



ATVEA CELEBRATES 5 YEARS OF COMMITMENT IN FAVOUR OF EDUCATION OF ATV USERS

Cologne, 7th October 2008

“Education of users is the basis for a responsible and safe use of ATVs”

Herry Klein van Willigen, President of ATVEA

ATVEA, the European ATV manufacturers association, celebrates during the Intermot in Cologne its 5th-years of existence. On this occasion, two major initiatives will be announced illustrating ATVEA’s commitment in favour of a responsible and safe use of ATVs: the roll-out of the European user-education programme in France, and the European launch of the “ATVEA Code of conduct for ATV users”.

Speaking on the occasion of the celebration of ATVEA 5th Anniversary during the Intermot in Cologne, ATVEA’s President, Herry Klein van Willigen, declared *“the education of users is the basis for a responsible and safe use of ATVs and the most efficient way to reduce accidents and injuries”*.

For the last five years ATVEA has been collaborating closely with the European ATV Safety Institute (EASI), in order to set up a program of “ATV riders’ education”. The education focuses on safety but also on the respect of the other users and of the environment. The programme has been successfully implemented in the UK. In 2009 ATVEA will implement a similar programme in France, the most important ATV market in Europe. It is planned to roll out the programme in Spain in 2010.

In parallel ATVEA launches at European level the “ATVEA code of conduct for ATV users”. As the education programme it highlights the importance of the respect of the safety requirements but also of the environment and the legislation on accessibility to terrain. The Code of Conduct is drafted in a simple and accessible language; the guidelines are illustrated with images. The promotion will be done via the dealer network of the manufacturers and completed by a communication campaign; the document will be translated in most European languages.

ATVEA is the All Terrain Vehicle Industry European Association. ATVEA is a non-profit industry association founded in 2003, at a moment when the ATV (All Terrain Vehicle) market began to experience strong growth. It regroups the major ATV manufacturers (Arctic Cat, BRP-Can Am, Honda, Kawasaki, KTM, Kymco, Polaris, Suzuki and Yamaha). The core of ATVEA philosophy is to promote the safe and responsible use of ATVs.

For more information, please contact ATVEA Secretariat in Brussels.

