LEARN – RIDE – ENJOY – REPEAT

European Campaign Promoting Voluntary Motorcycle Training

Our Mission

- **Uniting the community:** Bringing riders, training providers and road-safety stakeholders together around voluntary motorcycle training.
- **Promoting safer riding:** Encouraging riders to develop their skills, awareness and decision-making throughout their riding journey.

About the Campaign

Learn – Ride – Enjoy – Repeat was a pan-European campaign launched in April 2025 by the European Association of Motorcycle Manufacturers (ACEM) and the Fédération Internationale de Motocyclisme (FIM), with the aim of **encouraging novice and experienced riders to take part in high-quality voluntary motorcycle training.**

Voluntary post-licence training gives riders the opportunity to further develop:

- Practical riding skills
- Hazard perception, judgement and traffic anticipation
- Experience and decision-making in real-world riding situations.

The campaign highlighted voluntary training as an important part of **a lifelong approach to rider development -** helping riders continue to develop their skills and make the most of every ride.

Building Knowledge and Quality: The Instructor Guidelines

A major outcome of the campaign was **the development and dissemination of the Instructor Guidelines for Voluntary Motorcycle Training,** officially launched by the European Motorcycle Training Quality Label in June 2025.

Developed together with Label-certified training providers and academic institutions, the Guidelines **draw on scientific accident analysis, human factors research and common powered-two-wheeler crash scenarios.** They provide practical guidance for instructors and training providers on delivering safety-oriented voluntary motorcycle training.

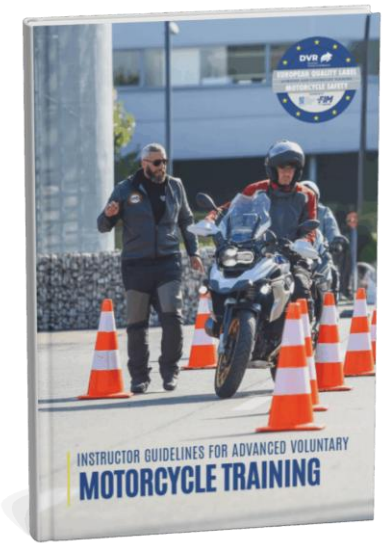
The Guidelines were made **freely available to motorcycle training providers,** helping make evidence-based guidance accessible across Europe and supporting a common understanding of quality in voluntary post-licence training.

Since their launch, the Guidelines have been **shared with more than 50 training organisations in Europe and beyond,** extending the campaign's impact beyond its communication activities and creating a lasting resource for the motorcycle training community.

The Instructor Guidelines are one of the campaign's key lasting contributions to voluntary motorcycle training in Europe.

Guidelines Resource

- Official Announcement & Insights



A Unique European Coalition

The campaign brought together an unprecedented network of organisations and stakeholders to promote voluntary motorcycle training across Europe.

- **44 campaign partners:** A diverse coalition of organisations and stakeholders **from 23 European countries,** united around the promotion of voluntary motorcycle training.
- **Broad rider reach:** The campaign engaged riders and training providers through digital communication, media activities and national and local initiatives.
- **A diverse European network:** Campaign partners included transport ministries and public authorities, road-safety organisations, police forces, research and academic institutions, the motorcycle industry, rider organisations and motorcycle training experts.
- **European and national action:** A common European message was adapted to national and local contexts, helping **bring voluntary motorcycle training closer to riders in different countries.**

Campaign promoters:

European stakeholders

ETSC - European Transport Safety Council

FIA - Fédération Internationale de l'Automobile

FEMA - Federation of European Motorcyclists' Associations

POLIS Network – Cities and regions for transport innovation

European Road Safety Charter

National stakeholders (country alphabetical order)

Albania

Drejtoria e Pergjithshme e Sherbimeve te Transportit Rrugor - General Directorate of Road Transport Services

Austria

Arge2Rad - Motorcycle Association

I love my moped, National platform for rider safety

Belgium

VSV - Vlaamse Stichting Verkeerskunde - Flemish Foundation for Traffic Knowledge

FEBIAC - Belgian Federation of the Car and Two-wheeler Industries

Republic of Bulgaria

State Agency Road Safety

Cyprus

Police, Traffic Department

Automobile Association

Czech Republic

CDV - Transport Research Centre

Denmark

DMC – Danish Motorcyclists Association

Finland

OTI - The Finnish Crash Data Institute

Mottoriliitto – Finnish Federation of Motorcyclists

France

CSIAM – Chambre Syndicale Internationale de l'automobile et du motocycle - Association of car and PTW Industries

FFMC - Federation of French Motorcyclists

Germany

IVM – Industrie Verband Motorrad Deutschland e.V.- German Industry Association

Viva la mopped - National platform for riders' safety

IfZ - Institut für Zweiradsicherheit – Institut for motorcycle safety

Greece

National Technical University of Athens – Road Safety Observatory

Motothesis - Hellenic Motorcycle Institute

Hungary

KTI - Institute for Quality Control of Transport Sciences and Construction.

KAV Traffic Suitability and Examination Centre - Transport Aptitude and Examination Centre

Italy

ANCMA - National motorcycle industry association

FMI - Italian Motorcycling Federation

Lithuania

Motogym- Motorcyclists club

The Netherlands

RAI Vereniging - Trade Association

KNMV - Koninklijke Nederlandse Motorrijders Vereniging - Royal Dutch Motorcyclists Association

Norway

Trygg Trafikk - State Road Safety Agency

NMCU – Norsk Motorcykkel Union - Motorcycle Union

MCTA - Motorcycle Touring Association

Poland

Centre of Initiatives for Road Safety

PZPM – Polish Automotive Industry Association

ITS - Motor Transport Institute

Portugal

PRP –Prevençao Rodoviaria Portuguesa - National Road Safety Association

Republic of Serbia

Road Traffic Safety Agency

Spain

ANESDOR – Spanish National motorcycle industry association

VIVE LA MOTO - National Platform for riders' safety

Sweden

SMC - Sveriges MotorCyklister – Swedish Motorcyclists Association

United Kingdom

MCIA - National motorcycle industry association

National Motorcyclists Council

Building on the European Motorcycle Training Quality Label

The campaign built on the experience, expertise and network of **the European Motorcycle Training Quality Label,** which promotes quality-assured voluntary post-licence motorcycle training programmes across Europe.

The Quality Label provided an important foundation for the campaign by connecting training providers and stakeholders and by promoting a shared understanding of what quality-oriented voluntary motorcycle training can offer riders.

Campaign Resources

- ACEM Campaign Hub
- Campaign Video

Final Campaign Event - Milan, Italy | 6 November 2025

The campaign concluded at EICMA in Milan, where riders and journalists joined the final event and had the opportunity to experience and test their riding skills.

The event brought the European campaign to its finish line while highlighting the central message **that voluntary training can be part of every rider's journey- from gaining experience to developing skills throughout their riding life.**

Grand Finale Resources

- EICMA Finish Line Highlights
- Final Event Video Recap