



Press release: January 2012

RIDING A REVOLUTION

Research Reveals Two Wheeled Trend For Tackling Cost & Congestion As Action Revs Up For London's Biggest Bike Event

In the month which saw warnings of petrol prices reaching record highs and commuters hit with an average 6 per cent hike in train travel, new research has revealed a growing number of UK drivers are swapping four wheels for two in a bid to save money on their daily commute.

The findings, revealed as the countdown commences to the Capital's biggest bike show – the 2012 Carole Nash MCN Motorcycle Show at London's ExCeL - have shown that cost, speed and environmental concerns are the key drivers resulting in a major boost in the popularity of motorbikes and scooters over the last 12 months, particularly within the UK's capital city.

There are now more than 160,000 motorbike owners living in Greater London alone, who, if riding in convoy, would stretch around the M25 1.7 times.

In 2011 there was a 23 per cent increase in the number of new registrations for motorbikes and scooters in the UK, with the biggest shift seen in the lower engine bracket vehicles popular with women, commuters and new bikers. Over 67 per cent of the vehicles registered fell under the 125cc band.*

- **CHEAPER:** Motorcycles are exempt from the congestion charge
- **FASTER:** Bikes are now able to use most bus lanes in London, meaning bike journeys on average take 37 per cent less time than car journeys**
- **GREENER:** The average bike in London uses almost half the petrol of the average car making the same journey, and emits half the CO2 **

Almost one in five (18 per cent) of UK's 1.3 million bikers are now using their motorcycles for commuting rather than pleasure and almost one in ten (7 per cent) traded in their car for a bike as a more cost efficient form of transport.***

Running from 2nd – 5th February, The Carole Nash MCN Motorcycle Show, supported by The Telegraph, is the Capital's largest biking event and gives riders the chance to meet their biking heroes as well as seeing action-packed stunts and the latest accessories and bikes from all the major manufacturers ranging from Ducati's Panigale to the Triumph Explorer. Honda celebrates 20 years of the Fireblade at the show with a display of pristine examples from every production year from 1992 to the latest model as well as the legendary RC166 six-cylinder 250cc GP bike from the sixties.

The industry's 'Get On' campaign, which promotes positive aspects of motorcycling and encourages new riders to get in the saddle, will also be offering free two-wheel taster sessions to novice riders.

The event features the jaw-dropping Michelin Revolution Show including the Best of British riders battling it out in two competing teams – Enduro and Trials. Twelve times world trials champion Dougie Lampkin heads up the Trials Team and is joined by TT ace Ian Hutchinson and World Superbike champion Neil Hodgson. They will be going head to head with the Enduro team lead by multiple world champion David Knight.

Marking the countdown to the event, this week both Lampkin and TT legend John McGuinness undertook very different night rides in the capital to give a taster of the show's heart stopping exploits – with [Lampkin](#) performing a series of amazing stunts inside ExCeL under the cover of darkness, while roadracer [McGuinness](#) took in City landmarks including Westminster Bridge, Buckingham Palace and Park Lane on his Honda Fireblade at 3am in the morning. The videos can be viewed at www.youtube.com/motorcyclenewsdotcom.

Marc Potter, Editor of Motorcycle News said: "With the spiralling cost of motoring and congestion issues it's no surprise British motorists are seeking new modes of transport and bikes can offer the perfect solution –they're faster, cheaper and greener. Today's motorcycle and scooter designs are also much more diverse, with models like the like the Yamaha Xenter 125 designed specifically for female riders and novices.

"This year's show has something for everyone – whether die hard petrol heads or those considering two wheels for the first time."

Tickets for the Carole Nash MCN Motorcycle Show, supported by media partner The Daily Telegraph, cost £20 and kids go free. Call 08445814924 or www.mcnmotorcycleshow.com

Dougie Lampkin Video - Extreme antisocial behaviour at ExCeL!

By day he's the mild-mannered 12-times World Trials Champion, but by night Dougie Lampkin roams the streets in pursuit of an ASBO. This should do it – breaking and entering the ExCeL London where in just a few days he'll be racing David Knight, John McGuinness, Neil Hodgson, Ian Hutchinson and Chris Walker in our Revolution extreme obstacles enduro challenge, sponsored by Michelin. But will he get past the SAS-trained guard to do the pre-race research he craves?

John McGuinness Video – *'It's good to be fast, fat and old'*

17 wins may have cemented John McGuinness as the one of the greatest TT superbike riders ever, but in just a few days he'll be well and truly out of his comfort zone. On Feb 2-5 he'll be competing against Chris Walker, Ian Hutchinson, David Knight, Dougie Lampkin and Neil Hodgson on our Revolution extreme obstacles enduro challenge, sponsored by Michelin. The question is, will a lad from Lancashire ever find his way to the Excel arena?

ENDS

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Notes to Editors:

- The **Carole Nash MCN Motorcycle Show 2012** takes place from **2nd-5th Feb 2012** at **ExCeL London**; Royal Victoria Dock, 1 Western Gateway, London E16 1XL. Nearest DLR station: Custom House.
- Show Times: 10am - 5pm on Thursday 2nd and Friday 3rd February, 9am - 6pm on Saturday 4th February and Sunday 5th February 2012.
- Advanced ticket prices from £20. Advanced ticket hotline closes on Monday 30th January at midday.
- *Source: The Motor Cycle Industry Association Press Statistics December 2011
- **Source: *Transport for London*; <http://www.tfl.gov.uk/assets/downloads/pt-emissions-study.pdf>
- ***Source: Bauer Research / Small Bike Survey Sept 2011
- One child under 15 goes free with every one adult ticket purchased. Bookings are subject to a £1.50 transaction fee