

MEHRSi – registered association for bikers´ safety

MEHRSi e. V. - registered association for bikers is a non-profit organization.

Date of foundation of MEHRSi e.V.: August 2003

Registered office: Elsternweg 3, 50997 Köln - Germany

Registration of association: Amtsgericht Köln, VR.-Nr. 14985.

Protected by requested registration and patent office Munich

Target and task

The target of MEHRSi is to reduce efficiently death rate and risk of injury for bikers. The declared task of MEHRSi is protection in dangerous bends. Therefore the upright posts of the crash barrier which represent a death trap are replaced by practical underride protection systems which can be retrofitted.

Usual crash barriers are constructed for normal cars: in case of accident the engine bonnet touches the barrier. For bikers the danger is the upright post distance between barrier and ground: in case of crash those posts are source of severe injury or even death. MEHRSi is engaged in eliminating this danger.

The underride protection consists in a resilient mounted steel plank which covers the upright posts. In case of collision those planks absorb the impact energy so that sliding under the plank is impossible. That´s the reason why retrofitting with underride protection is the most efficient solution for road protection.

What goes without saying: defensive driving is indispensable for road users – protection starts with responsibility.

Association strategy

Implementation of area wide underride protection needs a huge community of safety-conscious bikers and road users.

MEHRSi is financed by membership fee and supported by personal engagement. Nevertheless, sponsoring and donations are indispensable to achieve the aim. All activities proceed in collaboration with road construction and maintenance departments which fulfil their road safety obligation by funding and counselling.

To raise road users´ awareness of intelligent safety solutions, MEHRSi is engaged in PR (public relation) campaigns as attending fairs, organising events, distributing flyers, cultivating information panels as well as press contacts, contacts to famous people and politicians.

Further collaboration with authorities, experts, communities of interest, biker clubs, producers and industry is an essential part of our work.

Implementation of road protection

1. Determination of dangerous bends
2. Contacting responsible authorities
3. Acquisition of investors (sponsors, authorities)
4. Arrangement of press appointments and road protection

MEHRSi´s information concerning dangerous bends is mainly based on official accident statistics as well as announcements by association members or other road users. Media reports and appeals also play a decisive role. Implementation of area wide underride protection can not and should not be financed exclusively by MEHRSi membership fee. Financial support by authorities and sponsors is indispensable.

With PR campaigns MEHRSi cultivates the platform for interested and involved people. Each sponsor and donator profits by representation on this platform, favourable and efficient promotion is guaranteed. Win-win aspects for all participants are as follows:

- First choice opportunity for road construction and maintenance departments to document their responsibility and engagement in supraregional road protection for motorcyclists.
- Sponsors get the opportunity of promoting their engagement for bikers´ safety.
- Association members benefit from more protected roads, a result that never were reached only by membership fee.