

Making the most of what motorcycles offer!

The Power of Motorcycles in Serving Society

What general impressions do you have of “motorcycles”?

Motorcycles of all sizes, from lightweight to heavy duty, are serving society in a rich range of ways and means. In these materials, we take a closer look into the merits of motorcycles, with the goal of supporting greater understanding of this outstanding and convenient means of mobility.



Personal Commuters Enhancing the Quality of Everyday Life

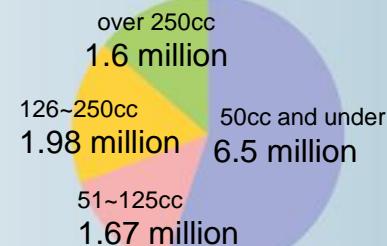
To contribute to more active and energetic societies, residents of regional communities require means of mobility that respond to a wide range of needs. This is particularly true in districts lacking in convenient public transportation, where motorcycles have become an indispensable presence for commuting to work and school, shopping and other aspects of daily life.



Motorcycle ownership in Japan is currently tracked at around 11 million units nationwide. This means that one in about every 11 Japanese operate a motorcycle.

11 Million
units out on the roads

Motorcycle unit ownership by engine capacity



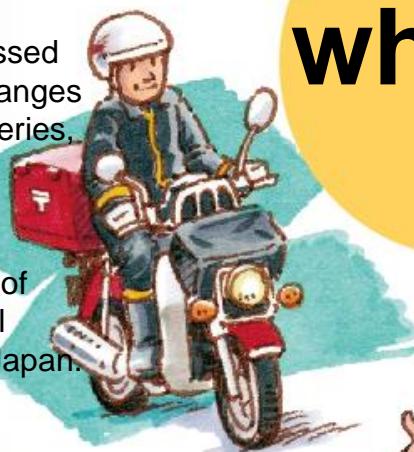
Source: MLIT, MIAC

Motorcycles can be operated by a total of some **82 Million** persons in Japan

In Japan, motorcycles less than or equal to 50cc may be ridden with an ordinary car driver's license. Based on this, the total number of drivers able to operate motorcycles in this size class is about 82 million nationwide. In addition, licenses for motorcycles less than or equal to 400cc licenses may be obtained at the age of 16, making these vehicles an important means of transportation for younger people.

Footwork Supporting Economic Activity

Motorcycles can be efficiently harnessed for a rich array of work needs. This ranges from mail, newspaper and food deliveries, to electric and gas meter reading, office equipment maintenance calls and other applications. In these and other ways, the nimble performance of these machines is a source of critical support for the economic activity of Japan.



Getting more familiar with **what motorcycles can do!**



Extensive **USE** scenes

Primary uses of motorcycles less than or equal to 125cc

Motorcycles less than or equal to 125cc, which account for 70% of all motorcycles in Japan, are primarily utilized for commuting to work and school, shopping and other daily errands and needs. Models with larger displacement are also used for touring and other recreation and hobbies



Mobility Shouldering Administrative Needs

The outstanding mobility of motorcycles is an effectively means of upholding the safety and security of regional communities. The police, for example, maintain fleets of white-colored patrol motorcycles, while fire departments dispatch reddish motorbikes as emergency response vehicles.



Economical
Means of transport

Gasoline cost per-kilometer
-50cc motorcycle: 2.3 yen
51-125cc motorcycle: 2.9 yen

Besides the vehicle purchase cost, taxes, compulsory liability insurance, vehicle inspection, storage and other motorcycle-related fees are also extremely economical. This is particularly true of motorcycles less than or equal to 125cc, with their lightweight bodies making them superbly fuel efficient and otherwise cost-effective.

※ Fuel economy figures defined by WMTC(Worldwide-harmonized Motorcycle Test Cycle) are averages for Japanese motorcycle manufacturers.
※ Gasoline cost computed at 130 yen per liter.

Even at this very moment, motorcycles are excelling in local communities.

Quick & nimble

With motorcycles able to make tight turns and otherwise zip around town, they prove particularly handy in urban and residential areas where roads are prone to be congested. They have thus shown great mobility not only in delivering mails or newspapers with fine-tuned displacement but also in negotiating roads scattered with debris after earthquakes or other disasters. With the Great Hanshin and Awaji Earthquake of 1995, for example, it generally took only two hours for many motorcycles to cover routes to the disaster sites that required 16 hours by car.



Motorcycle Social Contributions in the News of Late!



The ability to mount effective responses to major disasters

In Japan, numerous initiatives are being advanced in the quest to make the nation and individual regions more resistant to the impact of natural disasters. This stance extends to the disaster response offices of individual cities, towns and villages, with increasing cases of motorcycles being procured and on standby for deployment at such times. Effective use of motorcycles by local authorities, after securing the lifelines of the local residents, can make vital contributions to upholding regional safety and security.

Creating safety society with peace of mind



Photo courtesy of Shizuoka City Off-Road Utility Team

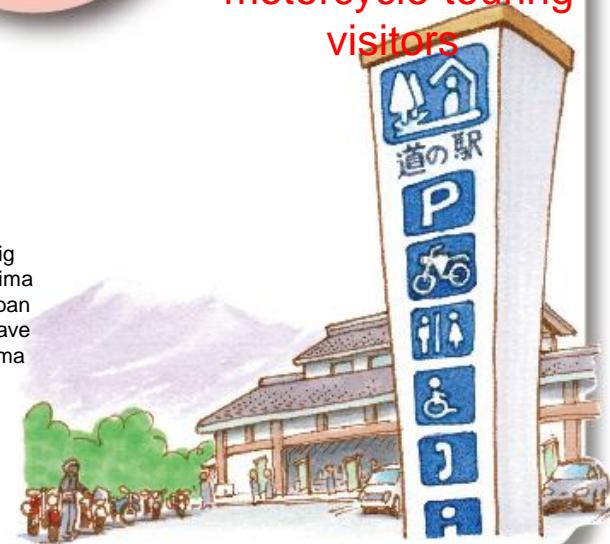


Contribution to Tourism

Growth in tourist promotion measures aimed at attracting motorcycle-touring visitors

Touring excursions organized by motorcycle riders can make big contributions to the economies of local tourist areas. In Fukushima Prefecture, which suffered heavy damage in the Great East Japan Earthquake of 2011, efforts to attract large numbers of riders have proved successful in promoting tourism. In Ogano Town (Saitama Prefecture), a movement is being promoted under the catchphrase of "Motorcycle Town Ogano." At the "roadside station" rest areas around Japan, meanwhile, parking spaces reserved for motorcycles, dining discounts for riders and other concepts are likewise helping to attract motorcycle buffs and promote the local economies.

Photo courtesy of Ogano Town, Saitama Prefecture



Commuting for High School Students

Educational programs for learning social rules and manners from motorcycles

In regions lacking extensive means of public transportation, motorcycles often serve as an important means for high school students in commuting to their classes. At schools that permit the use of motorcycles for such commuting, courses in practical riding skills and other programs are organized in cooperation with the communities to provide students with valuable road safety education. In this way, many high school students are able to learn the importance of the rules, manners and other aspects of being responsible members of society through the safe operation of motorcycles.



Support for Regional Revitalization

More and more municipalities declare commitment to motorcycle harmony



An increasing number of local communities are organizing motorcycle promotions in combination with efforts to fuel their regional development. In Suzuka City (Mie Pre), a gala parade of some 600 motorcycles from all over Japan is held every summer, with the mayor also playing a key role. In Hamamatsu City (Shizuoka Pre), summers feature a regular event christened "Hamamatsu ~ Home of the Motorcycle." In Kumamoto and other prefectures intent on becoming the "No. 1 community where motorcycle riders want to live," a steady stream of municipalities are issuing declarations of harmony and collaboration with motorcycles in hopes of promoting industry and forging other progress.

Photo courtesy of: Suzuka City Chamber of Commerce and Industry