

Motorcycle Action Group (MAG) Press Release

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Love commuting – go to work on a motorbike

The Motorcycle Action Group (MAG) – Britain’s leading voice for riders’ rights, has called on commuters to put the sparkle back into their commute – on two wheels. 20th-24th June is National Ride to Work Week; five days when the nation celebrates all that’s best on powered two wheelers.

‘Motorcycles, scooters and mopeds are all in the mix,’ says MAG Chair Selina Lavender, ‘and all three can liberate you from getting stuck in traffic, save you money and, quite simply, put the vim and verve back into what could otherwise be a nightmare on four wheels.’

With ride to work events all over the country, bikers are happy to share one of Britain’s best kept secrets: riders don’t get stuck in queues. It’s a secret that’s getting out, with motorcycling ownership nearly doubling over the last 20 years.

‘There’s a safety benefit too,’ adds Selina. ‘The research proves conclusively that the more bikes are on the road, the safer biking becomes.’

The Motorcycle Industry Association (MCIA) has organized Ride to Work Week to encourage car drivers to consider two wheels as a serious alternative. Events will include a series of ‘bikers’ breakfasts’ and ride-outs, with offers and competitions on social media, where regular motorcycle and scooter commuters post updates about their journey into work. The five main benefits of biking and scootering are, saving time, saving money, easy parking, improved road skills & awareness and pure enjoyment.

About four in every ten commuters travel alone. But when drivers shift to two wheels, it reduces congestion for everyone. European research suggests that when 10% of car drivers swap to a motorcycle, scooter or moped, then congestion for all road users is reduced by 40%. So, perhaps riding really is the smart alternative. Why not leave the car at home and give two wheels a try? You’ll wonder why you didn’t do it sooner.

For more information contact MAG at 01926 844 064 or central-office@mag-uk.org

Also, see: www.ridetoworkweek.co.uk