

**Joint Press Conference Koelnmesse/IVM
on the occasion of the opening of INTERMOT Cologne 2018, Cologne 2
October 2018**

INTERMOT DIGITAL: Connectivity - no fear for the future

**Statement Reiner Brendicke,
Chief Executive Director of the German Motorcycle Industry Association e.V.
(IVM)**

Dear Sir/Madam,

The Connected Motorcycle World is presenting the opportunities of the connected motorcycle in a not too far away world.

In a highly-automated mobility landscape, autonomously self-driving cars will determine the overall picture. Their drivers will possibly watch a film on the display - or read motorcycle magazines. We motorcyclists will initially remain active and passionate drivers for our part.

The roadmaps of the European technology platform, the European Road Transport Research Advisory Council, ERTRAC and the European technology platform on smart systems integration, EpoSS, are forecasting the introduction of automated driving on the motorway up until 2020 and fully-automated driving by 2030.

After a realistic evaluation of these scenarios the question no longer remains as to whether we motorcyclists want the "bike connected". We will continue to drive motorcycles passionately and with all our senses in the future and thanks to the connected bike we will do so even more safely.

The "Connected Motorcycle World", where you begin your exciting tour of the new presentations here, will in the form of 5 theme islands add the component "connected driving" to the "Motorcycle Experience".



Expressed in simple terms, the theme island *Connectivity Vehicle2Vehicle* is about the communication between motorcycles or between motorcycles and other road users. As we all know, this is particularly relevant for the safety of us motorcyclists, since a host of accidents occur because the motorcycle is overlooked by the car driver.

The theme island *Connected Horizon & Head Up Display* navigates us into a comprehensive driver assistance system, which places a bundling of the data from the navigation system, traffic events, speed limitations, curve progressions, danger points and ends of traffic jams at the disposal of us motorcyclists.

The theme island *Group Riding Communication* focuses on safety-relevant driving comfort, whereas the theme island *App & Smartphone Integration* documents the current state of affairs for intelligent smartphone applications.

And finally the theme island *E Call*: An intelligent safety system that recognises the motorcycle accident and automatically calls the emergency services, the so-called "Emergency Call".

Ladies and Gentlemen, the IVM has been observing for some time already the development that occupies itself with the complexity of the highly or even fully-automated driving of cars and from the very beginning also the research of the Connected Motorcycle Consortium.

There will be no driverless situations for conventionally or electrically-powered motorcycles. However, we bikers will be moving between highly-automated cars and trucks. Our bikes will be able to communicate with other vehicles in an optimal way - and not only that, they will regularly communicate with each other because they will be "connected" to ensure our safety.

Nevertheless: Don't fear the future! Because our motorcycles won't talk about us, they won't become independent, but instead they will connect us with the surrounding traffic infrastructure. They will do so for our own safety, as the stand of the Connected Motorcycle World will impressively demonstrate up until Sunday inclusively. Here you will exclusively be able to see the technological state of affairs for safety-related motorcycle research in the environment of autonomous mobility.

In an ever increasingly complex mobility structure, we the motorcyclists can only profit from people doing research into this field. The concept of connectivity for motorcycles, i.e. exchanging information about the speed, location and direction with other road users has to warn against potential dangerous situations, has already been well-known since 2009. In reality this can mean that we motorcyclists will be able to recognise the unpleasant surprises from the side streets, dirt tracks and forest paths early enough.

That we are warned about road damage and for example the ineradicable bitumen epidemic. Perhaps Big Brother will turn out to be Mr. Nice Guy here, who simply does a good job.

The next step is "Car-to-X". This enables cars and motorcycles to communicate with X - and not just other cars or motorbikes are meant here, but also the complete traffic infrastructure such as traffic lights, pedestrian crosswalks and traffic management systems that result from municipal traffic monitoring. No new transmission paths have to be invented for the fast communication exchange, because the data transmission falls back on local networks (Wi-Fi) and mobile networks. The only prerequisite for the necessary real-time communication is having a mobile telephone with ever faster broadband transmissions that enables this high-quality service. Those who have pursued the "turbo" development of the broadband transmissions of the past years, will have no doubts whatsoever about the fact that it will be available everywhere by 2020 or 2030.

Ladies and Gentlemen, INTERMOT Cologne 2018 presents the Connected Motorcycle World to you in Hall 6, which is not a Star Trek story, but indeed the reality of today, tomorrow and the next day. And in spite of all Big Brother projections that go hand in hand with automatically communicating systems in an almost completely connected world, a totally analogue excuse of car drivers fully being attentive towards us motorcyclists will fall by the wayside:

"I am sorry, I didn't see you."

Thank you for your attention