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## News from the Motorcycle Action Group (MAG)

### MAG encourages all bikers to ride to work

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The third week of June is national Ride to Work week, which is run by the Motorcycle Industry Association and calls on all riders to try commuting to work on their bikes. MAG's Director of Campaigns & Political Engagement, Colin Brown, is encouraging leisure riders to grasp the opportunity and support the initiative to #CommuteHappy.

The reality in the UK is that many riders reserve their riding for days off work. Motorcycling is a fun, fulfilling hobby, but many riders then miss out on the benefits that their hobby could bring to their daily commute. You are likely to significantly reduce your journey time, save money, and arrive far less stressed than your non-riding colleagues.

Perhaps more importantly, by riding your motorcycle to work you will be helping to reduce congestion for all road users and playing a significant role in reducing air pollution. Studies show that a 10% modal shift from single occupancy cars to powered two wheelers will yield a 40% reduction in congestion for all road users and a 6% reduction in overall emissions. These are benefits that all road users reap from us extending our passion and hobby into a regular transport option.

Director of Campaigns & Political Engagement, Colin Brown, comments "There are many reasons why motorcycles are not the first choice for some of us when it comes to commuting. Ride to Work Week gives us an opportunity to explore those barriers and see how we can help to make motorcycling a natural choice for more people. Whether it be concerns over safety, security, convenience, or anything else, give it some thought and let us know the issues that put you off. We all love riding our bikes, so let's do more of it and save the planet at the same time!"

If you can only make it onto your bike for one day during the week, make it Thursday. Colin points out: "Thursday 21<sup>st</sup> June is also Clean Air Day. A typical 125cc commuter bike emits virtually no emissions, and the reduction in congestion will also help reduce secondary pollution from other vehicles on the road. Riding to work on a scooter or motorcycle will greatly reduce your exposure to particulate matter in comparison with taking the tube in London. If you want to go clean, get on your motorbike and #CommuteHappy"

MAG will be running polls and asking for feedback throughout the week on social media, and asks all riders and potential riders to let us know their thoughts, and to share their experiences and ideas for ways to encourage more road users to switch to powered two wheelers.

Find out more about the MCI campaign at: <http://www.ridetoworkweek.co.uk/>

Let us know your opinions and ideas at: <https://www.facebook.com/motorcycleactiongroup/>

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