



For immediate release

ATVEA Press-Release

22nd January 2010

ATVEA PRESENTS ITS CODE OF CONDUCT FOR ATV USERS

“ATV manufacturers are committed to strive for the safe and responsible use of ATVs. We want to make clear that ATVs are not toys. This Code of Conduct provides simple rules for ATV users to respect the environment and to ensure safety for all.”

Herry Kleyn Van Willigen, ATVEA President

On 22nd January 2010 ATVEA launched its European “Code of Conduct for ATV users”. This campaign aims at promoting the safe and responsible use of ATVs by outlining a number of simple rules for ATV users. ATVEA wants to explain that ATVs are useful and fun to ride but reminds us that legislation, other people and the environment have to be respected.

ATVEA members are fully aware that the safe and responsible use of ATVs is an essential precondition for a stable ATV European market. ATV users need to respect safety requirements, the environment but also other people working with or enjoying nature. In this respect, ATVEA members worked together to produce this Code of Conduct and are fully committed to promote it towards their customers.

Regarding **Safety**, the Golden rules of the Code of Conduct recommend ATV users, be they utility or leisure users, to take rider training courses, to wear good protective gear and to adjust speed to local circumstances. ATVEA stresses that ATVs are meant to perform a job or to travel; they are not meant to perform stunts.

Respect for the environment is central to the Code of Conduct. ATV users should for instance avoid excessive noise, minimise their impact on the soil surface, respect the natural inhabitants and behave responsibly towards other people. Regarding noise, ATVEA would like to make clear that only official exhaust systems should be used; as far as the soil surface is concerned, ATVEA points out that an ATV has far less impact than a tractor.

Lastly but not least, ATVEA members want to stress the importance of **respect for legislation**. ATVs should only be used on designated trails, taking into account legislation regarding access to terrain and asking the permission of landowners when using private trails.

The Code of Conduct is drafted using simple and accessible language; the guidelines are illustrated with images. Its promotion will be done via the dealers’ networks of ATVEA manufacturers and backed-up with a communication campaign; the document is translated in





7 European languages. **All ATV professionals, users, associations, clubs or authorities can download the poster and the flyer from the www.haveagoodride.com website.**

This Code of Conduct complements other ATVEA actions in favour of the safe and responsible use of ATVs. ATVEA is for instance working with the European ATV Safety Institute to propose certified rider training courses in European Countries. ATVEA members have also committed to strict rules regarding the advertising of their ATVs and ATVEA is collaborating with national and European authorities in order to define safety standards, so that consumers can rely on safe vehicles.

For more information please contact the ATVEA Secretariat in Brussels:

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ATVEA (All Terrain Vehicle Industry Association) is a non-profit industry association founded in 2003. This was at a time of rapid growth of the ATV market and manufacturers felt they should work together as an industry to promote the correct and responsible use of ATVs in Europe.

ATVEA has four main objectives:

- *To promote the correct and responsible use of ATVs in Europe*
- *To contribute to the development of an appropriate legal and regulatory framework regarding the design and use of ATVs at European and national levels*
- *To contribute to ATV user education and training*
- *To seek co-operation with other industry stakeholders on an international basis*

ATVEA is made up of 8 manufacturers (full members) and national user associations (associated members), representing about 60% of ATVs sold in the European Market.

