



# International Motorcycle Road Safety Conference

Promoters



Organiser





# INTRODUCTION



## On the way to Safe and Sustainable Mobility

Motorcycling brings considerable benefits, such as affordable mobility, reduced traffic congestion levels, access to jobs and services, as well as important activities such as leisure mobility, sports and tourism. **Policymakers should embrace inclusive motorcycle mobility and safety policies, benefiting users as well as the rest of society.**

Spain is already a **world reference in terms of road safety** and this conference seeks to position our country as a **benchmark in motorcycle safety.**

**In the last decade, Spain has positioned itself as one of the countries with the lowest road accident rate in the European Union.** Spain is one of the leading motorcycling country in Europe with a fleet of more than 5.7 million motorcycles and mopeds.



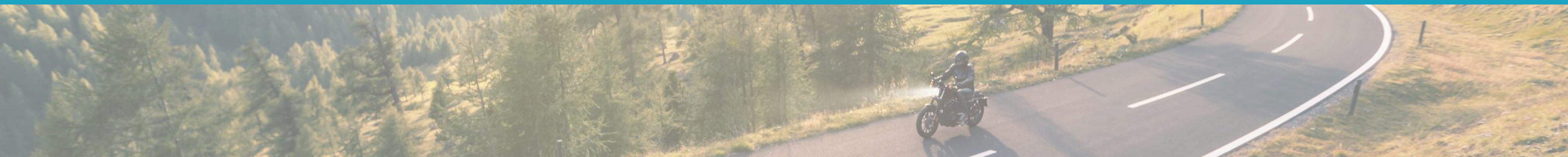


**anesdor**

**National Powered Two-Wheelers Industry Association** represents more than 95% of the Spanish motorcycle market. It brings together manufacturers of vehicles, components and accessories producing safer vehicles that respond to the society mobility needs. ANESDOR actively promotes safe and sustainable motorcycling by collaborating with different public institutions to achieve this.



In the last decade, the **General Directorate of Traffic** has led the change in the trend of riders safety making Spain a world reference in road safety. To build upon the achievements of previous Road Safety Strategies, the DGT has launched its new Road Safety 2030 Strategy with innovative measures, another instrument to share with other countries.





Mobility City is an international project, **promoted by Fundación Ibercaja** with the support of the Government of Aragon, to place Zaragoza and Aragon at the forefront of new mobility and the transformation of associated industries and sectors, with the collaboration of leading Spanish institutions and companies.

This project ranges from the creation of an exhibition space open to the public, to the organization of activities and training, as well as the publication of studies, and the holding of innovation activities.







# WHEN AND WHERE



**MARCH 20th and 21st**



**ZARAGOZA**  
**Mobility City, Zaha Hadid's Bridge**



The architect **Zaha Hadid** defined the **Zaragoza Bridge Pavilion project as one of the most important of her career**, with a length of 270 meters and a structure that imitates a gladiolus stretched over the Ebro River. This impressive and innovative building was one of the main entrances to the Zaragoza 2008 International Exposition.





# THE CONFERENCE IN NUMBERS



**180**

PHYSICAL  
ATTENDANTS

**235**

ONLINE  
ATTENDANTS



**27**

INTERNATIONAL  
ENTITIES

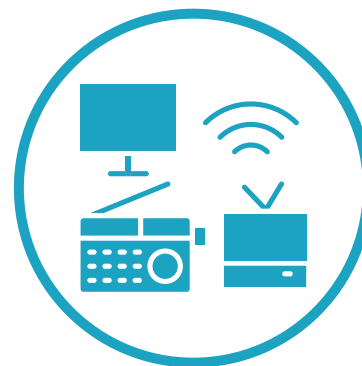


**31**

HIGH-LEVEL  
SPEAKERS



INNOVATION AND  
MOTORCYCLE SAFETY  
EXHIBITION



NATIONAL AND INTERNATIONAL IMPACT

## CONFERENCES

In the congress we will find several conference formats, both **presentations and round tables** where speakers will discuss specific topics.

## PROFESSIONALS

The meeting will bring together **experts from different countries** to address the key aspects of road safety following the safe system approach.



## EXHIBITION

**Innovative vehicles** and other **safety-related technologies and equipment** will be on display at the event.

## HYBRID

The format of the Congress will be hybrid **(online and on-site)**. The online sessions will be open to the public.

## LANGUAGES

The languages of the Conference will be **English and Spanish**. Simultaneous translation will be provided.





# PARTICIPATING INSTITUTIONS



**The European Association of Motorcycle Manufacturers (ACEM)** represents the largest manufacturers of mopeds, motorcycles, tricycles and quadricycles with operations in Europe. ACEM members include 18 multinational companies and 18 national industry associations.



**European Commission.** The European Commission is the executive body of the European Union. Its main functions include: proposing new laws and policies, monitoring their implementation, managing the EU budget.



**International Motorcycle Manufacturers Association.** IMMA, as the global voice of the Motorcycle Industry, promotes solutions for safe, sustainable, socially responsible, and economically viable motorcycle mobility.



**United Nations Road Safety Fund.** The primary way for nations, businesses and individuals to contribute financially to the efforts of the United Nations and its partners to support countries' road safety programmes.



**World Health Organization.** WHO is the United Nations agency that connects nations, partners and people to promote health, keep the world safe and serve the vulnerable – so everyone, everywhere can attain the highest level of health.



**Asia-Pacific Road Safety Observatory.** Its main task is to carry out research and development activities related to infrastructure, traffic and transportation.



**European Transport Safety Council.** ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe.



**Ibero-American Road Safety Observatory.** The Ibero-American Road Safety Program - OISEVI is a program attached to the Ibero-American cooperation, within the framework of the Ibero-American General Secretariat.



**International Transport Forum.** Intergovernmental organisation with 69 member countries. Acts as a think tank on transport policy and organises the annual Transport Ministers' Summit.



**iRAP (International Road Assessment Programme).** An umbrella programme for Road Assessment Programmes (RAPs) around the world working to save lives.



# PARTICIPATING INSTITUTIONS



**National Road Safety Agency of Colombia.** It seeks to prevent, reduce and control road accidents through administrative, educational and operational actions.



**São Paulo Traffic Engineering Company.** Institution responsible for traffic in the Brazilian city of São Paulo.



**The KfV (Austrian Road Safety Board)** was founded in 1959 as an independent association and has been working to prevent accidents and improve safety in Austria for 60 years.



**The Swedish National Road and Transport Research Institute (VTI),** is an independent and internationally prominent research institute in the transport sector. Their principal task is to conduct research and development related to infrastructure, traffic and transport.



**National Association of Bicycle and Motorcycle Accessories.** It's the trade union association of Italian manufacturers of two- and three-wheel vehicles, quadricycles and parts and accessories for the same vehicles. It was established in 1920.



**Fédération Internationale de Motocyclisme.** Beyond competition, the FIM has international commissions in non-sporting areas including sustainability, technical and mobility.



**The Connected Motorcycle Consortium (CMC)** is a collaboration between manufacturers, suppliers, researchers and associations to make Powered Two Wheelers (motorcycles and scooters) part of the future connected mobility.



**European New Car Assessment Programme.** The creator of the five-star safety rating system to help consumers compare vehicles more easily and identify the safest option.



**LMU University of Munich.** Studies and expertise in the behavior of airbags in the event of an accident.



# PARTICIPATING INSTITUTIONS



Ministry of the Interior of the Government of Spain



Ministry of Transport and Sustainable Mobility of the Government of Spain



Ministry of Industry and Tourism of the Government of Spain



Aragon Government



Zaragoza City Council



Community of Madrid



Barcelona City Council



# PRESENTATIONS AND ROUND TABLES



## WEDNESDAY, MARCH 20th Road Safety Policies

**BLOCK I** OPENING

**BLOQUE II** INTERNATIONAL POLICY OVERVIEW

**BLOQUE III** REGIONS POLICY OVERVIEW

**BLOQUE IV** NATIONAL POLICY OVERVIEW

## THURSDAY, MARCH 21st Safe System

**BLOQUE I** INTRODUCTION SAFE SYSTEM APPROACH

**BLOQUE II** SAFE USERS

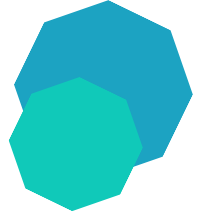
**BLOQUE III** SAFE VEHICLES

**BLOQUE IV** SAFE INFRASTRUCTURE

**BLOQUE V** CONCLUSIONS

**BLOQUE VI** CLOSING





# PRESENTATIONS AND ROUND TABLES



WEDNESDAY, MARCH 20th

REGISTRATION 8:00

REGISTRATION 8:00				
<b>OPENING</b>	<b>9:00</b>	<b>Welcome</b>	<b>Fundación Ibercaja</b>	José Luis Rodrigo (General Director)
			<b>Zaragoza city council</b>	Natalia Chueca (Zaragoza mayor)
			<b>ANESDOR</b>	José María Riaño (General Secretary)
			<b>DGT</b>	Pere Navarro (Director)
<b>INTERNATIONAL POLICY OVERVIEW</b>	<b>9:45</b>	<b>International motorcycle policy</b>	<b>European Commission</b>	Claire Depré (Head of Road Safety Unit DG MOVE)
			<b>WHO</b>	María Seguí (Production Coordinator Global Status Report 2023)
			<b>ITF</b>	Young Tae Kim (Secretary General)
			<b>UN Road Safety Fund</b>	Veronique Rondeau (Senior Programmes Officer)
			<b>IMMA</b>	Eric de Seynes (IMMA President)



# PRESENTATIONS AND ROUND TABLES



WEDNESDAY, MARCH 20th

COFFEE BREAK 10:50				
REGIONS POLICY OVERVIEW	11:35	Regional motorcycle policy	VIAS Institute	Kishan Vandael Schreurs (Researcher)
			APRSO	Sattya BORAN (Deputy Director)
			OISEVI	Roy Rojas (Road Safety Council, Costa Rica)



# PRESENTATIONS AND ROUND TABLES



WEDNESDAY, MARCH 20th

NATIONAL POLICIES	12:40	National motorcycle policy	Colombia	Diego Parra (Colombian Road safety Observatory Manager)
			Spain	Pere Navarro (Director DGT)
			Vietnam	Trinh Thu Ha (Deputy Chief Officer of the National Road Safety Committee)
LUNCH AND EXHIBITION 13:30				
LOCAL POLICIES	15:00	Local motorcycle policy	Barcelona	Ángel López (General Mobility Coordinator)
			Milano	Valentino Sevino (Director General and Interim Mobility Planning Area Director)
			Sao Paulo	Valtair Ferreira Valadao (Traffic Planning and Projects Deputy Director)
END OF JOURNEY 16:00				

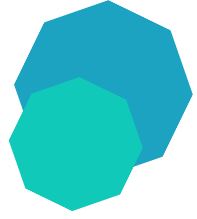




# PRESENTATIONS AND ROUND TABLES

THURSDAY, MARCH 21st

REGISTRATION 8:00				
INTRODUCTION SAFE SYSTEM APPROACH	9:00	"Riding in a safe system"	VTI	Jonas Jansson (Head of the Department Traffic and Road User)
		ETSC PIN report "Reducing road deaths among powered two- wheeler users"	ETSC	Jenny Carson (PIN Manager)
		The Safe Ride to the Future 2.0	ACEM	Veneta Vassileva (Safety Manager)
SAFE USERS	9:35	Users point of view	FIM	Christopher Hodder (FIM Public Affairs Manager)
		DGT Certified advanced training	DGT	Montserrat Pérez López (Deputy-Director of Training and Education)
		Which safety benefit can airbag-clothes deliver?	LMU University of Munich	Raúl Aranda (Recognised researcher)
		PPE standards latest developments	ANCMA	Federico Vitale (Head of technical area)

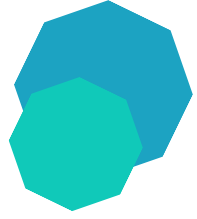


# PRESENTATIONS AND ROUND TABLES



THURSDAY, MARCH 21st

COFFE BREAK 10:35				
<b>SAFE VEHICLES</b>	<b>11:20</b>	<b>CMC NEXT – Connected motorcycles</b>	<b>Connected Motorcycle Consortium</b>	Hennes Fischer (Senior advisor, Yamaha)
		<b>ARAS: Advanced rider assistant systems</b>	<b>ACEM</b>	Brend De Brauer (International Technical Regulations Engineer, Honda)
		<b>PTW detection by ADAS and automated vehicles</b>	<b>EuroNCAP</b>	Adriano Palao (Technical Manager ADAS & AD)
<b>SAFE INFRASTRUCTURE</b>	<b>12:15</b>	<b>Specific management of motorcyclist safety in road audits</b>	<b>COMMUNITY OF MADRID</b>	M <sup>a</sup> Carmen Plaza G <sup>a</sup> -Talavera (Deputy Director for Road Safety and Road Sustainability)
		<b>TBC</b>	<b>MINISTRY OF TRANSPORT AND SUSTAINABLE MOBILITY</b>	Roberto Llamas Rubio (Head of Road Department)
		<b>Safety in rural curves</b>	<b>KFV</b>	Martin Winkelbauer (Expert for accident reconstruction)
LUNCH AND EXHIBITION 13:15H				



# PRESENTATIONS AND ROUND TABLES



THURSDAY, MARCH 21st

CONCLUSIONS	14:45	ACEM	Antonio Perlot (ACEM Secretary General)
CLOSING	15:30	FUNDACIÓN IBERCAJA	José Luis Rodrigo (General Director)
		ANESDOR	Jordi Bordoy (President)
		MINISTRY OF INTERIOR	Fernando Grande-Marlaska (Ministry)
END OF JOURNEY 16:00			





# TRIBUTE DINNER FOR TRAFFIC VICTIMS

Private and institutional dinner attended by **promoters, organisers, speakers, sponsors and guests.**

In the Palacio de Larrinaga in Zaragoza, a tribute dinner to traffic victims took place in a ceremony in which the associations **AESLEME, Stop Accidentes and P(A)T** were recognised for their work in the prevention of traffic accidents and the care of their victims.



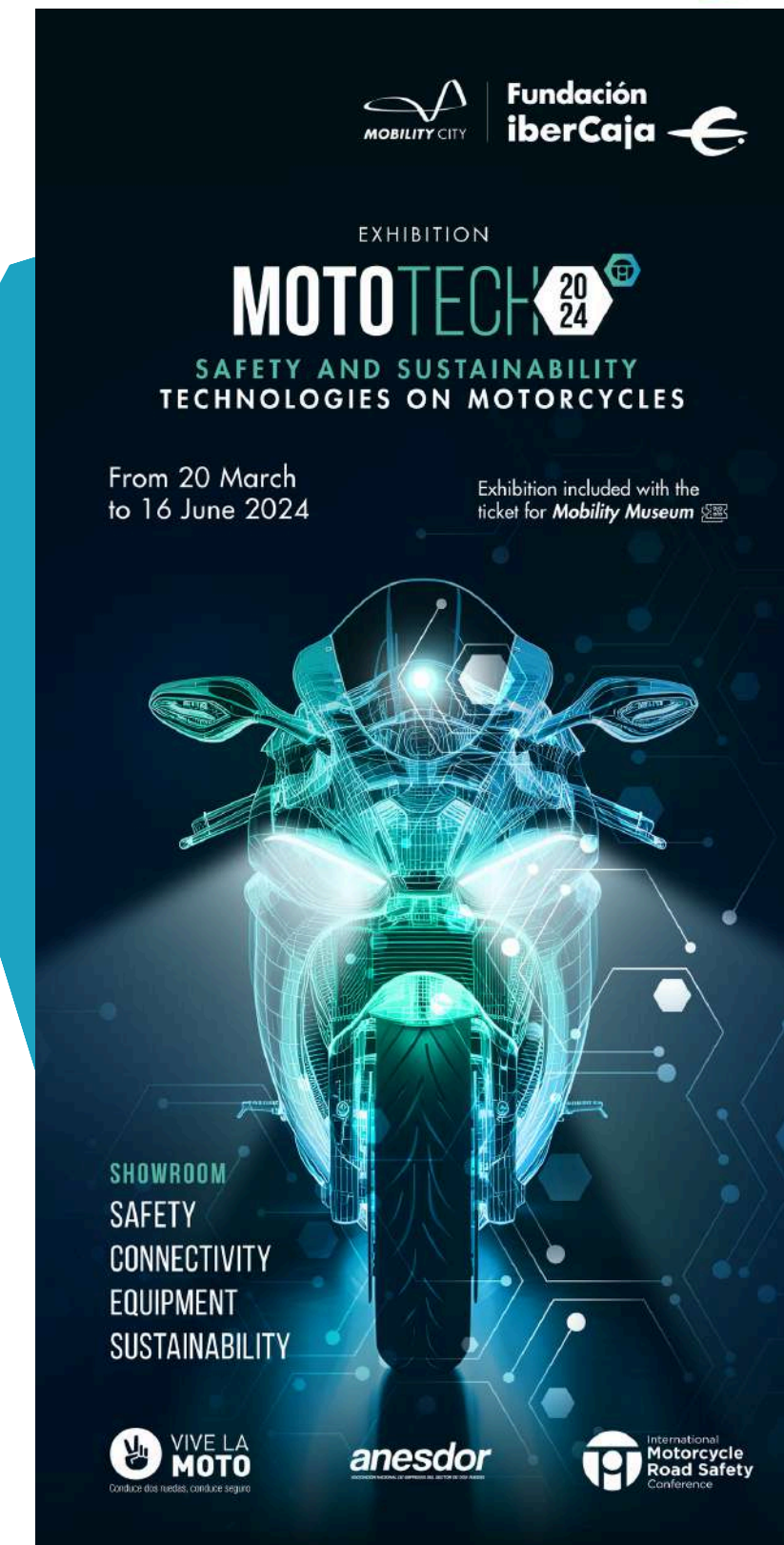


# EXHIBITION

## "MOTOTECH 2024" Motorcycle safety and sustainability technologies

Interactive exhibition dedicated to **innovative safety** and **mobility technologies** and **protective equipment**.

- **Duration:** From March 20th to June 16th
- **Location:** Inside the Zaha Hadid Bridge
  - During the Congress, it will be integrated into the activity
  - Afterwards, it will be moved to a public transit area on the Bridge.
- The exhibition will have its **own communication plan**.
- There is a possibility of holding **specific events related to the exhibition** throughout the duration of the exhib







# EXHIBITION

## "MOTOTECH 2024" Motorcycle safety and sustainability technologies



### SHOWROOM ARAS

**Motorcycles** equipped with different Advanced Rider Assistance Systems available on the market.

### SHOWROOM CONNECTIVITY

**Prototype motorcycles** offered by Connected Motorcycle Consortium



### SHOWROOM PERSONAL EQUIPMENT

**Helmets.** Comparison of helmet types. Sample of helmet composition

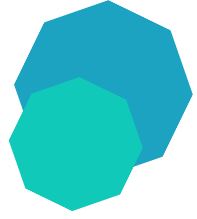
**Equipment.** Protections, gloves, boots, jackets, mechanical / electronic airbag

### SHOWROOM SUSTAINABILITY

**Swappable Batteries Motorcycle Consortium.** Prototype

**MotoStudent.** Petrol and electric prototypes. Moto3.e prototype  
Moto Engineering Foundation





# EXHIBITION

"MOTOTECH 2024" Motorcycle safety and sustainability technologies

## SHOWROOM ARAS

Visitors can discover **the most advanced safety systems already present today** on the market.

The safety systems will be displayed with audiovisual content to explain how they work.

### Exhibition of motorcycles and their respective systems:

#### Dynamic ARAS

- Traction Control (TCS)
- Advanced Cornering ABS (c-ABS)
- Stability Control (MSC)
- Antiwheelie Control (WCS)
- Adaptive Suspension
- Driving Modes

#### Environmental sensing

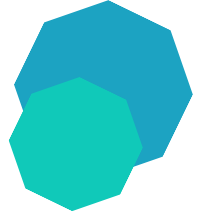
- Adaptive Cruise Control with Collision Avoidance (ACC + FCW)
- Blind Spot Detector (BSM)

#### Visibility

- Adaptive lighting (ADB / AFS)
- Emergency braking signal







# EXHIBITION

**"MOTOTECH 2024"** Motorcycle safety and sustainability technologies

## SHOWROOM CONECTIVITY

**Motorcycle industry works actively to improve safety of motorcycle riders.**

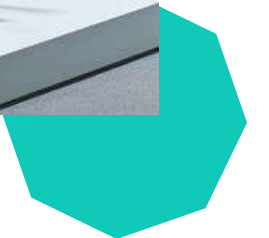
Connectivity Systems (V2X) between motorcycles and other vehicles, most likely cars, are key technologies which will increase rider safety in the coming decade.

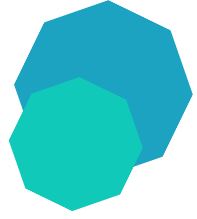
### Connected Motorcycle Consortium Project Exhibition

- Prototypes with the most advanced connectivity systems.
- Audiovisual material explaining different use cases and reserach studies.

### eCall

- Exhibition of a motorcycle with an eCall system in place.
- eCall systems information exhibition.





# EXHIBITION

"MOTOTECH 2024" Motorcycle safety and sustainability technologies

## SHOWROOM PERSONAL EQUIPMENT

Demonstration of **technologies applied to motorcyclist equipment** (helmets, gloves, boots, jackets, trousers and airbag protection systems).

### Simulation of various sets of complete equipment

#### Helmets

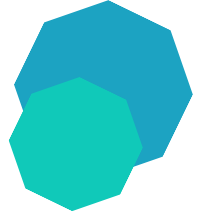
- Exhibition of different types of helmets
- Samples of how a helmet is put together

#### Equipment

- Exhibition of different types of jackets / trousers / overalls
- Exhibition of different types of gloves
- Exhibition of different types of boots
- Exhibition of different types of airbags
- Exhibition of different types of protections and explanation of materials
- Exhibition of other technologies applied to the equipment







# EXHIBITION

**"MOTOTECH 2024"** Motorcycle safety and sustainability technologies

## SHOWROOM SUSTAINABILITY

Visitors can get a first-hand look at various **projects to improve sustainability.**

From advanced electromobility systems such as standardised battery exchange, to electric and renewable fuel-powered racing motorbikes, as well as other related projects.

### Electric motorcycles (exhibition of different applied technologies)

- Battery exchange systems
- Charging systems
- Urban and inter-urban electric motorcycles

### Renewable fuels

- Presentation of the development of new carbon-neutral fuels and their application

### Evolution of racing as a test bed for sustainability

- Exhibition of electric racing motorcycles
- Exhibition of motorcycles running on renewable fuels
- Exhibition of how racing has been adapting to sustainability







International  
**Motorcycle  
Road Safety**  
Conference

