

# Sommario Rassegna Stampa

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CAMPAGNA **ANCMA**

## Spot e loghi sulle strade a difesa dei motociclisti

È vero che gli incidenti sono in calo a Milano, ma ciclisti e motociclisti restano gli utenti più deboli sulla strada e sono più facilmente vittime della disattenzione, causa prima degli incidenti. La campagna «Occhio alle due ruote», ideata da **Confindustria-Ancma** e realizzata da Fondazione italiana per le due ruote, vuole sensibilizzare gli automobilisti alla presenza di ciclisti e motociclisti. Il logo verrà portato per le strade dalle auto utilizzate per il car sharing e dai taxi, mentre un video sarà trasmesso dai canali Rai, Sky e Mediaset.



**LA SICUREZZA IN CITTÀ****Un adesivo sul finestrino  
«Occhio alle due ruote»**

● «Occhio alle due ruote» è il messaggio della campagna sulla sicurezza stradale, presentata ieri a Palazzo Marino, ideata da Confindustria Ancma, con il patrocinio del ministero delle Infrastrutture e dei Trasporti, del Comune di Milano e il sostegno di Fondazione italiana per le 2 ruote. A partire dai prossimi giorni, sui finestrini delle circa 2000 auto di car sharing attive in città e degli oltre 450 taxi aderenti a MyTaxi verrà esposto uno speciale adesivo che ricorderà a guidatori e passeggeri di prestare attenzione, nell'aprire la portiera dell'auto, alla presenza di bici, moto e scooter sulla strada.



**MOTORI**

● **SICUREZZA STRADALE** Oggi alle 12, alla sala stampa di Palazzo Marino, presentazione della campagna 2015 a favore della sicurezza stradale «Occhio alle 2 Ruote», di Confindustria **Ancma** con il patrocinio del Comune di Milano e il sostegno di Fondazione italiana per le 2 ruote. Sarà presente l'assessore alla Mobilità Pierfrancesco Maran.



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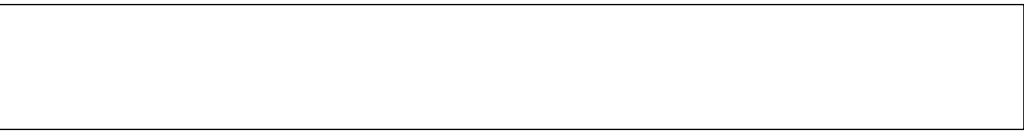
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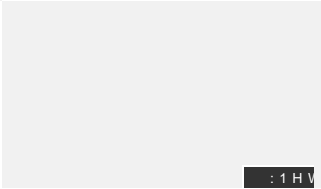
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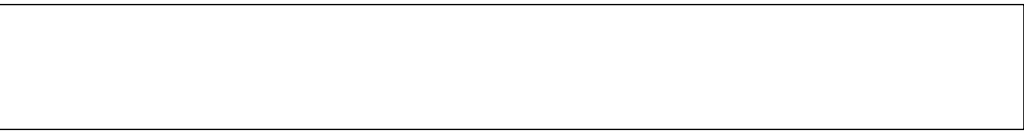
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DQFKH VXOOH PRWR KDQQR XQD DEFORUWH VLSHLOW; PRWR QHO  
WUDIILFR ULVSHWWR D TXHOOL FKH QRQ KDQQR PDL JXLGDWR XQ YHLFROR D

/D FDPDSDJQD ì2FFKLR DOOH UXRWHÍ VDU; PRVWUDWD DO JUDQGH SXEEOI  
(, &0\$ D 0LODQR H VDU; YHLFRODWD DQFKH VXOOH UHWL WHOHYLVLYH QD]L  
5\$, H GL OHGLDVHW

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,16(//\$,7 :(%

6HJXLFL VX

/RJLQ

5HJLVW

3HUPHWL

4XHVWR VLWR XLWOLJJD FRNLH GL SURILOD]LRQH SURS  
SXEEOLFLWDUL PLUDWL 6H YXRL VDSHUQH GL SL• R QHJ  
FOLFFD&KX GHQGR TXHVWR EDQQUH VFRUHQGR TXHVWD SDLQD  
R SURVHJXHQGR OD QDYLJD]LRQH LQ DOWUD PDQLHUP DEEPOVHQWL

KRPHQRYLWD

129.7\$ 0272&./602

)ROORZ #LQVHOOD

1HZ

2WWREU

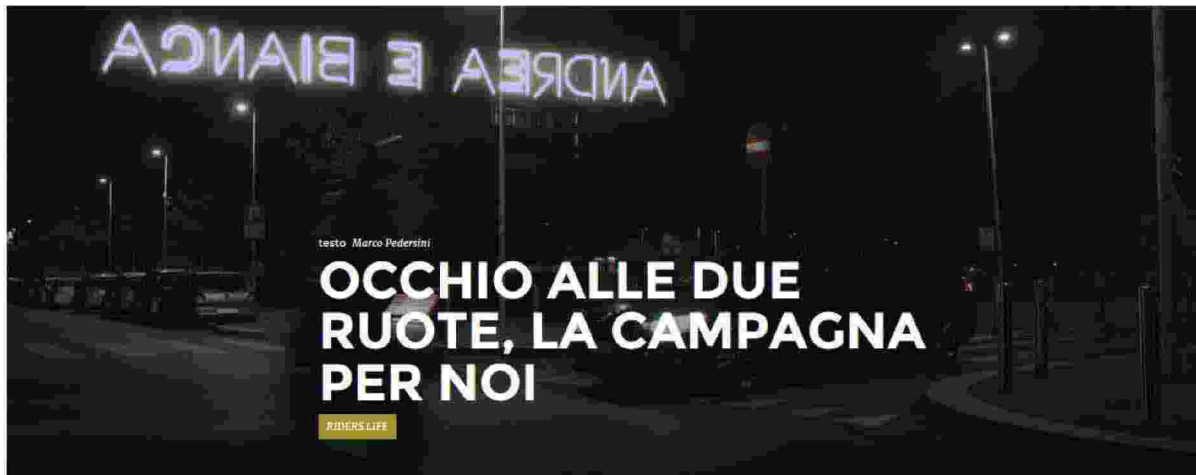
6LFXUHJJD VWUDGDOH OD QXRY  
I2FFKLR DOOH GXH UXRWH LQ FI

, GDWL IRUQLWL GD \$&, .67\$7 FLUFD LO QXPHUR GL LQFI  
FRLQYROJRQR L YHLFROL D GXH UXRWH VRQR SRVLWLYL  
FRQWUD]LRQH GHOOE GHOOH YLWWLPH PHULWR DQ  
VHQVLELOLJJDUH DXWRPRELOLVWL H PRWRFLFOLVWL VX  
QXRYD FDPDJDQD LO FXL PHVDJDLR a GHVWLQDWR SU  
I2FFKLR DOOH GXH UXRWH LQ FLWWVL VL VRWWROLQHD  
GXH UXRWH

8QD QXRYD FDPDJDQD SHU OD VLFXUHJJD

\*2FFKLR DOOH GXH UXRWH LQ FLWWVj' q OD QXRYD DF  
&RQILQG XWU LOI\$QFRD]LRQH FKH ULXQLVFH L SUR  
GD VHPSUH LPSHJQDWD VXO WHPD GHOO VLFXUHJJD \  
SDWURFLQLR GHO 0LQLVWHUR GHOOH ,QIUDVUXWXXU  
VRVWHJQR GL )RQGD]LRQH LWDOLDQD SHU OH UXRWH  
/D FDPDJDQD VL LQVHULVFH QHO SL• DPSLR SURJHWV  
SURPRVVR GDOPDORJR GL \$QFPD D OLYHOOR HXURSI  
RSHUDWRUL GL FDU VKDULQJ DWWLYL QHO FRPXQH GL  
9DL \*XLGD0L 7ZLVW H 6KDUH1Q\*R ROWUH FKH GHOO  
VHQVLELOLJJDUH VXL ULVFKL FKH TXRWLGLDQDPHQWH  
VSRVWDUVL VXO QH VFRUHQGR LO SUHVLGHQWH G  
UXRWH \$OILR 0RURQH LQ ULIHULPHQWR DO YLGHV SU  
\$QFPDQVVFH SURSULR GDOPHVLJHQJD GL VRWWROLQH  
SL• TXDQGR VL q DOOD JXLGD GL XQ YHLFROR TXDOXC  
LQFLGHQWL PDJDUL EDQDOL FKH SHUz SHU JOL XWHC  
ULYHODUVL PROWR JUDYL'  
, GDWL IRUQLWL GDO 0\$, '6 0RWRUF\FOHV \$FFLGHQWV  
DSSURIRQGLWD DQDOLVL VXOO1LQFLGHQWDOLWj GHOO  
FDVL LQ FXL OD FDXVD SULPDULD GHOO1LQFLGHQWH q

Codice abbonamento: 127539



testo *Marco Pedersini*

## OCCHIO ALLE DUE RUOTE, LA CAMPAGNA PER NOI

RIDERS LIFE

OTTOBRE 6, 2015

UNO SPOT E DEGLI ADESIVI SU TAXI E AUTO IN CAR SHARING PER UN MESSAGGIO DECISIVO: STAI ATTENTO A BICI, MOTO E SCOOTER QUANDO APRI LA PORTIERA.

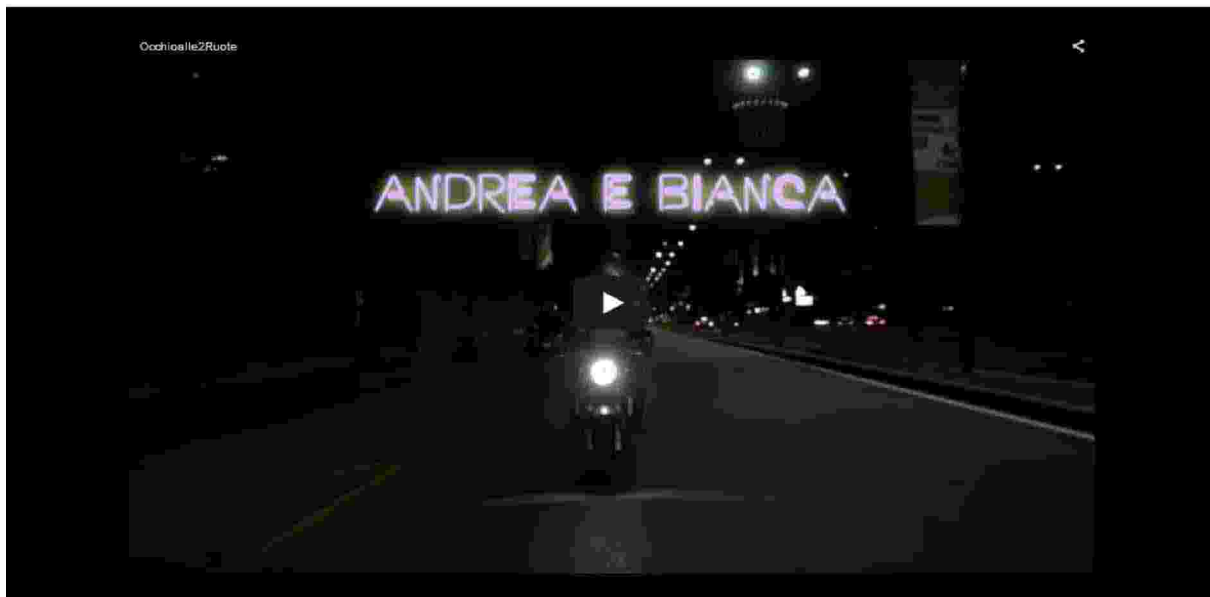
182 SHARES



**S**e vedete un motociclista per terra, sette volte su dieci non è colpa sua. È il risultato dello studio **MAIDS** (Motorcycles Accidents In-Depth Study): quasi sempre l'incidente è causato dall'errore umano del conducente di un altro veicolo, che non ha visto il motociclista.

Per questo noi che sulla moto ci viviamo siamo contenti della nuova campagna *Occhio alle 2 ruote*, presentata oggi a Milano da Confindustria **Anima** (che riunisce i produttori di cicli, motocicli e accessori), con il patrocinio del Ministero delle Infrastrutture e dei Trasporti, del Comune di Milano e con il sostegno di Fondazione italiana per le 2 ruote.

Di cosa si tratta? Innanzitutto di un video, questo:



Ma non è solo uno spot, è un investimento sulla cultura di chi guida: dai prossimi giorni, sui finestrini di taxi (MyTaxi) e delle auto in car sharing attivi a Milano (Car2Go, Enjoy, E-Vai, GuidaMi, Twist e Share'nGo) vedrete un adesivo che ricorda a tutti il cuore della campagna: fai attenzione a biciclette, moto e scooter sulla strada, soprattutto quando apri la portiera dell'auto. Stai per aprire la portiera, vedi il messaggio e, speriamo, almeno un attimo in più ci pensi. E chissà che alla lunga non ti venga automatico - come dovrebbe essere.

5, '(560\$\* &20

















































