

## **News from the Motorcycle Action Group (MAG)**

MAG ASKS PARTIES: WHAT DO YOU OFFER 5 MILLION BIKERS?

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The Motorcycle Action Group (MAG), the UK's leading voice for riders, is approaching the political parties to ask them: what will you do for the millions of bikers who are voters too?

With the announcement of a General Election on 8th June 2017, MAG is insisting on answers to the question: what will your party do for bikers? The question matters because there are scores of seats in which the motorcycling vote exceeds the majority of the sitting MP.

MAG's Political Unit is already preparing to engage with the parties at the highest level on the basis that the 'biking vote' could swing the result of the entire election. 'We'll be launching our manifesto for biking and inviting the parties to provide an official response,' says MAG Chair, Selina Lavender. 'Given the short time available we'll be handling quite a lot of this centrally. However, candidates can fully expect local bikers to be quizzing them on their biking policies too. Nobody expects politicians to all be experts on motorcycling but what we're looking for is a positive mind-set and a willingness to see bikes as part of the transport solution, rather than part of the problem.'

MAG is also offering support to bikers who wish to organise their own local debates for candidates. 'We have a 'how to' guide which is available from HQ,' explains Lembit Öpik, MAG's Director of Communications & Public Affairs. 'Just call 01926 844 064. It's very straightforward – all it needs is a little preparation time and calling around.' Alternatively, you can attend one of the many debates which will occur all over the country where candidates will have to answer questions from the public.

Key themes for MAG include: giving bikes a better deal on Vehicle Excise Duty on account of bikes' congestion-busting and environment-friendly qualities; bike parking; motorcycle theft and assaults on bikers; bikes in bus lanes; and exemption from user-charging. 'Elections are the times when politicians have to listen and respond to the public: their careers depend on it,' adds Selina. 'As riders, we're wise to make the most of these opportunities.'

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