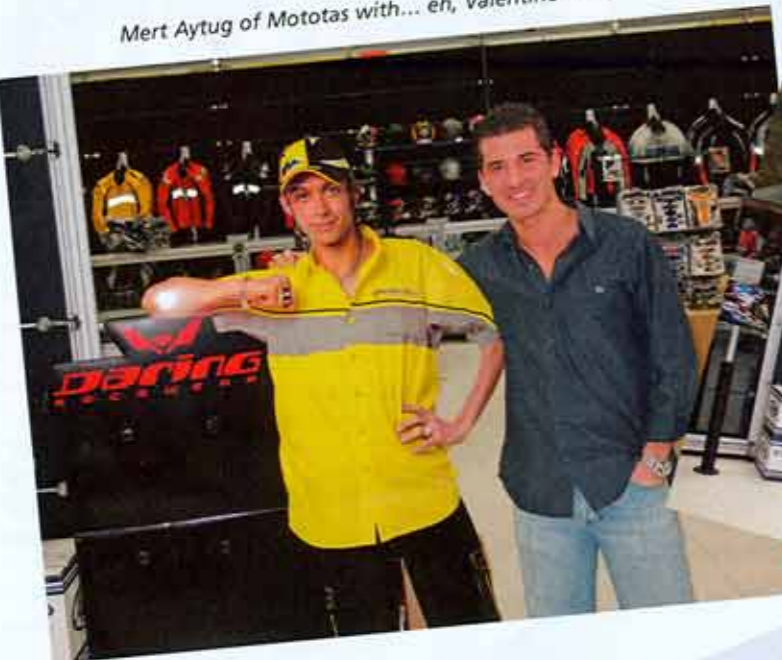


Mert Aytug of Mototas with... eh, Valentino Rossi?



STRONG PRESENCE OF MOTOTAS

The motorcycle show in Istanbul is the main event at the opening of the bike season in Turkey. Arai importer Mototas was prominently present at this show, with one of the dominating stands offering the public an excellent overview of the new Arai collection. Arai sales are again rising in Turkey and the efforts of Mototas in maximum exposure of Arai, among others with television coverage and magazine reports, are now paying off. ♦



"WEAR & LOCK" CAMPAIGN

ACEM, the professional association of the Motorcycle Industry in Europe, has launched the "Wear and Lock" campaign. This pilot is contributing to the "Road Safety Objectives" of the European Commission. It is part of the ACEM Safety Plan for Action and will be deployed in three countries: Spain, Italy and The Netherlands.

The key messages to the motorcycle rider are:

- Always wear a helmet.
- Always lock the helmet's chinstrap.
- Always choose EC Type Approved helmets.
- Always use a proper size helmet.
- Never take a passenger without a helmet.

Correct helmet wearing can reduce the incidence of fatal head injuries by 50%. Furthermore, the World Health Organisation and World Bank report that head injuries contribute to around 75% of deaths among motorized two-wheeler users.

'Wear & Lock' activities will run in 2007 and involve a communication campaign with the use of television broadcast, information leaflets and billboards. Schools and dealership organisations are supporting the campaign with dedicated classroom education and with the dissemination of information material. National, regional and local authorities and police forces, as contributing partners, will enhance helmet wearing monitoring and enforcement.

ACEM states: "Whilst the majority of riders in Europe are using a helmet, in some local situations the right mix of awareness-raising and police enforcement can still bring about a substantial safety improvement". ♦



 The Motorcycle Industry in Europe

ACEM AND OTHER IMPORTANT ASSOCIATIONS

When there are motorcycle matters on governmental or pan-European level, often the name of ACEM can be noticed. But what is ACEM exactly? ACEM, short for "Association des Constructeurs Européens de Motocycles" is the professional association of the Motorcycle Industry in Europe and represents 11 manufacturers, 19 brands and 14 associations at European level. ACEM Members are responsible for 90% of the total production and up to 95% of the total market in Europe. When motorcycle safety matters are concerned, the MAIDS (Motorcycle Accidents in Depth Study) report is almost always quoted, this study is initiated by the ACEM. Other influential organisations are JAMA, the Japan Automobile Manufacturers Association, and IMMA, the International Motorcycle Manufacturers Association, the trade association which represents the motorcycle industry at the world level. ♦