

## CMC gets interest from press and public at Intermot

*CMC booth at Intermot, showing car and motorcycle communicating to each other directly*



This international motorcycle show provided an opportunity for the Connected Motorcycle Consortium to demonstrate what is possible with 'wireless' safety applications for motorcycles.

"We were interviewed by several magazines and TV channels", says Hennes Fischer, responsible for Promoting and External Relations of the consortium.

"It was also a first chance for us to appeal to the general motorcycle public. That was very motivating for us, because when we showed what this technology can do, people were really positive! Especially the fact that

car drivers would be warned that a motorcycle is nearby is very much appreciated. Almost every motorcyclist can tell stories about the shocking moments when a car driver didn't see him or her, so this is quickly understood as a huge benefit!"

The CMC demonstration was part of a special interest-area called the "Connected Motorcycle World" where also other organisations showed new and interesting technologies for motorcycles in the future.

Hennes adds "When talking to people, an interesting thing that came out was the concern if the data would be stored, or who could see it. Clearly, data privacy is an important issue with this new technology so it will be important for us as manufacturers to take good care of that when developing these future systems."