

## PRESS RELEASE

September 16<sup>th</sup> 2011



### ***European Mobility Week writes off motorcyclists once again***

The European Union kicked off today the “EU Mobility Week 2011: Alternative Mobility” which will see hundreds of towns and cities participate in activities promoting sustainable mobility, without mentioning motorcycling.

One of the main objectives is to “*encourage the use of alternative forms of transport and travel other than private cars*”, inciting citizens to resort to cycling, walking or using public transport, in order to “*break the stranglehold of private cars in urban transport.*” Nowhere are motorcycles and scooters mentioned, even though they are used every day by dozens of millions of Europeans for work or commuting trips.

The Federation of European Motorcyclists' Associations (FEMA) regrets that this event, which could have been a great opportunity to introduce citizens to the benefits of two-wheeled mobility of all types, is instead prisoner of an ideology that focuses on three transport modes that cannot alone answer the public's demand for personal mobility and ignores the benefits of motorcycles.

A growing proportion of motorcyclists in the transport mix can help reduce congestion, pollution and demand for parking space, improving the urban environment and the general quality of life not just for motorcycle users, but for all citizens. These advantages will be enhanced with the new generation of electric and alternatively-powered two-wheelers, many of which are already available on the market.

FEMA already showed its support to alternative mobility by taking part in Clean Week 2020, chairing its eBike of the Year contest for the promotion of green motorcycles.

Now FEMA is taking action by contributing to the SMART2WHEELS event, held on September 22<sup>nd</sup> in Brussels, and part of the EU Mobility Week. Promoting cycling and electric two-wheelers and their potential to improve the environment in European cities, it includes an exhibition of innovative vehicles and a debate with Members of the European Parliament and local and national authorities on policy and business obstacles to the evolution of electric bikes.

In doing so, FEMA wants to help steer the future of the Mobility Week toward real solutions involving all available options, including the scooters, motorcycles and electric cycles of today and tomorrow.

END

#### Note to editors:

- Clean week 2020 and the eBike of the year contest: [www.cleanweek2020.be](http://www.cleanweek2020.be)
- SMART2WHEELS event: [www.smart2wheels.eu](http://www.smart2wheels.eu)
- The EU Mobility Week: [www.mobilityweek.eu](http://www.mobilityweek.eu)