



NETWORK

MARCH 2015

A networking tool for Activists and other interested parties

Editorial	2
Badly designed road furniture - Good news	3
Bus Lanes - recently gained access for bikes.	3-4
Annual Group Conference - Proposal and Manifesto for Clubs Liaison Officer	4-5
"Tombstone" - Coming to a City near you? Be afraid.	5-8
Infrastructure Bill	8
V Max designer passes away. Visual Conspicuity of Motorcycles - Sweden. Vacancy - Riding a Harley Davidson across Europe!	9
Over 50's bolster motorcycle test passes. KSI figures. AA Think Bike Campaign goes global.	9-10
Royal Enfield return to England	11
Competition to help make Welsh Roads safer for motorcyclists	11-12
Micro Fund Raising.	12-13
Jaguar Land Rover's 'Bike Sense' Research	13-14
Contacts	15-16

EDITORIAL

This month I've taken advantage of being Editor and, with the help of Taps (Bristol MAG Rep) and Pat Healey, put together an article which should serve as a warning!

For a couple of years Bristol MAG hasn't had a Political/Council Officer the consequence of which is that 'Tombstones' have sneaked in under the radar and pose a potential hazard to riders. Official name is Toby Bollards, however, seeing them its easy to understand why they're called Tombstones - an accident waiting to happen - and they have been installed to separate cyclists from the rest of the traffic in Clarence Road close to the centre of Bristol.

At the moment, our newly elected Group Council Officer is trying to obtain a copy of the Consultation leading up to the installation, if indeed, there is one. Watch this space - meanwhile, remain very vigilant in your own area.

On a personal level, I've not been too impressed with FEMA during the past few years. Compared to what was achieved when Simon Milward was FEMA and, essentially a one man band, I felt they had somewhat lost their way. However, my confidence in what will be achieved in the future is now renewed, not only with the new General Secretary, Dolf Willigers, who comes with extremely good credentials but with the new President, Anna Zee. I've known Anna for around 25 years and have no doubt she will be excellent in her new role.

Ian Mutch, MAG's President, has put together a power-point presentation entitled *What is MAG?* To accompany this he's provided adequate notes. Rather than include these notes integral to this month's edition, I'm providing a link to them as a stand alone document easier to print off and use. To obtain the power-point presentation contact Mutchie at road@mag-uk.org and he'll sort you out.

Finally, I need to know, for Network, what you're doing in your own area so far as lobbying goes. Email me at : aine@mag-uk.org subject heading Network.

Ride free, AG

[Acknowledgments: George Legg. Selina Lavendar. Pat Healey. Alec (Taps) Groom. Leon Manning. Ian Mutch. Neil Liversidge. MAG Ireland. And anyone else I've forgotten]

Remember when Network reported Leon happened upon this accident which left the scooter rider with life changing injuries.

Badly designed road furniture.

**Lack of Signage on widened traffic island:
Site of 'Life Changing' Serious Injury for Scooter rider
10th May 2013**



Well Leon's been working hard

“Good news at long last for riders of scooters and motorcycles re hopes to stop road 'safety' schemes being built that have potential to injure or kill bikers.

Three years down the line since this crash happened, as I told the authorities it would – and brought it to the attention of Transport for London top brass, TfL has agreed to produce a simple handbook to supplement the IHIE Guidelines on motorcycling and a training scheme for borough engineers.

The aim is to clarify how PTW riders take different lines on roads to cycles or cars – and why scheme designers should have very good reasons to introduce new hazards for bikers – and if they don't have justifiable reasons – think again!

And, if you have an example of hazards for PTW riders being created by 'safety' schemes, please send to me via MAG Head office.” Leon Manning.

Recently gained access to Bus Lanes:

After lengthy negotiations with Peterborough City Council, from the 16th March the London Rd bus only lane will be open to motorcycles.

Cardiff is another City that's been successfully convinced this is a good thing. As is County Durham, yep, a whole County, whilst Edinburgh are set to commence in June.

Leon tells me there are approximately 40 UK towns and cities where Powered Two Wheelers have access to bus lanes.

Annual Group Conference

The following were omitted from the latest edition of the Road. They were submitted within the constitutional time constraints and I just want to make sure they're circulated:

Charity membership proposal

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As you are all aware, every year we propose and ratify a free of charge membership for two charities which have been stalwart supporters of MAG for a number of years, even though this would fall outside of their remit.

This proposal is intended to be a very simple one, with two main benefits:

- * Time at the conference is not spent on these elements, even though they are passed usually straight away without discussion.
- * New organisations can come on board at such time as they agree to join us, and once we've validated and are happy with the paperwork.

The plan is to create a new category of membership following clause 4d in the constitution as follows:

“Charity Membership shall be granted to motorcycle clubs or organisations who are Affiliated Members, and who are also recognised as Charities by the appropriate authorities in the country where the club or organisation operates.”

The initial appropriate authorities the Company will recognise will be the Charities Commission (for English and Welsh charities), the Office of the Scottish Charity Regulator (for Scottish charities) and the Charity Commission for Northern Ireland. If these organisations are superseded, then their successor authorities will replace these as required without referring back to the membership.

As this proposal creates a new class of membership, it will also need a new fee structure. I am initially proposing that the price of membership is that the Charity Member invites the Company to join its own affiliated membership scheme, if such a thing exists. Additionally and where possible, both organisations should agree a rate which results in no net transfer of money in either direction. The National Committee will decide whether or not to accept the invitation without this having any effect on the Charity Members affiliation.

It currently doesn't mention it in the constitution, but it is intended that the National Clubs Liaison Officer will represent Charity Members on the National Committee as if they were a regular Affiliated Member.

Prop: Oliver Rose 125648. Sec: Phil McFadden 125307.

National Clubs Liaison Officer. Manifesto 2015

Why me again?

To put it simply, there is plenty more work to do. In an ideal world, I'd like there to be a network of clubs officers in every region, in the same way as there are regional representatives to cover the individual members. The statistics don't hide very much on this, and what they are telling me is that the majority of our affiliated clubs are less than 25 members, so are probably based around their local bike-friendly pubs. The downside of this is that unless they're quite near to me, I can't visit them personally and keep them informed of the good work that the volunteers are doing.

So what am I going to do about it?

The plan for 2015-16 is simple, I think. I want us to get out more and meet as many clubs as possible, and see why they aren't engaging with us. Some may be members of the BMF, and feel that they're doing their bit through them, which is a good start. The target has to be the other organisations out there who don't understand who we are and what we do. With that in mind, I want to visit them, if they're local, or to assist local volunteers in helping them see the light.

Who am I? MAG Life member since 2013. Yorkshire Regional Representative since October

IAM National Observer. Younger than your average NC member.

COMING TO A CITY/TOWN NEAR YOU?

(I do hope not)

Is Protecting cyclists endangering other road users? I believe it may be, particularly those riding powered two wheelers.

Remember the Armadillos in Salford?

Then meet the 'Tomb-stones' or 'Dragons Teeth' (official name Toby Bollards) sited in Clarence Road, Bristol.

They're about 13 inches high, 12 inches long and 4 inches thick. They appear to be solid concrete. Their bases are recessed into the ground and they appear to have been mortared or sealed in place too.



Note that the red reflectors are already so caked in road grime that they're not properly visible. With both red and white (oncoming) cycle lights in the cycle path and oncoming headlights on the main carriageway, these bollards will be very difficult to see in the dark, or with rain covered visors. In fog we have next to no chance.

This can only be an accident, possibly a tragic one, waiting to happen.

Unfortunately, Bristol MAG Group hasn't had a Council liaison Officer since Pat (his letter below) resigned due to health problems so we missed the Consultation. Tim Derrick was elected at our AGM to cover this role so he's on it and so is Taps, Bristol Rep along with, of course, Pat Healey. Pat's letter and the response below:

"Dear Mayor Ferguson

I introduce myself as a Bristolian who, in the 1950s, would be thrown off the docks whilst playing amongst the goods trains alongside what is now the "Watershed".

I survived both the long gone rail traffic and the relatively low numbers of road vehicles at that time, to eventually become a member of the A&S Bristol Road Traffic Unit.

I applaud the use of the pedal cycle in my city, although an electrically assisted model is better suited to me in this place of many hills.

I am therefore a fan of designated cycle lanes but, due to our narrow streets together with many intersections and lack of funds, painted lines on the road surface are a very poor substitute for purpose made cycle lanes. (They used to exist North of Bristol in the area around the Bristol Aeroplane Company, on both sides of the road)

I admire, with one notable exception, the efforts of your planners to vastly improve the area around Temple Meads as it has long been an ugly, depressing and traffic congested area of Bristol.

The "exception" mentioned above is the designated cycle lane along the length of Clarence Road. An ideal method of separating the types of traffic using this road would have been to widen that part of the highway that is currently the footpath, and **segregating pedestrian and cycle use** by using "Toby" bollards. I appreciate that provision would have to be made for road drainage. I imagine the foregoing method may have been discounted for reasons of cost?

The idea of using "Toby" bollards might seem to be a reasonably inexpensive way of **segregating motor vehicles from cycles** but, unlike in Seville where they are in use, Clarence Road is of a limited width and proximity of motor vehicles to the bollards will necessarily be small. In addition, I seem to remember the gaps between bollards in Seville is smaller(?) with lighter road traffic.

"Impatience" as you and I know, is not solely an characteristic of motor vehicle users and I envisage fit, fast, and possibly younger cyclists, weaving from the cycle lane in order to pass slower cycle riders, into the path of motor vehicles.

In order to pass any near-side obstruction, vehicles travelling from Bedminster towards Bath Bridge are likely to cause opposing vehicles to deviate to their left. To the IMMEDIATE left of those vehicles are the "Toby" bollards. Whilst injury to car occupants is unlikely to be severe, provided that 20mph is not exceeded, and the occupants of larger vehicles less so, the cost of repair to any vehicle damage will be high. More importantly, the consequence of the rider of a PTWS in collision with a "Toby" bollard is serious and/or fatal injury.

Having dealt with the aftermath of numerous collisions of human beings with concrete, Tarmac and metal substances over many years, I sincerely request that you require your officers to emend the current dubious installation of "Toby" bollards. At the very least, increase their number/decrease their spacing. Better still with less than ideal constraints, make the separation a continuous or linear boundary.

Yours faithfully, Pat Healey”

“Dear Mr Healey,

Thank you for your email to the Mayor which has been passed to me for response.

The decision to use the ‘Toby’ bollards, similar to the examples in Seville was done with considerable thought and consultation with numerous groups and bodies. They have also been installed on a trial basis as it is the first time a Highway Authority has used such a method in the UK.

I thank you for your observations and concerns, some of which were vocalised during the consultation period. Your observation that this type of segregation has been introduced because of cost are correct, although that was not the sole factor. The New Cut corridor lends itself well for a segregated, two way cycle facility because of there are no vehicle crossovers for access. We then had to consider the best and most economical way to provide a suitable facility for cyclists that was separate from both motor vehicles and pedestrians. In Bristol we have a good history of trying new methods and considering the budget constraints a continuous linear such as a kerb was not possible it was agreed to try ‘light segregation.’

There are on the market, a number of products to achieve ‘light segregation’, such as the Cycle Hoop Armadillo (known as a Zicla in Spain), which are designed to be overrun by

motor vehicles. We carefully considered using these as they would be kinder to a vehicle should they hit it, however they did not offer as much protection to cyclists (perceived or actual) and risked cars parking in the cycle lane.

We are constantly reviewing this scheme and a Road Safety Audit 3 was just undertaken by an independent assessment team. They have specifically taken into consideration, amongst others, PTW, width restrictions, signing and lining. I expect to receive a draft of the report shortly and will have to formally respond to it. I will also pass your email onto the assessment team for their consideration.

I trust this answers some of your enquiry and assures you that we are, and have, taken your concerns seriously and considering them accordingly.”

If there is one thing to be learnt from what you’ve read above is that one of the most important roles within local MAG Groups is an officer who can liaise with your local Council. Third para from the end of the council’s reply, the Writer openly admits the Council could have chosen a ‘kinder’ version of segregating the cycle lane but that they did not offer enough protection to cyclists. As a rider, I find this a particularly offensive attitude!

Councils would appear to be concentrating on the safety of cyclists whilst often jeopardising the safety of other vulnerable road users. Now, this may be because they have no one to enlighten them as to the possible hazards ill placed road furniture/traffic calming etc., can pose and it requires addressing – big time.

Be vigilant in your locality and, if necessary, get involved with your Council to avoid potential hazards to your riding safety ‘coming to your city/town’. AG

And, just to assist them, along comes legislation to make it an even more difficult to negotiate a sensible outcome for all.

The Infrastructure Bill has become an Act, and so for the first time the Secretary of State for Transport will be required by law to set out a strategy for cycling and walking infrastructure and importantly the funding provided to meet it.

The Infrastructure Act sets out the government’s ambitions to build a better transport system. Although initially focusing on a Roads Investment Strategy, Sustrans, with a number of other leading transport groups and health organisations, successfully campaigned for the inclusion of a Cycling and Walking Investment Strategy to also be included in the Act to ensure that active travel is considered as a priority area for investment.

This historic win means that for the first time there is a legal obligation on the government to set targets and investment for cycling and walking.

http://www.sustrans.org.uk/news/cycling-and-walking-investment-strategy-now-law?utm_source=Sustrans&utm_medium=email&utm_campaign=5356201_The+Network+-+February+2015&utm_content=Cycling+and+walking+investment+strategy+now+law&dm_i=6EB,36SVD,G17UCL,BF7FX,1

Designer of one of the sexiest bikes ever built, Kenji Ekuan, passes away.

On the 9th of February world news sources reported the passing of Japanese designer Kenji Ekuan.

Although the general populous may be aware of him as the designer of the Kikkoman soy sauce bottle or the Komachi bullet train, bikers are more likely to associate him with the Yamaha V-Max. Kenji Ekuan is quoted as saying "The motorcycle is sex."

Only a few days prior to Mr Ekuan's passing, Yamaha announced a special edition V-Max Carbon to celebrate the iconic musclebikes 30th anniversary.

<http://www.telegraph.co.uk/news/worldnews/asia/japan/11402107/Kenji-Ekuan-designer-of-iconic-soy-sauce-bottle-dies.html>

Experimental lights – visual conspicuity of motorcycles – Sweden

A project is taking place in Sweden with yellow lights on motorcycles.

Result from evaluation expected this year.

A paid job riding a Harley-Davidson across Europe, reporting on your journey as you go. Closes 20th of March 2015. Read on:

Harley-Davidson wants one passionate motorcycle rider to experience the most exciting touring ride of their life and star in their very own road trip adventure.

The job is simple.

We want you to be the face of Discover More 2015, a flagship ride with a mission: to discover the greatest touring ride experiences in Europe.

You will be the star of the show, and the person that documents an extraordinary story through your own blog and social media channels.

You will be paid €25,000 for the ride, have all your expenses covered and even be able to keep the bike afterwards!

Interested: <http://riderwanted.harley-davidson.com> and good luck to any of you who go for it.

Over 50's, predominantly women, bolster up motorcycle test passes and spending on bikes.

Last year, almost 3,000 over-50s passed motorcycling tests — 8 per cent of all new passes — while a report for Saga this month has found over-50s are behind nearly 30 per cent of all

spending on bikes, up 17 per cent from seven years ago. It's also little coincidence that Saga, looking to capitalise on this new interest, has just bought motorbike insurers Bennetts, 43 per cent of whose clients are north of 50.

More surprising, perhaps, is that it's women fuelling this spike, not men.

Karen Cole, a director at the Motorcycle Industry Association, says: 'Of all over-50s gaining a licence in 2013, nearly half were women. This represents a steep rise for women, up from 268 in 2012 to 2,588 in 2013.'

Read more: <http://www.dailymail.co.uk/femail/article-2954676/As-sales-motorbikes-soar-women-60-whats-remarkable-rise-blue-rise-bikers.html#ixzz3RvetLMfO>

KSI figures – not good news.

Road casualty figures released, 6% increase in Motorcyclist KSI figures from previous year (see page 5 of pdf for details).

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/401295/quarterly-estimates-jul-to-sep-2014.pdf

AA Think Bike campaign goes global

The award-winning UK road safety initiative, which encourages all drivers to do a double-take in their mirrors for those on two wheels, is being rolled out globally by the FIA, the world motoring organisation.

AA patrol Tony Rich developed the idea following death of family friend, and the AA Charitable Trust launched the campaign last March.

It now has the potential to reach millions more drivers across the 111 FIA motoring clubs in the region.

Edmund King, director of the AA Charitable Trust, said: "We are so proud of how well received the campaign has been in its first year and are delighted by this latest development.

"The original idea for the campaign came from one of our patrols, following the death of a family friend on a motorbike, and its goal has always been to reach the greatest number possible to improve the safety of cyclists and bikers.

"To think that our campaign has already gone global so early in its life is fantastic and I hope it is as successful abroad as it has been here."

Full story at: <http://www.theaa.com/newsroom/news-2015/think-bikes-goes-global.html>

Royal Enfield to return to England

It has been widely reported that Royal Enfield intend to expand to meet the demand for their models. In those plans is and intention for a technology centre England. Reports say that by the end of 2015 there will a Royal Enfield site in Leicestershire as well as an additional production facility in India. Enfield of course started life as a British company.

MAG welcomes the return of Royal Enfield to England, it increases the profile of our international ability to provide excellent technological facilities.

<http://www.theguardian.com/world/2015/feb/18/indias-legendary-royal-enfield-motorcycle-to-expand-production-to-uk>

and, in case you're unlike me and interested in figures:

Royal Enfield has overtaken Harley Davidson as the Worlds biggest motorcycle seller with just over 300,000 units in 2014 compared to Harley-Davidson's 267,999.

[India's Vintage Royal Enfield Overtakes Harley-Davidson In Motorcycle Sales](http://www.forbes.com/sites/saritharai/2015/02/18/indias-vintage-royal-enfield-overtakes-harley-davidson-by-motorcycle-sales/)
<http://www.forbes.com/sites/saritharai/2015/02/18/indias-vintage-royal-enfield-overtakes-harley-davidson-by-motorcycle-sales/>

HUGE NEW COMPETITION TO HELP MAKE WELSH ROADS SAFER FOR MOTORCYCLISTS

A funding pot of £510,000 is available for the development of innovative technologies that will help to cut motorcycle casualties in Wales.

Funded by the Welsh Government and Innovate UK, and jointly run by the Royal Society for the Prevention of Accidents (RoSPA) Wales, the Innovation in Reducing Motorcyclist Casualties in Wales project is a new national competition.

It aims to identify projects that can help the Welsh Government to reduce the number of motorcyclists killed or seriously injured on the country's roads, in particular accidents occurring at junctions. Organisations are invited to compete for a share of the £510,000 in funding for prototype development and demonstration of innovative technologies.

The challenge will be to develop an effective intervention or technological feature that provides demonstrable improvements in the safety of motorcyclists, either by reducing the likelihood of a collision occurring, or by lessening the impact of a collision. The project provides an exciting opportunity to play a part in helping the Welsh Government to reduce the number of motorcyclists killed or seriously injured on Welsh roads.

Michelle Harrington, road safety manager for RoSPA Wales, said: "RoSPA is happy to support the Welsh Government and Innovate UK in this exciting opportunity. Reducing motorcycle casualties remains a priority across Wales and the competition is an innovative approach to tackling this very important issue."

In 2013 motorcyclists made up only 0.2 per cent of the road traffic in Wales (by distance travelled), but accounted for 31 per cent of those killed or seriously injured. 17 motorcyclists died on Welsh roads in 2013 and 229 were seriously injured. Many of those injuries will be life changing. Allowing for year-on-year fluctuations, this figure has changed little in the past 10 years.

Wales is not alone in trying to tackle this issue but the attractiveness of the Welsh countryside to motorcyclists does mean that, in addition to its own motorcyclists, the country also attracts a large number of visiting motorcyclists. The Welsh Government wants to continue to welcome them to Wales, while ensuring they go home safely.

The reasons motorcyclists are involved in collisions vary, but while the riders are not necessarily at fault they are physically more vulnerable than car users. If they are involved in a collision they are more likely to be killed or seriously injured than other road users, and they are particularly vulnerable at junctions. Between 2009 to 2013, 49 per cent of incidents which killed or seriously injured motorcyclists occurred at junctions, with 48 per cent of these being at T-Junctions.

To find out more visit:

http://www.sell2wales.gov.uk/search/show/search_view.aspx?ID=JAN066433

Fund Raising for MAG. Bristol MAG are having a quiz and charging a quid a head to enter.

There are so many ways to 'micro fund raise', as Mutchie calls it. So, would you cook for this motley crew? Our esteemed President did:-



Micro fund raising

Some people think of cooking as if it's some kind of sophisticated challenge. This is nonsense. Casserole cooking in particular is very simple and very forgiving. No critical timing or critical manipulations of ingredients.

I was lucky as I know someone who runs a hotel and gets loads of pheasants free from local shoots. The hotel only wanted the breasts so I got to keep everything else. Method – Take several pheasants. Pluck them - what do you mean you don't know how? I never had a lesson I just got hold of the feathers and pulled them out; this really isn't rocket science. Gut and chop up somehow. Fry the pieces for a few minutes in oil till browned.

Put in a giant pot or several pots with potatoes, carrots, onions, garlic, herbs, tinned tomatoes, tomato puree, some marmite and salt and pepper and some water and stock

cubes or those little sticky packets Pierre White advertises on TV. Throw in the oven with a lid on and leave it at the highest temperature for twenty minutes. Turn down to the lowest temperature almost. Leave for about eight hours.

Actually you can have a look now and again and add some more water if it looks a bit dry; a good glug of red wine wont do any harm. Don't cut the potatoes too small or it will turn into soup. When it's cooked the meat should fall off the bones. Wimps may want to try and take all the meat off the bones before cooking. Serve with some green veg and enough red wine so that if you manage to screw the meal up somehow you'll still enjoy the evening, you can also point out that the rooms are free which enhances value.

The editor invited local MAG members and put them up for the evening. This is key to the plan as it means no-one has to go home after dinner and timing is less critical.

Those present: Tim and Sarah from Taunton MAG, Bob and son Nick, Tim from Southern MAG. The editor and Jack the dog. Preparation – not much. Investment – about a fiver at most for veg and Sarah spent about the same on orchard fruit crumble and chocolate mousse.

Tickets: £20 a head which you'd be hard pressed to better if you went out for a night in a restaurant. I was going to let myself off the ticket price for providing the venue and cooking the casserole but my guests let me off lightly over breakfast in the Lazy Gecko Cafe next day and left loads of beer so I felt guilty. Profit – £120 raised for MAG. Ow's that!

If just 100 people (ie 1.25 people from every MAG group) do this every other month and make £100 profit that will raise £60K a year for MAG. And it its a great bonding exercise. Families who eat together stick together and MAG is like a big family. Try it. Mutch.

Riders could benefit from this technology.

Jaguar Land Rover's 'Bike Sense' Research Will Tap Drivers On The Shoulder To Prevent Cycling Accidents.

Jaguar Land Rover is developing a range of new technologies that would use colours, sounds and touch inside the car to alert drivers to potential hazards and prevent accidents involving bicycles and **motorbikes**.

Sensors on the car will detect when another road user is approaching and identify it as bicycle or motorbike. Bike Sense will then make the driver aware of the potential hazard before the driver sees it.

But rather than using a generic warning icon or sound, which takes time for the driver's brain to process, Bike Sense uses lights and sounds that the driver will instinctively associate with the potential danger.

To help the driver understand where the bike is in relation to their car, the audio system will make it sound as if a bicycle bell or motorbike horn is coming through the speaker nearest the bike, so the driver immediately understands the direction the cyclist is coming from.

If a bicycle or motorbike is coming up the road behind the car, Bike Sense will detect if it is overtaking or coming past the vehicle on the inside, and the top of the car seat will extend to 'tap' the driver on the left or right shoulder. The idea is that the driver will then instinctively look over that shoulder to identify the potential hazard.

As the cyclist gets closer to the car, a matrix of LED lights on the window sills, dashboard and windscreen pillars will glow amber and then red as the bike approaches. The movement of these red and amber lights across these surfaces will also highlight the direction the bike is taking.

Dr Wolfgang Epple, Director of Research and Technology, Jaguar Land Rover, said: "Human beings have developed an instinctive awareness of danger over thousands of years. Certain colours like red and yellow will trigger an immediate response, while everyone recognises the sound of a bicycle bell.

"Bike Sense takes us beyond the current technologies of hazard indicators and icons in wing mirrors, to optimising the location of light, sound and touch to enhance this intuition. This creates warnings that allow a faster cognitive reaction as they engage the brain's instinctive responses. If you see the dashboard glowing red in your peripheral vision, you will be drawn to it and understand straight away that another road user is approaching that part of your vehicle."

If a group of cyclists, motorbikes or pedestrians were moving around the car on a busy urban street, the system would intelligently prioritise the nearest hazards so the driver would not be overwhelmed or distracted with light or sound.

Bike Sense would also be able to identify hazards that the driver cannot see. If a pedestrian or cyclist is crossing the road, and they are obscured by a stationary vehicle for example, the car's sensors will detect this and draw the driver's attention to the hazard using directional light and sound.

If the driver ignores the warnings and presses the accelerator, Bike Sense will make the accelerator pedal vibrate or feel stiff, so the driver instinctively knows not to move the car forwards until the hazard has been avoided.

Bike Sense will also help prevent vehicle doors being opened into the path of bikes when the vehicle is parked. Bike Sense would warn all passengers of an approaching cyclist, motorbike or car through sound and light inside the vehicle. If any passenger continues to open the door, the door handle will light up, vibrate and buzz to alert them to the danger.

"By engaging the instincts, Bike Sense has the potential to bridge the gap between the safety and hazard detection systems in the car and the driver and their passengers," added Dr Epple. "This could reduce the risk of accidents with all road users by increasing the speed of response and ensuring the correct action is taken to prevent an accident happening."

http://newsroom.jaguarlandrover.com/en-in/jlr-corp/news/2015/01/jlr_bike_sense_200115

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