

# The Riders around the World

Hans Petter Strifeldt  
FEMA President



## Sonja Sporstol



- Head of Road User Unit, NPRA
- Riding for about 12 years
- Bike: Honda 600 Hornet
- Touring and occasional rides

## Lasse Lager



- Assistant Director General, Norwegian Ministry of Transport and Communications
- Riding since he was 16
- Bike: Triumph Daytona T595
- Almost all transport purposes: commuting, riding 60 km, five days a week, seven months a year - and the occasional leisure ride

## Markku Tervo



- Procurement Manager, FinnRA
- Riding for 2-3 years. Riding “small bikes” when younger. 10 000 - 15 000 km per year
- Bike: Yamaha FJR 1300
- Mostly touring

## Morten Hansen



- Organisation Secretary, Norwegian Motorcycle Union
- Riding for 30 years
- Bike: BMW R 1200 S
- Mostly touring and early Sunday morning rides with good friends from his local motorcycle club

# 1. Different types of Riders

## Deconstructing the Stereotypes

# Riding as an affordable means of transport (Asia)





# The Commuter (London and Paris)



# The Touring Rider (USA, Route 66 and Canada)



# The Lifestyle Bikers (USA - Sturgis)





# The « Weekend Warrior » (Trackday in the UK)





# The « ordinary » Rider (Belgium)



# The Professional Rider (Kansas Police)



## 2. The Road Rider Community



# Some riders are not organised...





On the other hand...

# Clubhouse (Belgium)







# Roadside Cafe (Stammtisch in Germany)





# Roadside Cafe (ACE Cafe in London)





# Meetings (FIM Rally in Sweden)





# National riders' Rights Organisations (IG Mottorrad – Zurich show)



# Continental Organisation - Europe (FEMA at MEP Motorcycle Ride)





# Continental Organisation – USA

(AMA lobby in Washington – Secretary of Interior)





# The Worldwide social and political « motorcycling Network » (Web Forum)

The screenshot shows a Mozilla Firefox browser window displaying the Motorcycle Rider Info website. The browser's address bar shows the URL <http://www.riderinfo.com/>. The website header includes the title "Motorcycle Rider Info" and a navigation menu with links for "Forum Index", "Register", "Blogs", "Motorcycle Photos", "Today's Posts", and "Search". A login form is visible with fields for "User Name" and "Password", and a "Log in" button. The main content area features a "Welcome to Rider Info" message, a "Current Events" section with a post titled "Brooksville Old School Biker Rodeo Party in the Pasture" dated April 30, 2008, and a "Site Index" with various links. A sidebar on the right contains "Log in" information, "Online Users" (12 members and 9 guests), and "Previous Topics". The browser's taskbar at the bottom shows several open applications, including "démarrer", "OECD - Microsoft Out...", "Explorateur Wind...", "Motorcycle Rider Info...", and "HP\_OECD Presentation".

# 3. Safety Consciousness within the Motorcycling Community

# Most Riders have little safety consciousness...





# The philosophically founded anti-safety- armour attitude



# The extreme «Risk taker »



# The Safety Conscious Riders





# The Safety Dialogue (Screening by MAG Belgium)



# But motorcycling can never be risk free...





## 4. Why some people « choose » to be vulnerable road users?



# Most people do not have the choice between a motorcycle and a car (Taiwan)

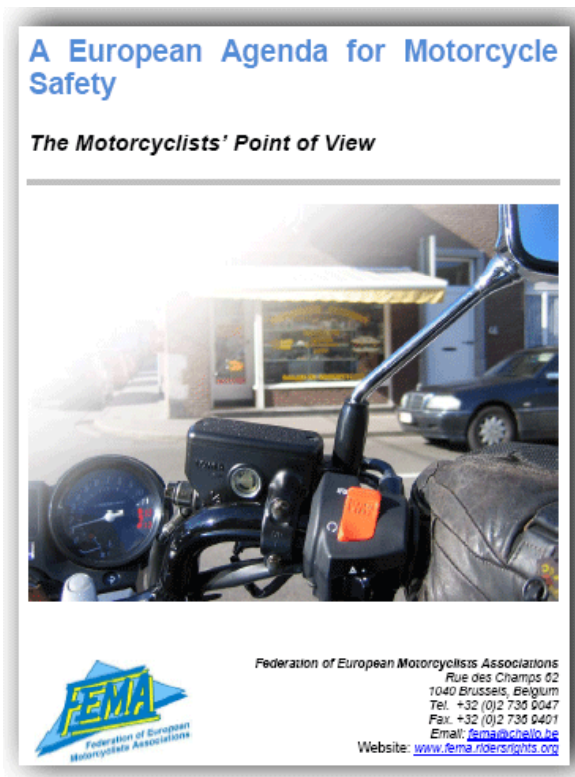


# Three reasons for choosing to become a rider:

1. Commuting
2. Freedom
3. Mastering skills



# How to improve motorcycle safety?



The motorcycle community gathers the real experts and can greatly contribute in improving motorcycle safety...



# Thank you for your attention!

