

The Motor Cycle Industry Association

MCI Promotion & Advertising Guidelines



The MCI Promotion & Advertising guidelines was established by MCI based on the ACEM General Assembly guidelines in August 2007.

Preamble

- Whereas the Motorcycle Industry wishes to highlight PTWs' role in transport system.
- Whereas the following articles refer to following means of promotion & advertising: advertising through any media.
- Whereas the term "public road" applies to "any road open to traffic of any description and recognisable as such by the use of appropriate signs and indications".
- All motorcycle manufacturers approving the MCI Promotion & Advertising guidelines are members of MCI and agree to act in accordance with the following criteria when promoting & advertising.

Art. 1

- The general aim of the MCI Promotion & Advertising guidelines is to ensure that all promotion & advertisements for PTWs destined for use on public roads show the PTW used in a safe and responsible manner and in compliance with relevant legal requirements.

Art. 2

- All riders and passengers shown in a riding position on a PTW shall always wear a certified helmet and be shown in compliance with the relevant road safety regulations.
- All promotion & advertisements, where deemed appropriate, shall show an insignia or a message denoting a helmet and a text recommending PTW riders to ride responsibly and wear a certified helmet (e.g.: "ride safely, wear a helmet").

Art. 3

- Promotion & advertising showing PTWs on public roads shall not show any aggressive riding style, for example but not limited to perception of racing on public roads, wheelies, excessive braking so that the rear wheel lifts off the ground, or knee on the ground while cornering.

Art. 4

- The measured acceleration performance of PTWs (e.g. 0-1 km in n seconds) shall not be used as the core promoting & advertising message. Such information may be included in technical specification data.

Art. 5

- The maximum speed shall not be used as the core promoting & advertising message. Such information may be included in technical specification data.

Art. 6

- The maximum power shall not be used as the core promoting & advertising message. Such information may be included in technical specification data.

Art. 7

- Manufacturers shall not promote nor advertise any tuning product to improve the performance of any type-approved PTW above legally restricted performance limits.

Art. 8

- The use of motor sport activities for promotional or advertising purposes is permitted under the MCI Promotion & Advertising guidelines provided that the advertisement:
 1. Does not depict direct connection between PTW racing and road traffic,
 2. Does not encourage direct imitation of motorcycle racing behaviour on public roads,
 3. Does not encourage any behaviour which might contravene the traffic rules on public roads,
 4. Never depict road PTWs ridden in an aggressive racing position on public roads or on any other roads that can be identified as such.

Art. 9

- When appropriate the advertisement shall indicate that the pictures have been shot on a circuit/closed road with a professional rider.

Art. 10

- The actual presence of PTW racing riders in the promotion or advertisement must not encourage any aggressive riding behaviour on public roads, particularly in the case of young riders.
- It is strongly recommended that the PTW racing rider shall use his/her fame and popularity to emphasise the safety aspects of riding to the target groups of promotions & advertisements.

Art. 11

- Manufacturers should seek to include in any promotion & advertisement details of any safety enhancing features of this motorcycle (e.g. advanced braking system). Such reference should not infer any lack of safety inherent in motorcycles not similarly equipped.

Art. 12

- With respect to the on-road testing of motorcycles by the media, the manufacturers shall inform the media about and supply them with the MCI Promotion and Advertising guidelines.

Art. 13

- Prior to the implementation date manufacturers shall notify the importers/distributors/dealers the MCI Promotion & Advertising guidelines.
- Motorcycle safety shall be a regular discussion subject at dealer events hosted by importer/distributors in order to improve safety of motorcycling and thus support the future of the market.
- Manufacturers shall include in any dealer training details of any safety enhancing features of their motorcycles (e.g. advanced braking system) with the corresponding promotional material. Such reference should not infer any lack of safety inherent in motorcycles not similarly equipped.

Art. 14

- Manufacturers acknowledge the importance of safe riding and the consequent need for joint development and promotion of training programmes in order to achieve an efficient and consistent result throughout the market.

Art. 15

- These guidelines shall be regularly monitored by MCI and any breaches discussed with relevant parties. Alleged breaches shall be reported to the Executive Committee with a copy to all manufacturers.
- The MCI Promotion & Advertising guidelines shall come into effect on 01/01/07 with a transition period of 12 month for notification to the importers/distributors/dealers and clearing the existing promotion & advertising material.

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