



FEDERATION INTERNATIONALE DE L'AUTOMOBILE
REGION I - EUROPE, THE MIDDLE EAST AND AFRICA

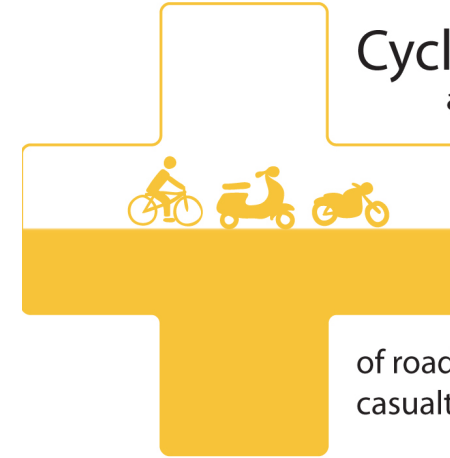


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33% of the traffic
in European cities
is on bikes, motorcycles
& scooters



40% of cyclist
fatalities occur
at intersections



Cyclists, motorcycles
and
scooters
account for over
50%
of road accident
casualties admitted to hospital

Motorcycle and
moped riders
make up **22%**
of all road fatalities

But represent only
2%
of total traffic



Each year

7500

riders
are killed in traffic



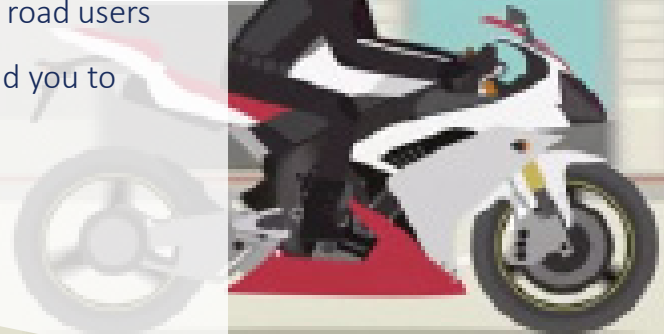
2/3^{rds} of
cyclist fatalities
in **Europe**
are the result of a collision with:



CHECK YOUR MIRRORS

In European cities, 33% of traffic is vulnerable road users on bikes, motorcycles and scooters. Each year, about 7500 riders are killed in traffic. Cyclists, motorcycle and scooter riders account for 50% of road accident injuries admitted to hospital. With these statistics in mind the FIA is urging all motorists to 'Think bikes & check your mirrors'. Specifically, this means that drivers must:

- Adjust the vehicle's mirrors
- Always check your mirrors, especially when turning, pulling out into traffic or changing lanes
- Look over your shoulder to check your blind spot
- Always use your turn signal when turning; it warns other road users
- Use our free stickers on your side mirrors to help remind you to keep an eye out for bikes



ABOUT US

FIA Region I is a consumer body representing 111 Motoring and Touring Clubs and their 38 million members from across Europe, the Middle East and Africa.

The FIA represents the interests of our members as motorists, riders, pedestrians and passengers. FIA Region I is working to ensure safe, affordable, clean and efficient mobility for all.



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RUE DE LA SCIENCE 41, 5TH FLOOR
B-1040 BRUSSELS, BELGIUM
+32 2 280 07 58

www.fiaregion1.com

This campaign is co-sponsored by:



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