

PRESS RELEASE

June 23rd, 2008



www.fema.ridersrights.org/20years/

12th MEP Ride in the capital of Europe for FEMA 20th anniversary

FEMA, the Federation of European Motorcyclists' Associations, will be celebrating its 20th anniversary next Wednesday. For this occasion, FEMA is organising a special edition of its annual Ride with Members of the European Parliament to discover Brussels by bike.

FEMA - along with its now 24 member associations from 19 European countries - will be celebrating its 20th anniversary organising a special edition of its annual **Ride with Members of the European Parliament** (MEP Ride) next Wednesday 25th June, in Brussels. This special "MEP Ride" will leave from the Cinquantenaire at **18h30 for a 2 hour ride**, and will give the opportunity to participants to "visit" Brussels' main highlights by bike.

The itinerary will go as from Av. de Tervueren to Val Duchesse, drive through Brussels city centre and historic area of The Sablon, before heading towards the splendid Atomium. On its way back, the Ride will bring MEPs to the Basilique de Koekelberg, allowing them to take the large boulevards that will lead them to the Palais Royal before finally crossing their well-known Place du Luxembourg. (detailed itinerary available here: http://www.mep-ride.eu/itinerary_final.pdf)

This event will also give the opportunity for European motorcyclists to express their views on motorcycling forthcoming challenges (safety, environment, mobility, new technologies):

- a **User Forum** will take place for motorcyclists to express their needs regarding the development of ADAS* and IVIS** technologies for motorcycles;
- A **Press Conference** will then be organised afterwards with Members of the European Parliament, patrons of the MEP Ride - <http://www.mep-ride.eu/index.php> , with picture opportunities just before the ride.

A dinner will then be offered to registered participants, where a presentation of FEMA new image and coming objectives will be made by FEMA newly elected President, Hans Petter Strifeldt, from Norway.

13h30 – 17h30: SAFERIDER User Forum (http://www.mep-ride.eu/user_forum_agenda.pdf)

17h30 – 18h: **Press Conference**

18h – 18h15: Press pictures (Members of the European Parliament on bikes)

18h30 – 20h30: *MEP Ride* in Brussels (http://www.mep-ride.eu/ride_map.pdf)

20h30: Welcoming Speech (FEMA president)

21h: Walking Dinner (opportunities for interviews to be organized)

22h: Birthday cake and presentation of FEMA new image

* ADAS - Advanced Driver Assistance Systems

** IVIS - In-Vehicle Information Systems

More information on:

FEMA 20th anniversary website: <http://www.fema.ridersrights.org/20years/index.php>

FEMA's MEP Ride website: <http://www.mep-ride.eu/>