

# Motorcycle safety:

Campaigning for change to recognise riders



**IAM RoadSmart is the leading road safety charity helping motorists improve their skills since 1956.**

With members and local groups across the UK, our Advanced Driver and Rider courses give our members on-road confidence, introduces them to a thriving community of friendly, like-minded people, and helps them rediscover their love for driving and riding.



**IAM RoadSmart has launched a campaign to make the roads safer for motorcyclists - recognising them as vulnerable road users.**

Despite making up between 1-3% of road users, motorcyclists account for 1-in-5 deaths on the road and make up 13% of all casualties.

IAM RoadSmart is leading a **petition calling on the UK government to scrap VAT on life-saving air vests** which are currently subject to 20% VAT rate, after research found nearly two thirds of motorcyclists believe that the cost of safety wear has prevented them from buying PPE.

**Sign this petition to make change.**



- Nearly **2/3** of motorcyclists believe that the cost of safety wear has prevented them from purchasing items that would enhance their safety while on a motorcycle.
- Riders account for **13%** of casualties and **20%** of deaths despite only making up as little as **1%** of road users in Britain.
- As little as **1-in-25** motorcyclists currently own an air jacket.
- Nearly **two thirds (64%)** stated that the cost has prevented them from purchasing safety wear.
- **70%** thought that the government should make PPE more affordable for motorcyclists.

Research conducted by IAM RoadSmart, June 2023


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