

# LEARN - RIDE - ENJOY - REPEAT

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



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The European Association of Motorcycle Manufacturers (ACEM) and the Fédération Internationale de Motocyclisme (FIM) are proud to launch '**Learn - Ride - Enjoy - Repeat**,' a European-wide campaign designed to encourage novice and experienced riders to take high-quality voluntary motorcycle training.

Voluntary post-license training is a stepping stone toward safer riding, equipping motorcyclists with further knowledge, skills, and experience. Through this initiative, ACEM and FIM aim to **inspire European riders to take the next step in their journey by enrolling in certified training programmes, ensuring more riders have access to advanced tools and knowledge to enjoy motorcycling safely and responsibly.**

As motorcycling continues to serve as a key mobility and leisure tool for millions across Europe, improving rider safety remains a top priority. Research shows that human factors play a decisive role in motorcycle accidents, reinforcing the need for lifelong learning and continuous training. The campaign builds on the success of the European Motorcycle Training Quality Label, an initiative promoting high-quality post-license training courses across Europe.

#### **QUOTES:**

**Antonio Perlot, ACEM Secretary General, said:**

“The European Motorcycle Training Quality Label is a key pillar of the motorcycle industry’s safety strategy. Voluntary training provides motorcyclists with the opportunity to further improve their skills, enhance their traffic awareness and develop strategic riding attitudes. ACEM is confident that this campaign will make Europe’s roads safer for riders, contributing significantly towards EU safety targets and building an inclusive road safety culture, benefiting all.”

**Jesper Christensen, Director of the Mobility Commission at FIM, said:**

“Riding a motorcycle is both convenient and enjoyable, providing a feeling of freedom, however motorcyclists must be aware of potential road risks and recognise the hazards specific to two-wheelers. The FIM is committed to promoting high-quality voluntary training, and we fully count on our European and national partners to amplify the campaign’s reach and impact. This campaign shows once more the importance of the collective industry and riders’ organisation efforts towards safer and sustainable motorcycling.

**Note for editors:**

**European Association of Motorcycle Manufacturers (ACEM):**

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



**Federation Internationale de Motocyclisme (FIM):** Founded in 1904, FIM is the IOC-recognised international governing body of motorcycle sport and the global advocate for motorcycling currently representing riders from 122 countries around the world.



**European Motorcycle Training Quality Label:**

The European Motorcycle Training Quality Label is a voluntary certification scheme for post-licence safety training programmes run by the German Road Safety Council, the International Motorcycling Federation and the European Association of Motorcycle Manufacturers.

The main objective of the European Motorcycle Training Quality Label is to inform motorcyclists across the EU about the best training programmes available in their countries and to increase the number of riders undergoing high-quality voluntary training regularly.

There are currently 36 certified programmes in 11 European countries: Austria, Belgium, Cyprus, France, Germany, Greece, Italy, the Netherlands, Portugal, Spain and Sweden, with more motorcycle training centres expected to join in 2024.



In 2019 the European Motorcycle Training Quality Label received the Road Safety Charter Award in the category “Voluntary commitments” from the European Commission.

For more information, please visit:

<https://motorcycle-training-label.eu>

<https://roadsafetystategy.acem.eu/home/the-european-motorcycle-training-quality-label>

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