



MAG's Mission

'The Motorcycle Action Group (MAG) exists to secure your right to ride, free from prejudice, conformity and unreasonable state interference.'

How MAG began

MAG was formed to oppose a law making it a crime to travel on a powered two wheeler without a helmet. The principle of personal choice was key – as the only person directly affected by NOT wearing a crash helmet is the individual. MAG regarded the new law as a violation of our civil liberties. Over the years MAG has embraced a wide range of issues of relevance to all bikers for both ideological and practical reasons and justifying the phrase: 'MAG is the heart and soul of biking.'

MAG's first 'Mission Statement'

MAG's original mission, written by hand in a meeting on 28th June, 1973, was:

'...the preservation of motorcyclists' freedom. MAG is opposed to all oppressive and discriminatory legislation aimed at motorcycling. MAG will achieve its objectives by: well organised demonstrations, publicity campaigns, lobbying Members of Parliament and writing and enlightening the non-motorcycling public.'

This statement was reaffirmed by MAG in December 2013 and is at the core of why we exist. MAG also has a major social aspect, but its core purpose remains the preservation of your right to ride