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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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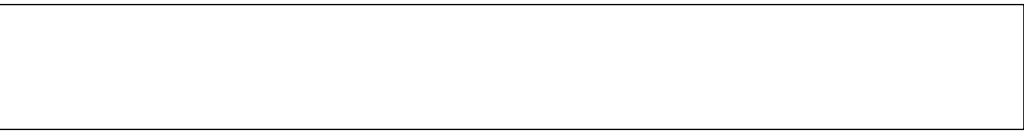
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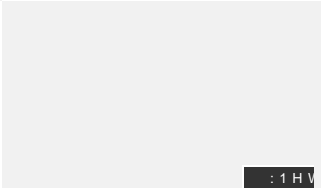
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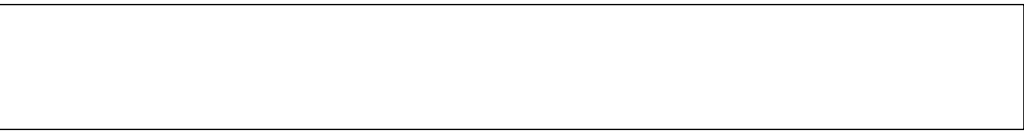
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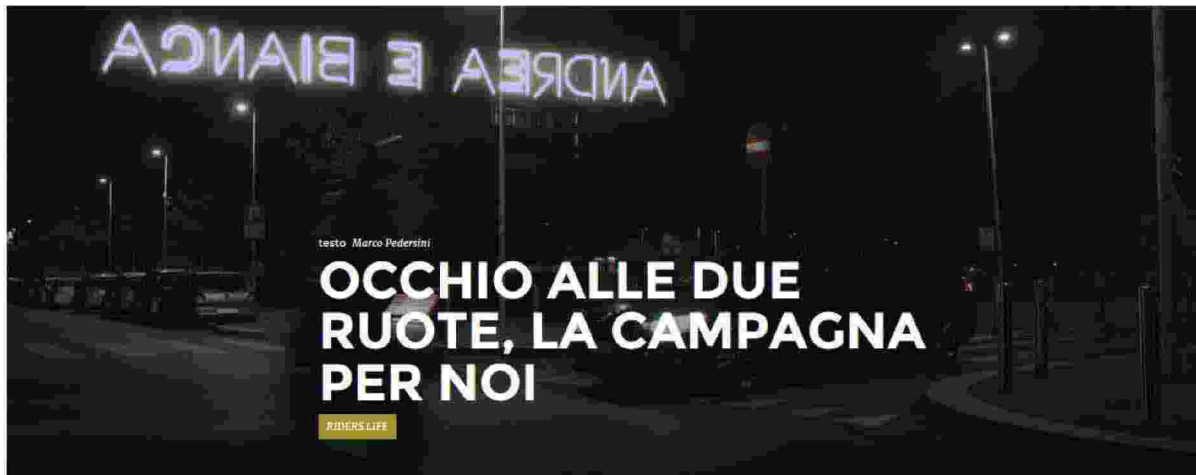
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testo *Marco Pedersini*

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.

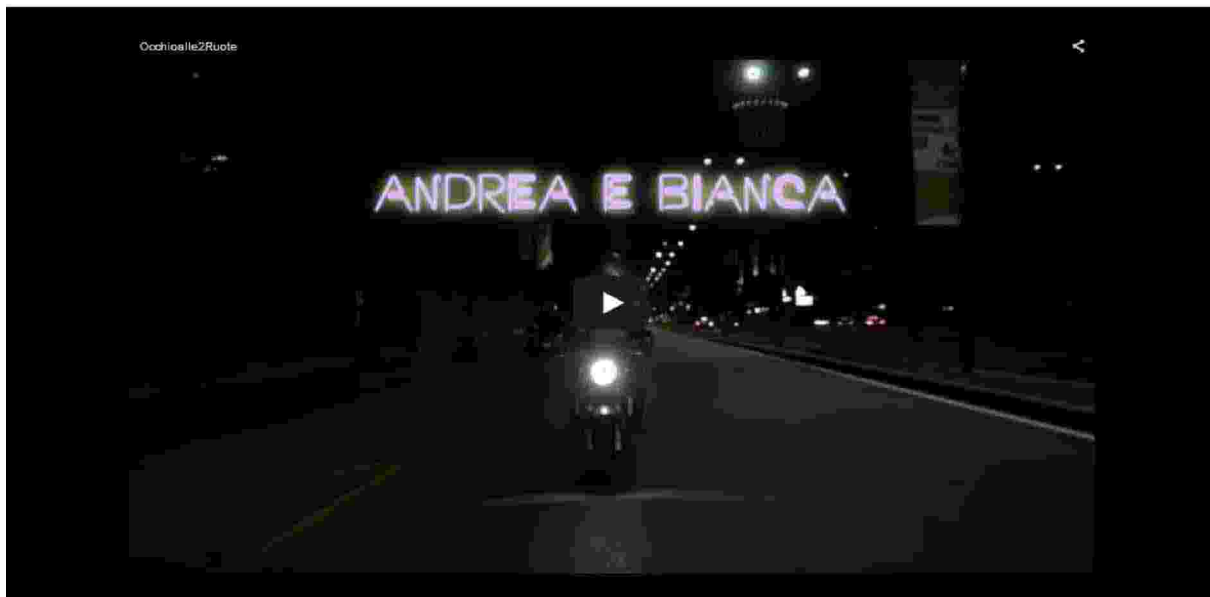
182 SHARES



Se 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.



**OCCHIO
ALLE 2
RUOTE**

Con il Patrocinio
del Comune di Milano

Milano

CONFINDUSTRIA ANIMA

OCCHIO
2 RUOTE

FONDAZIONE
ITALIANA
PER LE 2 RUOTE

Il cambiamento è possibile, lo dicono i dati sugli incidenti: negli ultimi 5 anni il

182
SHARES



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RIMANI AGGIORNATO SUI
NUOVI ARTICOLI DI QUESTA CATEGORIA

SEGUI RIDERS LIFE

































