

News from the Motorcycle Action Group (MAG)

Enjoy your commute – bike it!

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The Motorcycle Action Group (MAG) is calling on all riders to take their bike to the office during Ride to Work Week (19th to 25th June 2017).

MAG is backing Ride to Work Week – the annual celebration of motorcycling across the UK. In a surprise move, major motorcycle insurers are offering free commuter cover during the week. Motorcycle insurers Bikesure, Ageas, Bennetts, Harley-Davidson Insurance Services and Carole Nash are all offering free commuter cover to leisure riders, so that you can ride to work during this national festival of biking.

Ride to Work Week Campaign Manager Stevie Muir says ‘we are delighted these companies are encouraging leisure riders to try commuting on their bikes during Ride to Work Week, by extending their cover. Around two-thirds of motorcyclists only opt for social and domestic cover and so are missing out on the huge benefits of commuting on their bikes. These include saving time, saving money and enjoying easier parking. Regular commuters are also likely to become more skilled road users and the best reason of all is that it’s just more fun!’

The campaign slogan #commutehappy is backed up by facts. Motorcyclists are among the happiest commuters according to a survey by the Office of National Statistics. It revealed that riding a motorcycle, moped or scooter had no negative impact on wellbeing on commutes of up to 30 minutes - in contrast to those who walked, cycled, took the bus or drove, all of whom experienced a dip in wellbeing after just 15 minutes.

Campaign hi-viz vests are available for free (subject to availability) for those organising their own workplace events and can be ordered by contacting the team press@ridetoworkweek.co.uk

MAG’s preferred insurer: <https://www.bikesure.co.uk/>

Facebook: <https://www.facebook.com/RideToWorkWeekUK/>

Share pictures at: #commutehappy

Twitter: @RideToWorkWeek

Website: www.ridetoworkweek.co.uk

Research on commuting:

<http://www.mcia.co.uk/About/News/Article/Who-are-the-happiest-commuters.aspx>

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