount and comes included in the helmet box, or with Caberg vintage goggles, available as a separate part.

The lining is completely removable and washable and made with breathable fabrics and leather details.

Available colours are matt black; the graphic version 'Indy' comes in the three base colours white, black and cream; 'Soul' has a matt black base. Many other styles can be seen on Caberg's homepage.

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Crossover Airbag

THE Crossover is the first 3-layer touring jacket in the market equipped with an Airbag device certified Level 2 according to the European norm CE prEN 1621-4, according to Clover.

All internal layers are completely removable with no restriction for the Airbag device, and the eight frontal ventilation intake points can be adjusted to the quantity of air desired and allow the Crossover Airbag to have a comfortable internal temperature even in hot climates.

Clover also introduced the "Zip & Fit" system that allows to reduce the width of the jacket in all parts from the bottom through to the armhole, where the shoulder protector is lodged, and to the forearm, therefore the jacket adapts to the body.

The Airbag device is activated by a "cold explosion" of CO2 at high pressure and the device is connected to the motorcycle by a spring pull rod that permits normal movement on the saddle.

It is said to offer a very high degree of absorption of the impact



never achieved before, therefore granting a new level of protection.

The Airbag system is a modular system completely rechargeable and removable from the jacket and can be bought separately from the Crossover jacket.



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Vision-R GT Carbon from Shark

THE latest full-face composite fibre helmet from Shark is the Vision-R GT Carbon. This helmet is said to have the "largest field of vision" on the

market, according to Shark, because of its panoramic vision aperture and is well equipped for long-distance riding due to air adjustable cheek pads and a hermetic neck pad. Further features include an anti-scratch visor and two shell sizes, and the helmet is made from carbon/aramid fibres. Featuring a quick release visor system and a micro lock buckle

system, the use of lightweight materials is said to ensure less fatigue and therefore more comfort for the cervical muscles of the neck.

The Auto Seal system, a patented hermetic Shark system, ensures optimum cold and water isolation thanks to the pressure applied by the Auto seal. The mounting plate



of the visor on the helmet also allows for less noise in headphones.

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Matti and Maija jackets from Rukka

RUKKA has extended its product range by adding new jacket "Matti" and its female counterpart "Maija".

The stylishly cut jackets are not only available in classic colours like black, charcoal or red, but also in off-white, beige or chocolate.

The jackets offer plenty of protection, says Rukka, and their top material is tear and abrasion resistant Cordura 500, with double layers in exposed areas. The shoulders, elbows and lower arms are further protected by the air-permeable and highly comfortable Rukka D30 protectors, certified according to the latest CE standards.

A comfortable Gore-Tex Z-liner keeps the wearer reliably dry in the

rain, while the removable thermal lining gives cosy warmth on cold days. The collar is trimmed with skin-friendly soft Neoprene, while two-way zippers on the sides increase ventilation if necessary. Small utensils can be carried in two external pockets and two waterproof internal pockets.

Available in various sizes, they can be combined with the Focus trousers with a long connecting zipper.

Rukka grants five full years warranty on material and craftsmanship.

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Adventour and Venturi jackets

THE Adventour jacket is a two-season (autumn and winter) jacket with a waterproof membrane integrated into the outside material.

It is made of Nylon and has a breathable Eyedry membrane, a removable lining and reflective inserts.

It features protectors on shoulders, elbows and back and comes in grey.

Venturi is a three-season jacket (spring, autumn and winter) with Cordura 500 and 320 on the comfort zones, developed for the touring/trail market. It has a feather liner with the innovative Schoeller PCM system, which absorbs body heat in microspheres and returns it when the body gets cold.



DRENALINE

Adventour



Venturi

It is made of Cordura and also features an Eyedry membrane and reflective inserts; pockets and collar are closed by magnets. Knox protectors feature on

shoulders, elbows and back and it comes in black.

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Thor helmet from Premier

THOR is a full-face helmet with a thermoplastic shell. Said to be light, comfortable and practical, the helmet incorporates all new Premier technology.

The outer shell, in a modern design, made from HRTR (High Resistance Thermoplastic Resin), is said to have more impact resistance than other plastic material.

The inner shell is in EPS, moulded with different densities to offer best shock absorption. The inner liner is made from anti-allergenic sanitised fabric, completely removable and washable, and the chinstrap has a micrometric quick release buckle.

The ventilation system has two adjustable vents, one on the chin and one on the top of the shell to ensure best air circulation in the helmet.

The visor mechanism is adjustable and allows the removal of the visor without special equipment. The visor, injected in polycarbonate, is 2.2 mm



thick and anti-scratch treated for better visibility. Also available in smoke and silver versions.

Thor is homologated to ECE 22-05 and sizes vary from XS to XXL. Available with graphics and in matt black.



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Shoei GT-Air

SHOEI has introduced the GT-Air as its answer to the growing demand for helmets that feature an internal sun visor. Unlike similar designs the GT-Air does not reduce the internal lining to fit the internal visor, rather it has changed the outer shell shape to allow space for the visor. One of the benefits of this different design is that it means spectacle wearers can use the helmet

with the visor in the down position. The shell of the helmet comes in three sizes and the lining in four, to provide precise and comfortable fit. The lining and padding can be removed for easy maintenance, and the fit of the helmet can be fine-tuned by applying optional padding in different thicknesses, and there is room for the addition of intercom speakers in the lining.

The GT-Air utilises Shoei's AIM (Advanced Integrated Matrix) shell structure which uses layers of both glass and organic fibres and two liners of different hardness. It also features E.Q.R.S. (Emergency Quick Release



GT-Air Journey TC5

System), a safety design that incorporates a quickly removable cheek pad that allows the safe and easy removal of the helmet by emergency services in the event of an accident.

The visor of the GT-Air is injection moulded with the Pinlock fog-free system fitted as standard. The click-down inner sun visor, which the company says can be operated with gloved hands, is anti-fog and scratch coated and offers 99 percent UV blocking.

The helmet is secured with Shoei's micro ratchet stainless steel chinstrap buckle.

The GT-Air will be available in seven colours and five graphic options from March onward.



GT-Air Wanderer TC5



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GT-Air Brilliant Yellow

Zandona Stealth jacket

DESCRIBED by manufacturer Zandona as a multisport/off-road jacket, the new Stealth is an Italian made safety jacket made up of back protector and arm and chest guards. The back protector element of the jacket is CE approved (EN1621-2 Lev.1) and the chest guard uses splinter-proof plastic in hexagonal nitrile anti-shock structure called the 'Esatech System', which has been

designed to absorb high impact energy and dissipate it over its whole surface. The sides of the protectors that come into contact with the wearer are made from a material supplied by S.R.T. (Sweat Removing Textile) that helps to remove sweat away from the user and transfers it to the outside. The Stealth is available in black or white and sizes S, M, L and XL.



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Slam and Slam Dry boots

NEW from Forma are the Slam and Slam Dry boots for both male and female riders, which are both designed and developed in Italy and made in the EU.

Slam is a comfortable, easy to use technical shoe that is elegant and sporty at the same time. It is made in leather and cotton fabric with a personalised Skywalk sole. The collar and tongue are padded, while the laces and reinforced eyelets make closure easy. The inside lining is padded and internal protections offer support and reinforcement around the ankle, together with memory foam padding.

Both boots feature the Ultra Dual Flex inner sole in Texon with EVA anti-shock covering. The key feature of this breathable and ergonomic insole is increased flexibility,



Slam



and it is made from natural cotton fibre. A steel reinforcement is positioned in the lowermost area to give greater stability while riding.

The anti-bacterial, replaceable footbed features APS (Air Pump System), which provides exceptional ventilation, starting from the center of the insole.

When pressure is applied during walking or riding, the channels within the sole expel air uniformly, providing the user with air cushioning that absorbs body weight. Slam is available in black and beige in sizes 36 to 47.

Slam Dry has a full grain leather upper and also a personalised rubber Skywalk sole. The internal Drytex membrane ensures increased breathability and is waterproof, and a reinforced ankle support is also included, together with memory foam padding and has all other features of Slam as well.

Slam Dry is available in black and brown and also in sizes 36 to 47.



Slam Dry



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John Doe Kamikaze Defense cargo trousers

DEFENSE cargo trousers are a new design of motorcycle specific trousers from German manufacturer John Doe. The company describes the trousers, which are available in regular and slim cuts, being 'developed for extreme exposure, with ultra-modern high-tech materials to ensure unbeatable wearing comfort and ultimate protection when motorcycling'. A breathable waterproof fabric is used for the outer of the



trousers, with Kevlar inner padding offering protection in combination with an open mesh inner lining for optimal ventilation and breathability. Features of the trousers include pockets at knees and hips for protective armour, two large side zip pockets with YKK zips, adjuster at the bottom of the legs and a belt in the same colour as the trousers. The Kamikaze Defense cargo trousers are available in green,

black or camouflage in men's sizes XS – 4XL with a choice of 32in or 34 inseam and women's waist sizes 26in – 36in and a choice of 32in or 34in inseam.



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Moveo backpacks

MOVEO has created two new backpacks that have been designed to be fully compatible with its own Moveobrace neck braces.

The smaller of the backpacks is the Gekko, with a capacity of 4.5L. The pack, which is supplied complete with a 2L hydration system, features a 'Hide Out' helmet carry, double compartments, a media pocket, map pocket, a snap hook for keys and reflective webbing in the shoulder straps. Available in a black/grey colour



Gekko



scheme it is made from 210/D Ripstop PU coated nylon.

With a larger capacity of 16L, the Moveo Lizard shares the specification of the Gekko, but also adds armoured carry straps, dual side bottle pockets, belt pockets for accessories, removable tool bags and a rain cover inside the bottom zip pocket.



Lizard



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Schuberth C3 Lady

SCHUBERTH has launched its first women's specific flip-up helmet - the C3 Lady flip-up. The design, based on that of the company's regular C3, doesn't just take smaller head sizes into account, but also meets the needs of narrower facial forms, with extra padding in the cheek area for women with narrower cheekbones.

The shell, in sizes XS – XXXL, is made from S.T.R.O.N.G. Fibre, a special fibreglass-reinforced duroplastic matrix and houses a microfiber lining with an antibacterial and anti-allergenic coating, which is sweat transporting and said to be

easier to clean than the fabrics normally used in helmets. The optimised helmet ventilation means that any moisture which arises is conducted away. The Schuberth Lady is available in the usual C3 colours and patterns, with the addition of pearl white and other feminine colours.



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Z1R Venom Molotov helmet

WHEN Z1R began the design of its new Venom Molotov helmet, the main priority was safety, and with this in mind it uses an advanced ABS/Polycarbonate shell that meets or exceeds the DOT/ECE 22.05 standards. Two sizes of shell are used dependent on finished helmet size.

Internally the helmet features a Heal-Tec liner that is fully removable, moisture wicking and anti-microbial and fits over a dual-density EPS liner. The ventilation is wind-tunnel proven and the fog-free visor comes with a no tool quick

release and lock. The strap closes with a double D-ring and has padding too. Available in black or white and sizes XSM – 2XL.

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Z1R



Spirit of '79

SWISS brand iXS, launched in 1979, has a long history as a high-quality motorcycle clothing manufacturer.

With the new "Spirit of '79" collection, iXS is pursuing its mission to provide both male and female riders with the best choice of materials, functionality and design. Part of the classic leather and textile jackets range are Grecia and Lawrence, as well as Clarice and Baldwin.

Grecia and Lawrence are made from soft, high-end quality nappa leather and have a satin lining with cotton touch. Ergonomically pre-curved sleeves and waist belt mean they fit perfectly. Asymmetrical zippers give them a "biker look", and the black or brown antique look leather gives the jackets their finishing touch.

The jackets come with CE protectors at shoulder and elbow as well as a CE back protector, approved to EN 1621-2, Level 2. Three outer and two inner pockets provide sufficient storage space.

Clarice and Baldwin are all season jackets, and although visually

reminiscent of classic biker jackets, their designs include modern features, focus on clean lines and a high level of practicality. They retain heat while also being water- and windproof. Both designs are equipped with discreet CE protectors at shoulder and elbow, as well as a CE back protector, approved to EN 1621-2, Level 2. All protection is removable when necessary.

With their soltoTEX liner membrane, riders will remain completely dry in wet weather, says iXS, and a thermo-lining with polyester padding protects from the cold and

can be removed in warmer temperatures. Ergonomically pre-curved sleeves and hip regulation facilitate a perfect fit.

Both jackets are available in a choice of antique black or antique brown.



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Lawrence



Grecia



Clarice



Baldwin

Twista

Road Tested on humans
 CE approved
 no butts about it

Twista

Draggin

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Draggin



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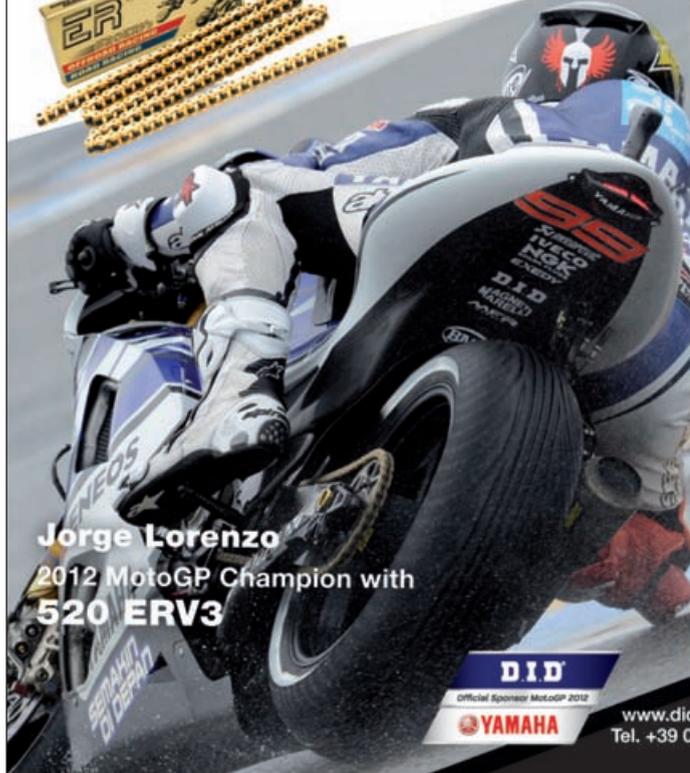
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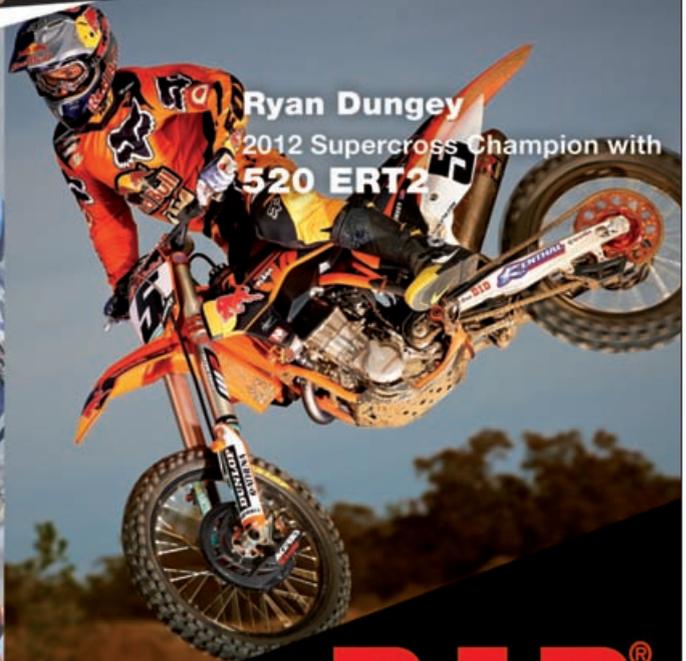
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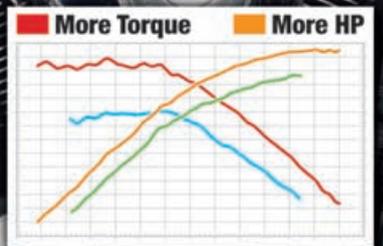
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Motorcycle Sport and Touring

FOUNDED in 1904, the FIM (Fédération Internationale de Motocyclisme) has two primary missions - it acts as the governing body for motorcycle sport and is recognised as such by the International Olympic Committee, and acts as a global advocate for motorcycling. FIM CEO Stéphane Desprez is heading up plans for the organisation to take a lead-role in developing the burgeoning motorcycle touring sector, and at the ACEM conference presented compelling evidence for the growing role that motorcycling has in the sports/leisure and touring/tourism industries.

In November 2012 a study by the EU Commission's DG Education & Culture valued the contribution of sports to the EU economy at 173 billion Euro.

That is clearly a very big number indeed, but to put it into its EU context, it means that the economic contribution that sports and related leisure activities deliver to the European economy is, on its own, equivalent to the total contributions of the agriculture, forestry and fishing industries added together. Employing some 4.5 million people, so great is the contribution that sports and leisure makes to the European economy that its importance was recognised and enshrined in the Lisbon treaty as one of the EU's most important areas of economic [and social] activities.

While motorcycle sport is, clearly, only one part of that total contribution, the importance that it has already

achieved is not to be overlooked.

The FIM estimates that total annual track attendance in Europe is over 7 million people, that it is broadcast on television in some 180 plus countries, delivering a total gross television audience of 10 billion.

The FIM acts as the steward for more than fifty world championships and 200 plus events, and the same again at FIM European championship level.

The fastest growing areas of motorcycle sports participation are among youth riders and women, and the FIM reinvests 25 percent of the revenues that it generates at national motorcycle sport organisational level.

In addition to the well-known and long-established track, trials and motocross series for which the sport



is best known, the FIM has been at the forefront of recognising and developing new motorcycle sport opportunities with the FIM e-Power International Championship fortelling what may well turn out to be one of the defining characteristics of the evolution of motorcycle sport in the 21st century.

Whilst the scope of motorcycle racing is well understood, analysis of the economic and leisure activity impact of the motorcycle touring industry is at a much more juvenile stage.

The EU tourism industry as a whole

delivers direct employment for 9.7 million people (5.2 percent of EU citizens) in 1.8 million businesses and generates five percent of EU GDP. There are as yet not many dedicated statistics for the contribution that motorcycle touring makes, but this year the FIM will undertake a European touring study, and it is anticipated that key findings will reveal motorcycle touring to be one of the fastest growing leisure and touring/tourism sectors in Europe, and one that makes crucial economic and employment contributions to areas of Europe that are not served by air links and conventional travel and tourism habits.

What is known is that many local and regional authorities in Europe are becoming increasingly aware of the opportunities to generate inwards investment from the motorcycling touring community, and that the social and economic impacts of motorcycle touring are only set to increase in scale and diversity.



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