Results for 2000 and Recent Years

The following statistics for Japanese domestic motorcycle production, sales and exports were published by JAMA in late January.

Domestic Production Up for First Time in Three Years

<table>
<thead>
<tr>
<th>Year</th>
<th>-50cc</th>
<th>51-125cc</th>
<th>126-250cc</th>
<th>251cc-</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>'98</td>
<td>839,123</td>
<td>783,646</td>
<td>271,378</td>
<td>742,149</td>
<td>2,636,296</td>
<td>98.5</td>
</tr>
<tr>
<td>'99</td>
<td>679,670</td>
<td>532,909</td>
<td>237,706</td>
<td>801,406</td>
<td>2,251,711</td>
<td>85.4</td>
</tr>
<tr>
<td>'00</td>
<td>636,546</td>
<td>630,221</td>
<td>297,433</td>
<td>851,191</td>
<td>2,415,391</td>
<td>107.3</td>
</tr>
</tbody>
</table>

% : Compared to the previous year

Domestic Sales* Down for Four Consecutive Years

<table>
<thead>
<tr>
<th>Year</th>
<th>-50cc</th>
<th>51-125cc</th>
<th>126-250cc</th>
<th>251cc-</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>'98</td>
<td>744,900</td>
<td>177,092</td>
<td>65,659</td>
<td>75,329</td>
<td>1,062,980</td>
<td>89.5</td>
</tr>
<tr>
<td>'99</td>
<td>621,276</td>
<td>105,550</td>
<td>51,461</td>
<td>58,672</td>
<td>836,959</td>
<td>78.7</td>
</tr>
<tr>
<td>'00</td>
<td>558,459</td>
<td>101,690</td>
<td>72,953</td>
<td>46,631</td>
<td>779,733</td>
<td>93.2</td>
</tr>
</tbody>
</table>

* Refers to factory shipment units.

Exports Score Double-Digit Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>-50cc</th>
<th>51-125cc</th>
<th>126-250cc</th>
<th>251cc-</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>'98</td>
<td>114,853</td>
<td>616,213</td>
<td>206,751</td>
<td>665,936</td>
<td>1,603,753</td>
<td>109.9</td>
</tr>
<tr>
<td>'99</td>
<td>89,547</td>
<td>422,876</td>
<td>177,399</td>
<td>723,316</td>
<td>1,413,138</td>
<td>88.1</td>
</tr>
<tr>
<td>'00</td>
<td>82,038</td>
<td>549,040</td>
<td>204,591</td>
<td>804,368</td>
<td>1,640,037</td>
<td>116.1</td>
</tr>
</tbody>
</table>

Refer to insert with detailed data
FAMI Members Gather in Taipei for Second General Assembly

The Federation of Asian Motorcycle Industries (FAMI) on March 14 held its fifth Management Committee Meeting and second Annual General Assembly in Taipei, Taiwan. Prior to these gatherings, the fourth Technical Committee Meeting was convened on March 13, with that occasion used to share the latest information on emissions, safety, noise and other aspects, along with brisk discussions on how to approach key areas of collective concern from here on.

The Annual General Assembly was chaired by FAMI President Dato’ Syed Mohamad Aidid, and commenced with reports on the past fiscal year’s financial settlement. This was followed by mention of the plans and budgets of the subcommittee activities for the current fiscal year, which were approved unanimously by all representatives on hand.

An election was then held for FAMI office bearers, with President Dato’ Aidid reelected to that post, Mr. Lester Cheo (Singapore Motor Cycle Trade Association) selected as new FAMI Treasurer to replace Mr. Robert Teo (also of SMCTA), who in turn was elected Vice President of FAMI in place of Mr. Phoon Ah Sow (President of SMTCA).

The final phase of the General Assembly consisted of congratulatory messages from Mr. T. Hoelter and Mr. A Meganck of the International Motorcycle Manufacturers Association (IMMA), in attendance as observers, who also took time to stress the importance of fostering mutual understanding in the midst of the globalization which now characterizes the motorcycle industry.
Winners of Photo Contest to Be Invited to Tokyo Motor Show

One of this fiscal year's activities approved by the General Assembly deserving especially keen attention is the "Asian Motorcycle Photography Contest" promoted by the Planning Committee. This event will recruit a wide range of photographs under the theme of "Motorcycle and My Life" and is being sponsored by the seven FAMI member associations with the goal of "motorcycle image enhancement."

The ultimate objective is to mount effective PR for correct and safe motorcycle riding practices. Winners and all other participants will receive attractive presents, with the author of the photo voted the top award to be invited on a trip to Japan around the time of the Tokyo Motor Show in late December.

Member associations in the member countries are working in close teamwork with the FAMI Secretariat to unify the methods of PR, timing, contest administration rules and other details, with this shaping up as the first event of its kind to be organized for motorcycles at the Asia level. Preparations are already well underway on posters and leaflets, with the contest recruiting ads expected to be in the general public eye from April.

On March 15, following the conclusion of all meetings, participants were able to tour the motorcycle and automobile plants and the safe driving education facilities of Sanyang Industries, located in a Taipei suburb. This program was set up through the courtesy and cooperation of the Taiwan Transportation Vehicle Manufacturers Association (TTVMA). Before bidding farewell, all participants pledged to hold the next FAMI General Assembly in the Philippines.
JAMA Picks Up Drive to Achieve Motorcycle Tandem Riding on Expressways
- Report Compiled on Fact-Finding Survey in Europe -

The Japan Automobile Manufacturers Association (JAMA) recently conducted a survey of motorcycle tandem riding on expressways in Europe (specifically, in Germany and Italy), and has now compiled a report on those findings.

In Japan, tandem riding of motorcycles has been banned on expressways since 1965. As a result, such tandem riding is only allowed on public ways, making it extremely difficult to take long-distance trips in that riding mode. Proponents of tandem riding have been complaining about this situation, appealing for the ability to utilize Japan's safe and comfortable expressways for motorcycle tandem riding as well.

The motorcycle industry has also continued to lobby the administrative authorities to remove these restrictions. In fiscal 2000 the issue was added to the discussion agenda of the government Regulatory Reform Committee, with the National Police Agency studying the potential for dropping the current bans.

Actual Experience of Tandem Riding on European Expressways

For the fact-finding survey in Europe, visits were made to the police in Germany and Italy, IVM (Industrie-Verband Motorrad Deutschland = the Motorcycle Industry Association of Germany), BAST (Bundesanstalt fuer Strassenwesen = the German Federal Highway Study Research Institute), AISCAT (Associazione Italiana Societa Concessionarie Autostrade e Trafori = the Italian Association of Expressway and Tunnel Contractors) and other sources to gather information. Time was also allocated for actually experiencing motorcycle tandem riding on expressways in both countries, for conducting a study on the pros and cons of the practice.
The survey turned up the following facts:

(1) **Accidents involving tandem motorcycle riders on expressways are extremely rare.**
During 1999 in Germany, six people died during tandem motorcycle riding on expressways - a number equivalent to 0.08% of all traffic accident fatalities. In Italy, such accident deaths accounted for 0.1% of the total.

(2) **For motorcycles, traveling on expressways is much safer than on public ways.**
In Germany, the fatality rate figured by motorcycle traffic volume on public ways is 9.4 persons/100 million unit-km. This falls to 2.9 persons/100 million unit-km on expressways, where the risk is thus one-third that of public ways.

(3) **The accident rate involving motorcycle tandem riders is below that of single riders.**
In Italy, it is estimated that over half of all motorcycles operated on expressways (the authorities say 70%) are tandem riders. The breakdown of accidents, however, is 79.0% for single riders and 21.0% for tandem riders, indicating a clear trend for the tandem riding accident rate to be below that of single riding.

(4) **No cases could be found in which tandem riding actually caused motorcycle accidents on expressways.**
As a result of interviews conducted with the police in Italy and Germany, it was found that no records exist in either country of any motorcycle accidents on expressways in which tandem riding was the cause.

<table>
<thead>
<tr>
<th>Motorcycle Expressway Accident Share of All Traffic Accidents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Germany</td>
</tr>
<tr>
<td>Italy (Lombardy Province)</td>
</tr>
</tbody>
</table>

**Sources**
- Germany: BAST (German Federal Highway Research Study Institute)
- Italy: Italian police study
Motorcycle Traffic Deaths on Expressway in Lombardy Province, Italy

Sources: Italy: Courtesy of Italian Police, Lombardy Province Traffic Department

The report reached the following conclusion: "Tandem riding on expressways is safer than on public ways. Accordingly, based on expectations that tandem motorcycle riding on expressways will contribute to higher levels of safety, it is proposed that the regulations banning this mode of travel be removed at the earliest possible time."

*1: Survey Report on "Motorcycle Tandem Riding on the Expressways of Europe" (72 pages, A4 size), only Japanese version available.

Motorcycle Use Trends in Japan

- JAMA User Survey Conducted for 30 Years -

The Japan Automobile Manufacturers Association (JAMA) recently finalized and published its "Motorcycle Market Trend Survey for FY 1999."

This survey has been conducted once every two years since FY 1971, targeting purchasers of new motorcycles with questions about their reasons for buying, everyday use patterns and other areas. The goal is to clarify user trends, traits and other conditions in the actual motorcycle market.

With this survey now having been implemented for nearly 30 years, we are taking this opportunity to briefly summarize how motorcycle use in Japan has changed during this time.
Use Status

Motorcycle ownership in Japan increased sharply from 8.85 million units in 1970 to 18 million units in the latter half of the 1980s, followed by a gradual decline to 14 million units by 2000 (see Graph 1). The solid market expansion during the first 15 years or so that the survey was implemented can be traced to the rush of new category 50cc “family type” motorcycles introduced on the market from 1975 to 1977.

Up to that point, the motorcycle mainstream in Japan had consisted of rather plain black and gray colored “practical-use” models. In contrast, the family types were bright and colorful, as well as being designed to be easy to board and alight from. As a result, they won the hearts and business of many women as well.

Increase in Female Riders Leads to Shift in Use

Based on the evolution of the family type models, 50cc scooters also appeared on the marketplace, with even more women taking to the roads. The percentage of women among new motorcycle purchasers jumped from the four percent recorded in the 1971 survey to 29 percent in 1979 (See Graph 2). From that point on, furthermore, women began to increasingly opt for sports type motorcycles with higher displacement.

The number of female riders has increased sharply over the past 30 years.
Hand in hand with this increase in lady users, motorcycles came to be increasingly utilized for shopping, running errands and other everyday chores, with a relative drop in the ratio of use for work. The share of personal use (which included commuting to work and school as well) expanded from around 50 percent in 1971 to over 80 percent in the latest survey (see Graph 3).

This statistic underscores the growing use of motorcycles in Japan as a casual means of personal transportation, as well as for touring and other leisure and recreational pursuits.