

 JAMA Update

## **Official "Motorcycle Months" to Begin from This Summer - Appeal for Greater Understanding with Unified Direction for Related Events -**

JAMA and five motorcycle industry groups from this year are designating the months of July and August as "Motorcycle Months," and are going all out to unify the direction of all motorcycle related events sponsored during this period. The goal is to raise the social prestige of motorcycles in Japan, while achieving widespread public understanding of the great advantages and enjoyment of motorcycle riding.

While large numbers of motorcycle events are traditionally held during this time of summer, with the separate groups organizing the affairs on their own there has been a lack of linkage and coordination between them.

In working to improve this situation, the decision was made to design a unified symbol mark, to be used to introduce all of the events in joint advertising placed in newspapers, train cars, Internet web sites, posters and banners in sales outlets and other locations. The major events to be conducted in affiliation with the "Motorcycle Months" theme are as follows:

- [NMCA Friendship Village \(July 29-30; sponsor: Nippon MotorCycle Association\)](#)

An event held during the preliminaries and final of the two-day schedule of the Suzuka Eight Hour World Endurance Championship Race, a spectacle which attracts a huge crowd of some 70,000 persons to the final each year. Utilizing the Suzuka circuit, four JAMA member companies jointly sponsor activities to allow guests to experience the thrills of motorcycle riding. Besides displays of models from Japan's four motorcycle manufacturers, opportunities are also supplied to test ride the new machines marketed this year. Another feature is the Juvenile Motorcycle Sports School, a program enabling parents and children to learn about and enjoy safe motorcycle riding together.

- [33rd Safety Festival in Suzuka Circuit \(Motorcycle Riding National Tournament\) \(August 5-6; sponsor: Japan Motorcycle Safety Association\)](#)

A competition of motorcycle riding safety skills held on the Suzuka Circuit, site of the Eight Hour World Endurance Championship Race just a week earlier. Taking part are 188 winners of preliminaries events held in each of Japan's 47 prefectures. The tournament covers the four classes of women, high school students, general 400cc and under, and general over 400cc, with the winner of each class receiving a trip to Europe as a present.



Unified Symbol Mark for "Motorcycle Months"

- [Bike Forum 2000/Bike Friendship Prize \(August 19; sponsor: JAMA\)](#)

The "Bike Forum" is a JAMA sponsored talk show designed to enhance the image of motorcycles, this year being held for the 11th time. Actors and other high-profile motorcycle enthusiasts take part in related discussions, with this year's event also featuring satellite broadcast hookup areas, actual model displays and live performances by guests.



Last Year's Bike Forum

The "Bike Friendship Prize" newly established last year is divided into the "Grand Prize" and "Special Prize" categories. Both to be determined by voting open to the general public, the Grand Prize will be presented to the celebrity or other personality best personifying the motorcycle image, and the Special Prize to an individual, association or group judged to have made the greatest contribution to expanding the use, enlightenment and image enhancement of motorcycles.

During July and August a large number of Motorcycle Federation of Japan-certified road races, motocross competitions and trials will be held, with the shared symbol mark also being incorporated in the publicity for these events as one phase of the "Motorcycle Months."

JAMA and the various motorcycle industry groups have high hopes that the teamwork and cooperation used to instill a sense of unity between these different motorcycle events will increase the amount of press attention and coverage, and thereby help to generate greater public acceptance and support of motorcycles and related riding activities.

 News in Asia

## **IMMA Convenes Spring Congress in Bangkok - Confirms Need for Strengthened Partnership with FAMI -**

The International Motorcycle Manufacturers Association (IMMA) on May 11 convened its Spring Congress in Bangkok, Thailand. This IMMA Spring Congress is hosted alternatively by its three members - the Association des Constructeurs Europeens de Motocycles (ACEM) of Europe, the United States Motorcycle Manufacturers Association (USMMA) of the U.S., and JAMA of Japan. JAMA was in charge of this year's event, with the JAMA Motorcycle Committee acting as the host body in studying the site for the event. Its proposal was that this year 2000 gathering be held in Southeast Asia, the current activity hub of the global motorcycle industry, an idea which was greeted with unanimous approval.



Key Participants at IMMA Congress in Bangkok

In attendance for the Congress were about 20 delegates from the United States, Europe, Japan, Australia and South Africa, headed up by outgoing President Timothy Hoelter of IMMA. Participating as observers, meanwhile, were Chairman Dato' Aidid of the Federation of Asian Motorcycle Industries (FAMI), who is also Chairman of the Motorcycle and Scooter Assemblers and Distributors Association of Malaysia (MASAAM), and FAMI Vice President Adisak Rohitasun, who is also Vice President of the Thai Automotive Industry Association (TAIA).



Delegates from Five Associations in Discussion

During the day's proceedings, JAMA Motorcycle Committee Vice Chairman and FAMI Vice President Toshio Saito was appointed the new IMMA President, and will be at the helm of the Association for the next two years. JAMA sponsored a dinner after the Congress, at which Motorcycle Committee Chairman Takehiko Hasegawa (President of Yamaha Motor Co., Ltd.) served as the host, and delivered a speech reconfirming JAMA's total support for IMMA's international activity platform. A special guest at the dinner was TAIA President Ninnart Chaithirapinyo, who used the occasion to express his gratitude for the decision to hold the Congress in Bangkok.

Held concurrently with the Congress were meetings of the IMMA Steering Committee, Technical Committee and Non-Tech Task Force (NTTF), with each of these bodies presenting reports on their respective activities. Of particular interest were explanations from the Technical Committee on the activities of its accident research analysis program, and the move toward the global standard in the emissions gas testing cycle. With regard to NTTF activities, while a shared direction between Japan, the U.S. and Europe has yet to be found, the effort does contain many issues related to the motorcycle industry of Asia. They include, for example, the move toward an international standard system for driver licensing, close teamwork with WP-1 (UN/ECE/WP-1) and other areas. For FAMI, therefore, the need was confirmed to further deepen its partnership with IMMA over the years to come.

Views

## Japan's Motorcycle Daytime Lighting Campaign - Background and Expanding Movement -

JAMA is advancing its "Year 2000 Spring Traffic Safety Campaign" from this April 6 through the end of July. As in past years, the theme addressed by the motorcycle phase of this campaign continues to be "Promoting Social Understanding of Daytime Lighting."



Spring Traffic Safety Campaign poster

Over 97% of drivers respond that motorcycle  
With daytime lighting are "high ly visible."  
For safety's sake, motorcycles now light up  
on the road to be more clearly seen.

The push to promote social understanding of daytime lighting is directed at automobile drivers and all other non-motorcycle road users. Specifically, the idea is to foster comprehension of the fact that motorcycle riders have their headlights on during the daylight hours not because they have forgotten to switch them off, but rather as an attempt to prevent accidents by improving the conspicuousness of their machines on the road.

Daytime lighting was first targeted in Japan as part of the traffic safety movement back in 1979. At that time the campaign was limited to a single region, although the scope of this effort steadily expanded until the push for daytime lighting promotion came to cover about half of the nation by the latter half of the 1980s.

In 1986 JAMA launched pointed appeals to the Japanese government, leading to the establishment of the "Council to Promote Measures to Prevent Motorcycle Accidents" inside

the Management and Coordination Agency that year. As one phase of its programs, the Council consigned the "Survey Concerning Daytime Lighting on Motorcycle Headlights" to the International Association of Traffic and Safety Sciences, with JAMA acting as a major participant in this three-year survey. The study effectively answered questions about the possible negative effects associated with the practice of daytime lighting.

#### [Proof of No Negative Effects Sparks Nationwide Campaign](#)

Conceived as such potential minus factors was that daytime lighting might create a hazard for drivers of automobiles, that such drivers might find the glare of the headlights distracting, and other issues related to operators of four-wheel vehicles.

Another concern was that the practice might cause dead batteries in the motorcycles themselves. However, the survey results showed that daytime lighting by motorcycles does not generate any negative effects for automobile drivers, and that there would be no technical problems with the motorcycle as long as the capacities of batteries and their generators were raised.

With confirmation that daytime lighting causes no negative consequences, from 1989 JAMA embarked on a nationwide-scale level campaign to promote the adoption of the practice. In the autumn of 1990 the first motorcycle models equipped to automatically activate lights when turning on the ignition key were released on the market. This was followed by a sharp increase in the number of models with this automatic lighting feature, while in 1997 the shift was made to automatic lighting in all new production models \*1.

From 1989 JAMA began surveys on the percentage of daytime lighting in designated regions around Japan. Over the years the results indicated an increase in the level of this lighting from 21.6% in 1989 to 62.0% in 1996. While this regular survey was discontinued with the shift to automatic lighting in all new models, it is believed that the current level of lighting has climbed to even greater heights.

In 1992 prefectural police authorities conducted a survey on the effects of daytime lighting in preventing traffic accidents. According to the results, accident rates decrease on routes where the lighting rate is 30% or above, while, conversely, lighting rates were found to be low on routes where accident rates ran high. With the causes of traffic accidents often being quite complicated, it is difficult to draw strict conclusions about the direct relationship between such mishaps and the lighting rates. However, the statistics firmly indicate a trend for fewer accidents when the rate of daytime lighting goes up.

\*1 The Japanese government made automatic lighting on motorcycles mandatory from April 1998.

**Topics**

**JAMA Announces New Motorcycle Theft Countermeasures**

The number of motorcycle thefts in Japan during 1999 was tracked at 242,977 incidents. This is considered a high figure, despite being a decrease of 3,387 thefts from the previous year, with the arrest rate for these crimes considerably low at only 16.6 percent.

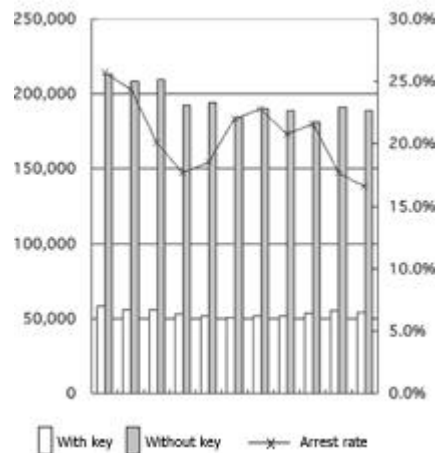
JAMA has traditionally worked to prevent vehicle theft by promoting use of the "Good Rider Crime Prevention Registration System," but recently announced new technical measures designed to make it more difficult to steal motorcycles. With 77.2 percent of motorcycle thefts (189,936 incidents) occurring with no key in the ignition, the JAMA plan uses the following steps to bolster main switch portion breakage prevention measures.

- "Free" ignition key cylinders which can be unlocked only with the genuine key, and spin around without ignition systems opening upon attempts to use screwdrivers or other tools to force them open.
- Shutter to cover the keyhole.
- Reinforcement around the key cylinder.

This system has already been adopted on a certain number of new models, with these theft countermeasures to be further promoted from here on.

**Evolution of the Number of Motorcycle Theft**

1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
263,823	265,453	245,628	245,865	234,162	241,509	240,400	234,649	246,364	242,977



Source: National Police Agency

## **Expressway Motorcycle Speed Limit Discrimination to End**

The National Police Agency recently decided to raise the speed limit for motorcycles\*2 on expressway routes from the current 80 km/h to 100 km/h (the same as passenger cars). The change is set to go into force from this autumn.

JAMA has continued to emphasize that the inability of motorcycles to travel at speeds equal to other vehicles on expressways creates dangers, and has mobilized a wide range of supporting data to lobby for revisions in the rules (see Vol. V No. 4 of this publication). As such, JAMA welcomes this recent decision by the authorities.

## **JAMA Announces Year 2000 Motorcycle Demand Projections**

JAMA recently announced its forecast that Japanese domestic demand for motorcycles in 2000 will be in the vicinity of 807,000 units, a 7.2 percent decline from the previous year. Motorcycle demand in 1999 finished at the 870,000-unit level, a drop of 20.6 percent compared to 1998.

That decline was attributed to the slowing in the recovery of personal consumption to an extent which exceeded projections, stagnant corporate demand, the worsened job situation for young people and other factors linked to Japan's prolonged economic recession.

The JAMA outlook for 2000 is that the first half will continue to be characterized by weak personal consumption and corporate demand, due to uncertainty over the economy. For the second half, meanwhile, while it is believed that concern about the state of business will taper off, this is not predicted to be sufficient to halt the decline trend.

\*2 Motorcycles with displacement of over 250 cc. Models in 250 cc and under classes are not allowed to use expressway routes.