

MEMOS 2004-2005

Strategy for the development of the sporting activity of women in motorcycling sport. Which priority action plan can the FIM establish in partnership with its different national federations so as to foster this activity?



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Thesis submitted in partial fulfilment of the MEMOS degree
EXECUTIVE MASTERS IN SPORTS ORGANISATION MANAGEMENT



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September 2005

ACKNOWLEDGEMENTS

First of all, my most heartfelt thanks and deepest appreciation go to my family; my wife and children, who with much patience and understanding, were able to adapt to my many hours spent alone in front of my computer screen and my books in preparing this thesis.

I would also like to address my sincere thanks to all those people and/or organisations, who accepted to make a contribution to my thesis within the framework of my MEMOS studies.

It would obviously be too tedious to name them all. The principal people whom I would like to cite are:

Francesco ZERBI, President of the International Motorcycling Federation, who favourably welcomed this project concerning an aspect of the federation for which much needs to be done.

Guy MAITRE, CEO of the International Motorcycling Federation, who is no stranger to the choice of subject of my thesis and who clearly encouraged and supported the collect of information and statements.

Jean-Loup CHAPPELET, Director of MEMOS (IDHEAP, Lausanne, Switzerland) for the excellent level of lectures held in the context of MEMOS.

Laurent BOYER, Professor at INSEP in Paris for his availability, the efficiency of his supervision and the pertinence of his comments.

Ian HENRY, Director of MEMOS projects and professor at the University of Loughborough, for his efficient endeavours of organisation and coordination.

Beulah SCHOEMAN, Managing Director of the South African Motorcycling Federation,
Daniel BARTHELEMY, Director General of the French Motorcycling Federation,
Akira GOTO, Secretary General of the Japanese Motorcycling Federation,
Linda KONTROPP, Sports Coordinator of the Norwegian Motorcycling Federation,
Rob RASOR, President of the American Motorcycling Federation,
Ignacio VERNEDA Technical Director of the Spanish Motorcycling Federation,

All the officials of the above National Federations, for their availability and cooperation in the framework of my project.

May all those who have supported and encouraged me during this period find here the expression of my thanks and appreciation.

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Strategy for the development of the sporting activity of women in motorcycling. Which priority action plan can the FIM establish in partnership with its different national federations so as to reply to the needs of this population?

INTRODUCTION

Appraisal of feminine sport

¹In antiquity, the strength of women was greatly appreciated and made use of in certain civilisations. Between 6000 BC and 1450 BC in the Minoan civilisation of the island of Crete in Greece, there was a sort of rodeo, which was very popular among the young aristocrats. Both girls and boys were allowed to be members of the teams.

In Sparta, where the social organisation was different from that of Greece, the young Spartans practiced running, wrestling and throwing the discus and javelin.

In the Middle Ages, certain women competed in a forerunner of the modern game of darts, in which they threw projectiles that were 45 cm long. However, even the most competent never reached the higher levels of the competition. As all the major competitions were inaccessible to them, they never tasted the pleasure of victory.

As has been cited by two sports historians, even during the tournaments that played such an important role in mediaeval life, women were hardly more than “cheer-leaders of knighthood”. The exclusion of women from the major sporting competitions continued up to the modern Olympic Games.

²In accordance with the image of the role of the woman in 19th Century society, the Olympic Games were considered to be the preserve of men. Based on this noble education and pretexting the model of Antiquity and the Middle Ages, Pierre de Coubertin, throughout his life and his work, was against any participation of women in the Olympic Games. In fact, he was able to exclude women only once from the Olympic Games. This was in 1896 in Athens.

³Starting with the subsequent Olympic Games in Paris in 1900, a few women participated in the Olympic Games, mainly in the “noble” disciplines such as tennis, golf, archery and ice-skating.

¹ Le Mythe de la fragilité ; Colette Dowling, Edition du Jour, 2002

² History of Male Olympics, Ines Nikolaus, III World Conference on Women and Sport, IOC, 2004

³ op. cit.

The Olympic Games in Stockholm in 1912 may be considered as the first successful integration of women in the Olympic Games, by including a sport as working-class as swimming in the programme.

The combat for women's emancipation intensified after the First World War. In numerous countries, women obtained the right to vote, access to universities and academic careers. However, certain sporting events were still considered to be "unfeminine" and remained reserved for men.

After the Second World War, although the subject of feminine participation remained topical, the number of sports open to women never ceased to increase.

In the "cold war" period, certain socialist states concentrated all their efforts to support women's sporting competitions. This evolution forced the Western countries to make greater efforts towards the feminine sporting competition.

The Los Angeles Olympic Games were a new turning point in the participation of women in the Olympic Games. Under the presidency of Juan Antonio Samaranch, the Olympic Games began to lose a little of their masculine ascendancy and disciplines entirely dedicated to women began to be seen (rhythmic gymnastics, synchronised swimming etc.).

Although one of the fundamental principles enshrined by the Olympic Charter was to ban all discrimination, whether racial, religious or sexual, women were still under-represented among the decision-making bodies of the International Olympic Committee, the National Olympic Committees or the International Federations.

After several decades of the fight for egalitarianism in sport, this has still not been totally achieved. Numerous efforts must still be undertaken in different sports before men and women can be considered to be equal in sport.

Aim of the Study, Issues and Methodology

Aim of the Study

The sport of motorcycling is probably one of the sporting disciplines, in which women have the greatest difficulty to make a significant and decisive break-through.

As is stated in the International Encyclopaedia of Women and Sport, Volume 3, page 755, "Perhaps there is no other vehicle or sport as closely associated with male sexuality as is the motorcycle or the motorcycling competition. Since the birth of the sport in Europe at the end of the 19th Century, it has been tightly linked to danger and then to a marked search for independence, individuality and an alternative life-style. It is hardly surprising that women have not played a major role in competitive motorcycling, even though some women have been involved since its beginnings".

The aim of my project is to examine a certain number of clues, which could help explain this state of affairs, and to better capture the specific needs of women motorcyclists. The strategies and ventures instigated by different countries with the aim of promoting this activity vis-à-vis the female public will be studied and analysed.

At a time when the statute of the woman is progressing rapidly in our modern societies in this beginning of the 21st Century, it must be recognised that the sporting discipline of the International Federation, with which I have been a manager for almost 10 years, has great difficulty in granting a real statute to women.

Still too often in motorcycling competitions at the highest level, women are relegated to a figurative role when they are present at the starting grid of a Grand Prix race, holding an umbrella to provide shelter and comfort to the masculine competitors.

In 1997, the first national conference with the theme “Women & Motorcycling” took place in USA at Westerville in the state of Ohio, followed by two new editions in 2000 and 2002. A first *international conference* with the same theme will take place at the end of June 2006 and the International Motorcycling Federation (FIM) will naturally play a major part.

At the present time and to my knowledge, no study has yet been made with the aim of bringing to light, on an international basis, the specific needs and the place reserved for women in the motorcycling sport.

Conscious of the fact that the FIM is presently lacking in knowledge of the subject, and conscious of the essential role that it has to play in the promotion of the practice of the sport of female motorcycling at the world level, I judged it opportune, with the support of the decision-making senior officers of our federation, to dedicate my project MEMOS to this difficult subject.

As a human being, I am sensitive to all types of discrimination, in all its forms.

In many countries, owing to the dissuasive nature of the price of the motorcycle, its spare parts and the gear required for the sport (notably the extremely expensive tyres), the sport is inevitably restricted to a rich elite. The high cost of practicing this sport is a form of discrimination, whose effects could only be partially mitigated by means of targeted development assistance programmes, but impossible to be totally eliminated. Consequently, it appears to me to be regrettable to add a sexist discrimination to this economic discrimination.

Therefore, it is close to my heart to evaluate, in the most impartial and objective possible manner, the way in which the FIM could implement a strategy by instigating a specific and prioritised action plan with the aim of promoting the participation of women in motorcycling across the world.

The major emphasis of this study is to provide the FIM, by means of a documentary research effort and a collection of detailed information, with not only an overview of the present situation of the practice of motorcycling sport by women, but also a specific action plan for the introduction of a development programme to address this situation.

Due to the diversity of the specific situations in the 93 member countries of our federation, it would be inconceivable to try to make a pertinent analysis for each of these specific situations. My project is limited to the analysis of two countries that can be credited with a good track record in the subject, to two countries that can be credited with a satisfactory evaluation and to two countries whose contribution to the subject must be judged inadequate.

Bearing in mind the geographical distribution, the relatively short time available for the project and the cultural diversity that exist between our different federations, I decided not to send a questionnaire to all the federations and preferred a more personal approach by means of targeted interviews with carefully selected people or organisations.

Issues to Consider

The issues under consideration in my project can be placed in a more general context of the situation, attributed by the senior officers of the decision-making bodies, to women in the practice and management of sport in general and of their particular sporting disciplines. In this context, the issue is one of identifying how these bodies can promote the access of the population, particularly women, to practice a sport.

The major issues under consideration for this work are accordingly enunciated by two principal questions:

Why? and How?

Why? To better understand the phenomenon of the relatively marginal role of women in motorcycling sports.

- Why do women play such a marginal role in motorcycling sports today, when at the beginning of the 20th Century, as the sport was drawing its first breath, several women were closely associated with this adventure?
- Up to now, why haven't women steadfastly claimed a better statute for practicing this sport?
- Up to now, why haven't the decision-making bodies – regional, national or international – attempted to more vigorously promote the sport of motorcycling with women?
- Why have women been content for so long to be the motorcycle pillion passenger of their boyfriend rather than taking the driver's seat - which would have been absolutely within their grasp?
- Why don't women show a greater interest for the practice of this mechanical sport, which is principally based on the intoxication of speed, the need for courage to negotiate the bends, one after the other at high speed, the sentiment of power that one feels at the control of a motorcycle as highly powered as those commonly used in motorcycling competitions for many years?
- In the past, why haven't the motorcycle industry and the accessory manufacturers considered more of the specific needs of women – particularly in relation to their morphological specificities?

- Why haven't the federations, either at the global, continental or national level, been more vigorously involved in promoting and developing this activity together with the various key players in the sport of motorcycling?
- Is the absence of women in this activity for more than 60 years exclusively due to the central role of the woman in the family during the war and post-war years up to the sixties, which were the platform for the emancipation of women in our western societies?
- In the past, why didn't motorcycle clubs show more of an open mind in welcoming female motorcyclist members?
- Why have some countries better succeeded than others in promoting motorcycling sports with women?

How? What are the solutions needed to make this sport more accessible to women in the future?

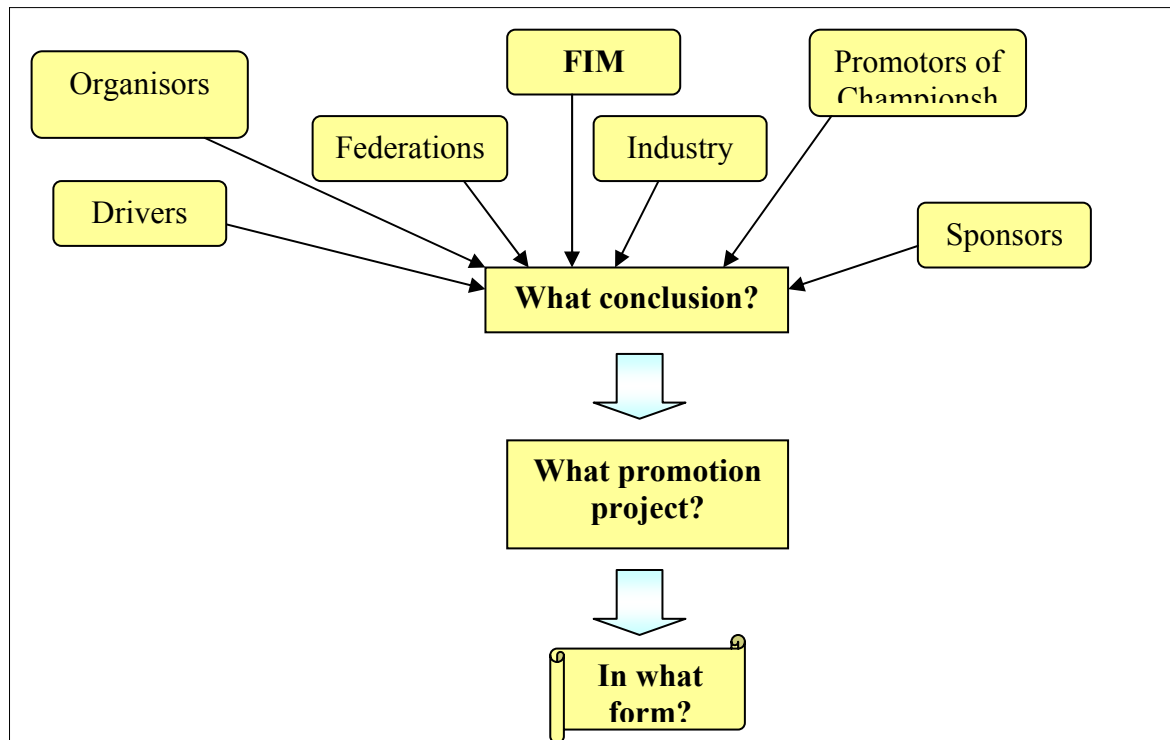
- How and with which strategies can the FIM, together with all its the national federations, give a jump start to women's involvement in the sport?
- How can one explain the fact that some female motorcycling clubs were founded with the risk of creating a female "ghetto" rather than claiming a total integration in the existing masculine structures?
- What strategies have been adopted by those countries, which have been more successful than others in promoting the sport of motorcycling with women?
- How can the FIM use a priority action plan to make these strategies work?

In this project, I have attempted to answer most of these questions. This project has enabled me to demonstrate by my interviews with different stakeholders that there exists a high interest shown by a number of women to practice the sport, that the conviction that the enthusiasm and the talent of those who are practicing the sport today will bear fruit in the future and that well targeted promotional efforts will overcome even the most fierce resistance with time.

In the following paragraph, let us examine together the methodology used in the context of this project and more specifically the surveying techniques and the analysis of the results used in order to treat the information that I have been able to collect over the various steps of the project.

Methodology

The adopted methodology can be summarised as follows:



Documentary Research

The chosen methodology involved firstly, the collection and comparison of a maximum amount of information to enable a report to be drawn up on the current status of women in the sport of motorcycling. Secondly, and with the help of this report, to develop a promotional plan incorporating the 10 proposals documented in chapters 3.3 and 3.4 of this thesis. In conclusion, a memorandum of understanding is proposed, which describes as clearly as possible the implementation and timing of the promotional plan.

The question of women in the field of motorcycling sports does not appear to have been the subject of any serious or reliable publication as yet - in spite of the research carried out by myself and by others before me. Accordingly, the main emphasis of my work had to be that of collecting detailed information.

Conducting semi-structured interviews

Interviews were conducted with the main stakeholders of the sport of motorcycling, including 15 women competitors, 3 women in charge of female racing teams active in hotspot, 2 senior officers of the International Motorcycling Federation (FIM), 8 senior officers of National Federations and 2 managers of commercial companies holding the commercial rights to the FIM World Championships. The contents of the interviews were transcribed *in toto* and are to be found in the appendix of the present document.

Differently structured interview cards, adapted according to the specific area of competence, were drawn up for each category of interviewee. The interviews enabled me to collect not only quantitative data, but also a considerable number of opinions - often very strongly held opinions - concerning the present situation and possible future changes for women's motorcycling sports.

At the onset of my project, I met a certain resistance; none of the contacted associations gave the impression of wanting to discuss this project with me. I realised later that the associations of women motorcyclists that I had contacted, were mainly active in leisure motorcycling and had only a small interest in competitive motorcycling and therefore in my project. Moreover, as I discovered later in the context of my project, the fact that a man was closely interested in the question of female motorcycling was not necessarily well regarded, certain of the associations strictly reserved for women being well known for their homosexual nature.

As soon as I succeeded in contacting the associations, which were active in competitive motorcycling, and through them with female competitors, all difficulties associated with collecting information totally disappeared. I should like to mention here the sincerity with which the persons, who accepted to be interviewed in the context of this project, replied to my questions. For these people, the fact that a manager, involved at the international level in the field of motorcycling sports, was closely interested in these issues, was without question received with great enthusiasm. Women, who are energetic and dynamic and have many pertinent things to say on this subject, really exist in this society.

As a result of the information collected during these interviews or in informal discussions with different participants of motorcycling sport, I have been able to form my own opinion on the subject and to formulate a proposal and a specific action plan.

Observations

Thanks to the sporting competitions and the administrative meetings in the federative world, which my ten years activity in FIM enabled me to attend, I have had the opportunity to collect a certain amount of information and to make observations in the field. This has enabled me to form my own opinion on the subject of the place and real role occupied by women today, not only in sporting competitions but also within the Federations or as officials.

Let us now enter the heart of the subject and in the first part, see together how the practice of motorcycling sports by women has evolved and to what extent future changes can be foreseen.

Part 1: An analysis of how women's motorcycling has evolved and views on the progress made in terms of strategies developed by individual countries

1 WHAT IS THE CURRENT SITUATION WORLDWIDE IN THE SPORT OF WOMEN'S MOTORCYCLING?

This first chapter will be entirely dedicated to establishing the situation of the sport of women's motorcycling internationally, notably by examining how it has evolved over the last century as well as what the current situation is.

1.1 Key dates and trends in its evolution

To begin with, let us briefly examine how this sport evolved in the past and put it into perspective with how things stand now.

1.11 Historical Background

Let us take a quick look at how world motorcycling has evolved since the first motorbike was invented.

1.11.1 Brief history of the development of motorcycle racing internationally

In 1871 Frenchman Louis Guillaume Perrault invented the first two-wheeled motorised vehicle –consisting of a bicycle frame equipped with a steam engine.

Then in 1885, German engineer Wilhelm Werner invented the first motorcycle fitted with an internal combustion engine for Gottfried Daimler and it is this invention that has officially gone down in history as the first motorcycle.

From then on the motorcycle developed remarkably quickly. In 1889, Armand Peugeot created his own brand of motorcycles and in 1894 the first motorbike race was held: the famous Paris-Rouen race.

Mass production of motorbikes only began in 1899, manufactured by the Werner brothers in France. Initially the engines were located on the front wheel, but later they were integrated within the frame – a position subsequently chosen by practically all manufacturers.

1901 saw the creation of the mythical Harley Davidson brand, followed in 1902 by the equally mythical Norton brand, fitted with a Peugeot engine. In 1902, a 1000 cm³ 4-cylinder motorbike, manufactured by French company Clément, was able to reach the remarkable speed for the time of 115 km/h.

In 1903, le Motocycle Club de France organised its first International Cup in Dourdan just outside Paris. Invitations were sent to clubs abroad encouraging them to send a team of three participants and four countries were represented: Germany, England, Austria and Denmark. An international commission was set up and met on two occasions. On the day of the race 11 motorcycles were on the starting line, but unfortunately several incidents occurred during the race. Apart from racing-related incidents, like numerous punctures, stones were thrown at racers and nails spread on the road. The police who were there to ensure safety were ill equipped to deal with the situation.

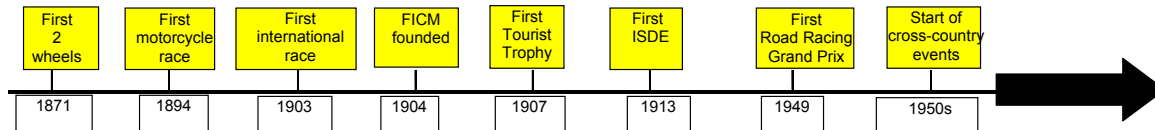
After the incidents during this event, the international commission proposed an even greater cooperation between the main motorcycle clubs which took part in the event. A meeting was organised in Paris by the Motorcycle Club de France during the Salon de l'Automobile et du Cycle, on the initiative of the Auto-Cycle Club of Great Britain. The Fédération Internationale des Motocycles Clubs (FICM) was established on 21 December 1904.

In 1906, there were plans to disband the FICM. All members no longer unanimously accepted the reasons why it had been established and its mission. While not formally disbanded, the FICM did cease its activities.

Owing to problems encountered during the Paris-Madrid race in 1903 – it had to be stopped because of the sheer carnage that occurred – a decision was made to hold a major event to revive motorcycling. Located on the Isle of Man to avoid the restrictive legislation in Great Britain, the Tourist Trophy (TT) of the Isle of Man, another mythical event, was established in 1907.

In this period of major technological inventions of all kinds and in the middle of the industrial revolution, the popularity of automobiles and motorcycles came largely from the fact that these vehicles combined both the attraction of a new mode of personal transport and the enjoyment of sport and travel.

It is therefore not surprising that several motorcycle clubs were set up during this period, although at the time, and also during the first half of the twentieth century, it was a sport reserved for an elite group of especially wealthy enthusiasts.



At the beginning of 1912, the FICM became active again quite by chance. The Automobile Club de France invited several clubs to participate in an international competition and, on Great Britain's initiative, there was held a new meeting of the FICM to deal primarily with a letter received from the President of the Federation of American Motorcyclists (FAM). He was seeking the FICM's collaboration in making procedures easier for American motorcyclists to go touring in England and take part in competitions. A letter was then sent to all automobile clubs recognised by their international association asking them which organisation they considered represented the sport of motorcycling in their country and inviting them to a meeting in October to deal principally with this issue. That October, the FICM was revived.

In 1913, the first international competition took place between the Federation's member clubs, starting one of the most prestigious competitions in motorcycle racing and which still exists today: the International Six Days' Enduro (ISDE).

In 1914 the traditional annual International Cup run by the Motorcycle Club de France was naturally cancelled due to the First World War and the activities of the FICM suspended once more.

At this point in the evolution of motorcycling, Europe was home to the largest number of motorbike manufacturers, followed by the United States, with motorbikes generally being produced by craftsmen working in small local and regional companies. In the 1930s, motorbikes were already fairly similar to how they look today.

The motorbike gradually became an increasingly affordable mode of personal transport and there were huge developments in the sport.

During the Second World War, the military made good use of the motorbike as it allowed both rapid and certain communication in situations where it would be difficult to use other types of vehicle. Motorcycles still play a similar role in police forces today.

In the early days of the motorcycle it was used predominantly on roads. However its adaptability to all kinds of terrain led to the development of new cross-country sports, which emerged at the start of the 1950s.

With cars becoming more affordable for household budgets, the attraction of motorcycling waned. Some motorbikes made by famous manufacturers of the past disappeared from roads altogether, becoming museum exhibits and taking their illustrious manufacturers with them in their decline. Some manufacturers nevertheless managed to continue to produce motorbikes, predominantly for competition purposes.

This was when Japanese manufacturers managed to breathe new life into motorcycle production by allying technology and an improvement in user comfort, and the European and North American motorcycle industries quickly followed their example.

Global sales of motorbikes rose. With different new categories of sports competitions requiring specific motorbikes adapted to the needs of each discipline, consumers had a wide choice of all kinds of motorbikes, whether they were looking for touring motorbikes or ones more adapted to a particular terrain.

Undeniably the growth of motorcycling worldwide has been assisted greatly by increased wealth in the world, as well as a greater emphasis being placed by society on leisure activities.

Spurred on by the FICM - renamed the Fédération Internationale Motocycliste and then the Fédération Internationale de Motocyclisme (FIM) – motorcycle racing and touring became regulated, not just with regard to sport and technology within different categories of motorcycle racing, but also at a medical, environmental and touring level. Race organisers took into account growing environmental considerations and from then on rigorously respected the various laws that began to appear.

The Road Racing Grand Prix, which began in 1949, and the Isle of Man Tourist Trophy are the oldest disciplines in motorcycle racing. Later, new disciplines such as Motocross, Trial, Enduro, races on sand, track, grass, ice and snowmobiling were created.

People's growing fascination and the increase in spectators attending various motorcycling competitions, as well as developments in the media, had a considerable impact on the popularity of motorcycle disciplines. The professionalisation of the sport and the new parties becoming involved through sponsorship and advertising contributed to motorcycle racing

really developing over the last two decades of the twentieth century, turning it into a major sport and one of the most popular in the world alongside Formula 1 and football.

Let us now examine what the evolution has been like in women's motorcycle racing over this period.

1.11.2 Dates in the evolution of women's motorcycle racing worldwide

⁴Before the bicycle was invented, women were confined within a strict social system and gender-based hierarchy with practically no freedom. Women dedicated themselves exclusively to the family and its well being, with few being able to satisfy their personal desires. Some of them however, weighed down by their constraints, were already dreaming of freedom and equality.

At the time, it was rare for women to have an opportunity to move about on their own. The invention of the bicycle offered a possibility of freedom and personal mobility. Women's clothing at the time, however, presented a serious obstacle to cycling, with the tricycle being better suited to their dress and considered more appropriate to women's role in society at the time.

Thanks to rapid developments in the bicycle and its growing popularity, women's clothing quickly changed and become better adapted to cycling.

This is an example of how women felt about the bicycle from an account written at the time:⁵ "Let me tell you what I think of bicycling. I think it has done more to emancipate women than anything else in the world. I stand and rejoice every time I see a woman ride by on a wheel. It gives women a feeling of freedom and self-reliance. It makes her feel as if she were independent... away she goes, the picture of free, untrammelled womanhood."

According to what was written at the time, it appears undeniable that the symbolism of women's increasing power, new self-confidence and inner craving for independence was very closely linked to the advent of the bicycle.

This was enhanced further when Gottlieb Daimler built the self-propelled bicycle in Germany in 1885, heralding the arrival of the motorcycle.

The first woman to ride a motorcycle was declared to be Clara Wagner, daughter of the eponymous motorcycle manufacturer, in 1907.

The first motorcycle club strictly for woman was set up in London in 1926. It was run by Jessie Hole and in 1928 she joined the International Motorcyclists Touring Club, an association that already participated in various competitions. Another woman and fellow club member, Florence Blenkiron, was an experienced motorcyclist, competitor and mechanic and in 1934 she became the first woman to exceed a speed of 100 mph on a motorbike.

In 1932, Louise Scherbyn was encouraged by her husband to ride a motorbike herself, after having been a passenger for more than 10 years. In 1937, she was the first female

⁴ Bikerlady, Riding and living Free, Sasha Mullins (220 pages)

⁵ Untrammelled Womanhood, Susan B. Anthony, 1896

motorcyclist to reach the northernmost tip of Canada after a long journey on roads that were barely suitable for vehicles. She was closely associated with different motorcycle clubs in the United States and Canada, as well as in Great Britain. Given the increase in the number of female motorcyclists, she was also very involved in various activities in women's motorcycling in the 1940s. During the Second World War, she corresponded with a number of female motorcyclists in different countries and they came up with the idea of pooling their efforts. She became a founder member and the first president of the Women's International Motorcycle Association (WIMA) which united female motorcyclists from several countries and got up and running in the early 1950s.

Theresa Wallach, an Englishwoman, a graduate engineer from the University of London and the first Vice-President of WIMA International, embarked on a memorable journey from London to Cape Town, South Africa in 1935. She was awarded a Gold Star in 1939 for having achieved the feat of going round a circuit at Brooklands at an average speed in excess of 100 mph.

Hazel Mayes, an Australian aircraft engineer in the Royal Australian Air Force and President of the Australian Women Pilots' Association, was president of the Sydney Women's Motorcycle Club from 1945 to 1951. Encouraged by her husband, an Australian Road racing champion, she took part in several Road racing and Trial races in Australia.

Ellen Pfeiffer from Germany was one of the founders of WIMA in Europe in 1958. Unlike some of her colleagues at the time who were more attracted to touring, she was very involved in motorcycle racing, successfully taking part in Road Racing events, notably Endurance.

The women's sport became more widespread quite quickly from the 1960s onwards, although female representation overall was still very small.

Let us now look at the current position of women's motorcycle racing worldwide.

1.11.3 Current status of disciplines accessible to woman at a global level

As a general rule and in most countries, motorcycle-racing events at national, international, continental or world level are known as "open" events. This means that they are open to all motorcyclists who have the necessary skills for the sport, without discrimination of any kind. Consequently women are welcome in the qualifying rounds for these events, with classes being the same for all participants.

At the highest level – the World Championships – women's disciplines have actually been included since 2000, starting with the Trial discipline where specific classes were established for women's categories. In most cases, these women's disciplines were combined with events at the Individual World Championships and Junior World Championships.

In the three years between 2000 and 2002, these women's competitions carried the title of the FIM Women's Trial Cup (individual, team or country). Then in 2003 and 2004 the status of this cup was enhanced, becoming the FIM Women's Trial World Cup. It was then enhanced further in 2005 to carry the highest title there is in the hierarchy of motorcycle competitions: the Women's Trial World Championship.

The evolution of this discipline over the past five years demonstrates how Women's Trial has become a first-rate women's discipline.

Trial requires riders predominantly to have a keen sense of balance and plenty of skill. Some sections in actual fact require excellent technique to deal with the obstacles. Strength and muscle power are not determining factors in this sport and so it lends itself particularly well to pioneering developments in the sport of women's motorcycling.

However, Trial is a discipline that has traditionally been dominated by a small group of countries without the benefit of true worldwide involvement. In the case of Men's Trial, the 23 riders who competed in this championship in 2004 came from just 6 countries: 5 European countries and Japan. In the case of Women's Trial, there was greater diversity in the countries represented. The 18 riders who competed in this cup in 2004 came from 9 countries: 5 European ones plus Japan, the USA, Canada and Australia. However, in terms of results, just one rider has dominated all the women's cups since they were created in 2000. The fact that the number of events each year is still small is because Women's Trial is a discipline that still has a long way to go. The table below allows an appreciation of the difficulty encountered in developing what is still too narrow a discipline and reducing the gap between men's and women's disciplines.

| No. of events by discipline | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Individual Women's Trial | 1 | 1 | 1 | 1 | 2 | 2 |
| Women's Trial Des Nations | 1 | 1 | 1 | 1 | 1 | 1 |
| Individual Men's Trial | 10 | 9 | 8 | 9 | 9 | 10 |

source: www.trialonline.org/championships/Women/Yearresults/resultseach_race

Since 2003, the Women's Cross-Country Rallies World Cup has also been included in the Cross-Country Rallies calendar, with a specific class established for women. In 2004, the involvement of women in the Cross-Country Rallies was still relatively limited, with just 3 women taking part in the Rallye d'Orient Cappadoce, the only event inviting women to participate.

The FIM Women's Motocross Rallies World Cup was also created in 2005 to offer participants in national, international and continental events an official championship under the aegis of the FIM and to allow riders to pit themselves against each other at the highest world level. Motocross is the motorcycle discipline with the largest number of riders licensed at world level and who come from most countries.

Although it is an organisation governing both motorcycle racing and leisure motorcycling on a global level, the Fédération Internationale de Motocyclisme's 2005 calendar comprises no more than 5 disciplines and 25 events, for which a specific class for female participants has been created.

I now suggest that we examine the principal trends in the developments that have taken place and the main reasons for them.

1.12 Principal trends and reasons for the current growth

Let us now examine the most significant events in the evolution of women's motorcycling and what role the creation of women's motorcycling associations has played in the second half of the last century.

1.12.1 Establishment of international associations of women motorcyclists

WIMA (Women's International Motorcycle Association) was established in the United States in the early 1950s, with Louise Scherbyn and Theresa Wallach the main driving forces behind it.

Today WIMA is the umbrella organisation for national groups in Australia, Austria, Belgium, the Czech Republic, Estonia, France, Finland, Germany, Great Britain, Italy, Japan, the Netherlands, New Zealand, Russia, Spain, Sweden, Switzerland and the United States. In most of these countries, however, WIMA's activities are geared mainly towards touring rather than sport, although in Ukraine the person running WIMA is a former Ukraine Motocross champion.

Other associations have been set up mainly in the United States but in Europe as well. Like WIMA, most of these associations are very active in leisure motorcycling but relatively inactive in the sport of women's motorcycling.

So far there is no association of national groups on a scale as large as WIMA that is truly geared towards the sport of women's motorcycle racing.

Let us now look at the latest developments in motorcycling sport for women.

1.12.2 Developments in the past 40 years

Canadian Vicki Gray discovered a passion for the sport of motorcycle racing in 1983 and opened a motorcycle riding school in the Dutch Antilles in 1991. Then in 2000 she discovered the joys of riding on a circuit and embarked on a promising Road Racing career in the Netherlands. At the same time she set up and now runs the RaceGirl foundation in the Netherlands with the goal of helping and encouraging women to take part in motorcycle racing, offering them plenty of advice and access to riding courses so that they can take part in motorcycle competitions.

In 1992, sixteen-year-old German Katja Poensgen, whose family background is steeped in motorcycles – her father runs Suzuki in Germany and her grandfather was a motorcycle journalist – read an article about the ADAC Junior Cup. Just one year later, in 1993, she competed in her first race on the Nürburgring circuit in Germany. She came third on the Hockenheim circuit in 1994, and in 1995 won the ADAC Junior Cup. In 1996, she finished tenth in the German championships in the 125cc class and went with a group of other German racers to Kenny Roberts' training ranch near the Catalunya Circuit on the outskirts of Barcelona. In 1997, she won the Supermono European Championship. In 1999, she took part in the Superstock European Championship and in 2000 finished sixth in the same competition. In 2001 and 2003, she took part in the World Championship Grand Prix in the 250cc class.

However there is no avoiding the fact that a female winner as successful as Ms Poensgen is currently still the exception. In other words, reality is masked by her achievements.

It is important therefore, to attempt to understand as fully as possible what is preventing this sport from becoming more widespread.

1.13 The main obstacles preventing access to the sport

There are still many obstacles restricting women's access to motorcycle competition. From what women riders say practically systematically, it would appear that amongst the main reasons considered a real obstacle to the sport are the consequences of having an accident, and notably the fear of physical injury. Some female competitors also mention the difficulty of reconciling their role as a mother with being involved in a sport with inherent risks. Another argument put forward almost systematically is the need for considerable financial support, which is vital in what is undeniably a costly sport if you wish to have the latest equipment.

It is likely that the fear of injury and its consequences on day-to-day life, particular if they are mothers, dissuades a certain number of women from doing this sport.

According to Vicky Gray, Director of the RaceGirl Motorsport foundation in the Netherlands:

“Women have been riding motorbikes for decades. It seems that regardless of the efforts made by advertisers, dealers and manufacturers, it is not a priority for women. It seems that it is always considered a novelty, something talked about in magazines as a novelty or curiosity. Maybe what remains a constant factor and influences the choices women make is that we have to give birth to children. That aside, Dutch culture is a very social one in which the family plays a key role. A woman can't juggle both here and be travelling around the world at the same time.”

Some associations, like the RaceGirl foundation, are also trying hard to show that there is another way of life where motor sports are a priority for women. As if to refute certain generally accepted ideas, associations like RaceGirl are also trying hard to show that motorcycle racing is not the preserve of women who ride a motorbike to assert their masculinity, but on the contrary that this activity can appeal equally to women proud of displaying their femininity.

Although a minimum of physical strength is an asset in motorcycle racing, this does not actually seem to be a determining factor. For example this difficulty can be circumvented by teaching women specially adapted techniques.

Even if the attitude of some men with regard to women competing is not necessarily considered to be a major obstacle to participating in the sport by the majority of riders questioned, all the same there are a certain number of accounts that indicate that men's mindsets and reactions still present an initial difficulty which women have to be prepared to confront if they wish to get involved in this sport.

The next section will be dedicated to examining the main motivations of women who wish to really get involved in this sport.

1.2 *Analysis of women's expectations and main motivations for really getting involved in this sport*

In this section particular attention will be focused on whether the facilities and equipment are appropriate for women taking part in this sport.

1.21 *Infrastructures and equipment taking into account women's specific differences*

Here are some of the answers received about the **expectations of women involved in the sport of motorcycling in terms of gear and facilities**, firstly with regard to equipment:

| <i>Question:</i> | <i>Answer :</i> |
|---|---|
| <p>An American woman rider</p> <p>Gear and facilities need to be developed</p> | <ul style="list-style-type: none"> There are physical barriers that have to be overcome. Issues relating to size, height and weight are important. I think that they're beginning to adapt what they're offering women. Things are changing, but even now I have to wear men's gloves that are too big for me because I haven't been able to find women's gloves made for competition. |
| <p>A French woman rider</p> <p>Less discrimination</p> | <ul style="list-style-type: none"> What stops girls getting into motorcycling is that they don't see many girls doing it. It's not the equipment. Women want to race in the same categories as men, on the same circuits, on the same bikes and on equal terms. |
| <p>A German woman rider</p> <p>Bikes adapted to women's needs</p> | <ul style="list-style-type: none"> Women need a bike that isn't too high. Women aren't as tall as men and you feel uneasy if you can't put your foot on the ground. They should come up with bikes that can move from a high position to a low position. If they don't, there aren't women's bikes or men's bikes, there are just bikes. |
| <p>An American woman rider</p> <p>Adapted gear</p> | <ul style="list-style-type: none"> I had to have a made-to-measure suit made, just like most women do, because there isn't enough demand to justify off-the-peg suits. |

It seems that as far as the gear is concerned, apart from issues around the height of bikes, women riders are not really making any major demands. With regard to clothing and accessories, several accounts call for more choice of racing clothes adapted to a woman's shape.

Here are some of the answers received about the **availability of facilities for training and racing**:

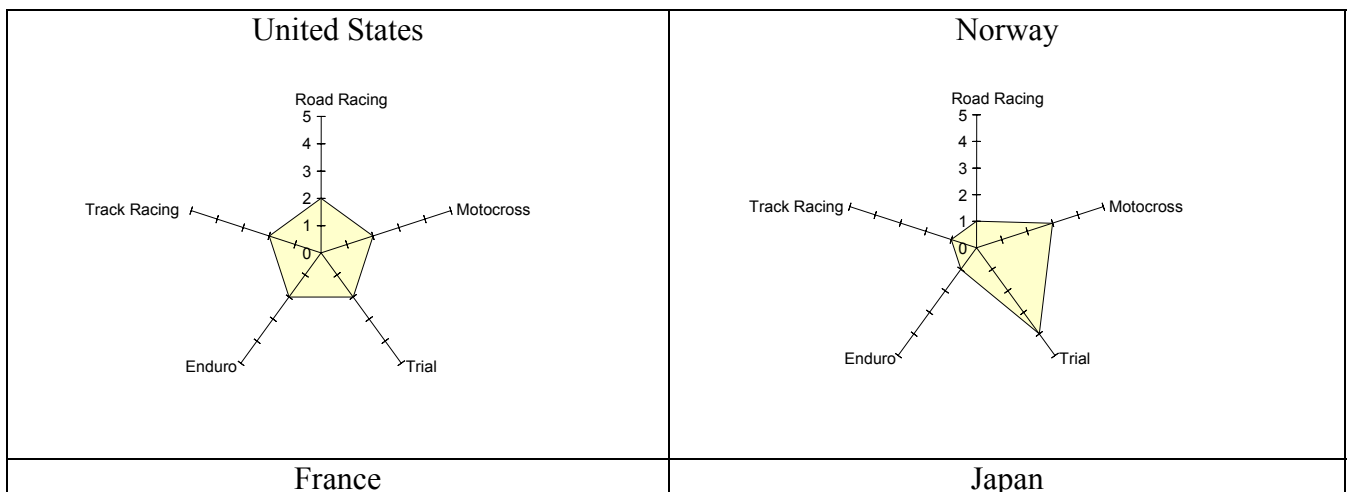
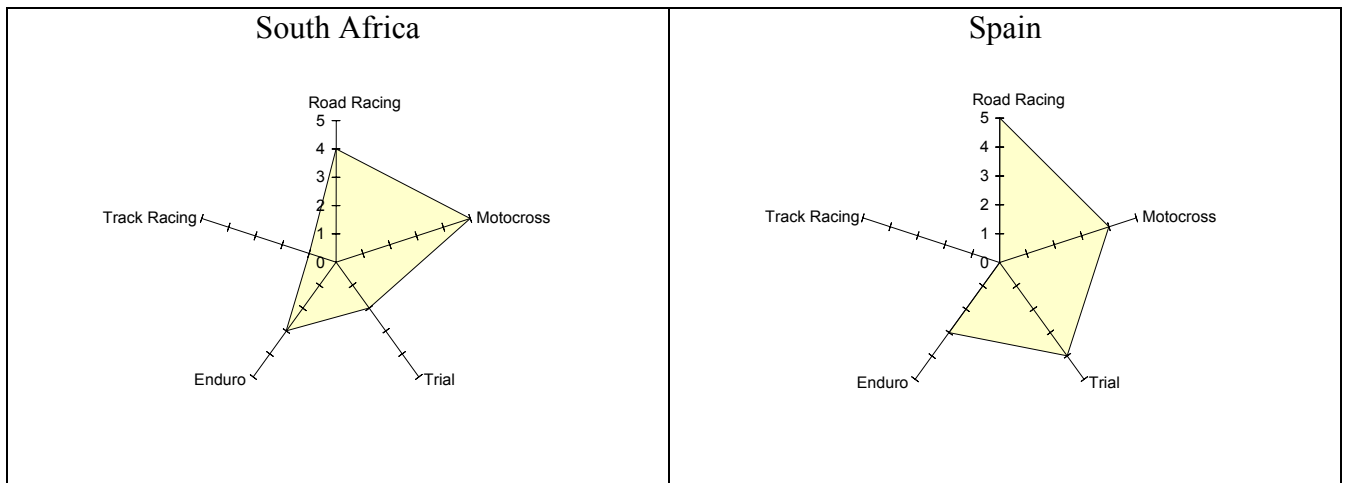
| <i>Question:</i> | <i>Answer:</i> |
|--|--|
| <p>A Canadian woman rider</p> <p>Not enough circuits nearby</p> | <ul style="list-style-type: none"> On the west coast we have a tiny circuit near Vancouver, then the next closest circuit is in Edmonton – an 18-hour drive away. Motorcycle racing isn't very advanced in Canada. |
| <p>A German woman rider</p> <p>Need to move abroad</p> | <ul style="list-style-type: none"> Racing and training in Germany have always been very difficult. Difficult and expensive. In Hockenheim, for example, the circuit is owned by Mercedes. I have often gone to train in Italy where they have lots of small circuits. In Germany there is almost no opportunity to train. We've |

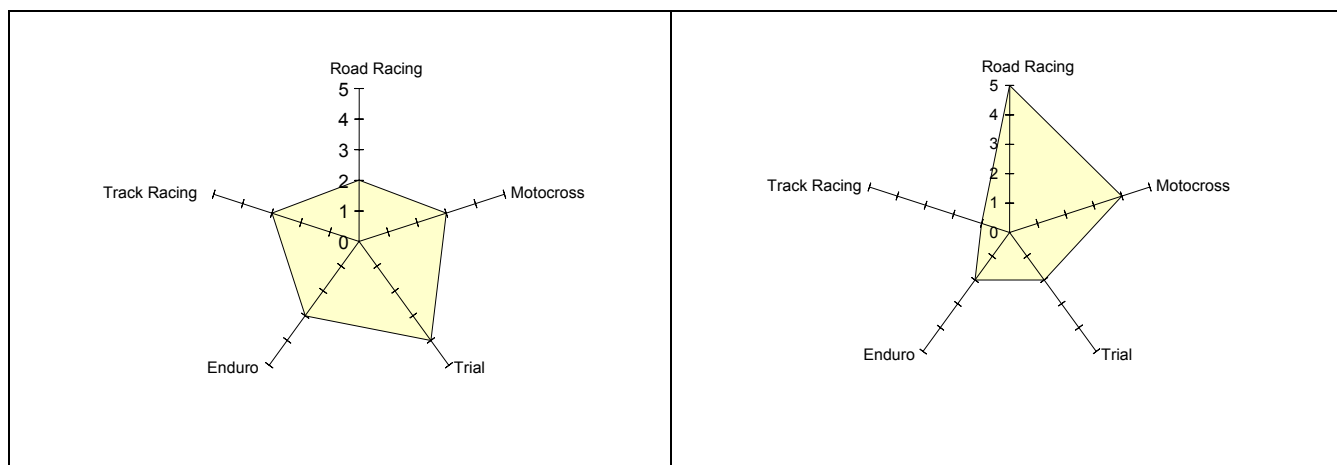
Strategy for the development of the sporting activity of women in motorcycling sport

| | |
|---|---|
| | <i>always had to go to Italy.</i> |
| <p>A French woman rider and head of a women's team</p> | <ul style="list-style-type: none"> <i>It would be good if they opened some extra circuits in France but even so we're not poorly off, particularly when compared to countries like Belgium, which are much smaller geographically. I have two Belgian riders who come to ride in France because it really is too dangerous in their own country.</i> |
| <p>Some countries better off than others</p> | |

As a general rule, the distances that have to be travelled to get to the closest circuit to train represent a real obstacle to participating in this sport, especially in Road Racing. For Motocross and other cross-country disciplines, there are far fewer difficulties with circuits not necessarily being permanent and the costs being lower of course.

As part of the self-evaluation questionnaire submitted to National Federations, they were asked to evaluate the number of training and competition facilities in their particular country on a scale of 0 to 5. Their answers are summarised below in graph-form:





As can be seen, the number of tracks and circuits is judged to be very satisfactory in most of the countries for Motocross; very satisfactory in Spain and Japan for Road Racing, very satisfactory in France, Norway and Spain for Trial and hardly satisfactory in most of the countries for Enduro and Track Racing.

Let us now take a look at **women riders' expectations of organisations** in which they would like to be involved. Here are some of their answers:

| <i>Question:</i> | <i>Answer:</i> |
|---|--|
| <p>An American woman rider</p> <p>A social role</p> | <ul style="list-style-type: none"> For many years I didn't belong to a motorcycle club. In my opinion most people who are members of clubs aren't in them because of their passion for bikes but to meet people, drink and eat. |
| <p>A French woman rider</p> <p>Inadequate supervision</p> | <ul style="list-style-type: none"> I got my licence through a motorbike club but I wasn't remotely looked after by a club structure. So I went on to set up a club and a motorbike team to supervise young people who want to get involved in this sport. |
| <p>A German woman rider</p> <p>Go abroad for training</p> | <ul style="list-style-type: none"> No, I've never been involved with a club. Training for competition in Germany was impossible. I was only 16 when my father drove me regularly to Italy for three years to take part in races when I started competing. It was more a question of getting training during races than racing per se. |
| <p>A Canadian woman rider</p> <p>Courses to improve riding skills</p> | <ul style="list-style-type: none"> The natural progression is to find other people who ride to go motorcycling together in the beginning, be it in organised clubs or simply in a group. Then you have to have lessons and lastly do courses within a competition-oriented club to get your racing licence. |
| <p>An American woman rider</p> <p>A social role</p> | <ul style="list-style-type: none"> Women like to belong to a club. The women around me like to share their race worries with other women and be involved in competitions together. Lots of women stay in touch between races. |

It seems that not many women at all involved in competition have got into competing through a network of racing clubs. As it is mainly clubs that promote the sport, it seems that in order to attract more women to the sport of motorcycling it would be a good idea to offer something that better suits what the target audience is looking for.

The next section analyses women's expectations in relation to types of training and activities in the sport.

1.22 Types of adapted activities

Here are some their answers concerning **women's expectations in terms of activities**:

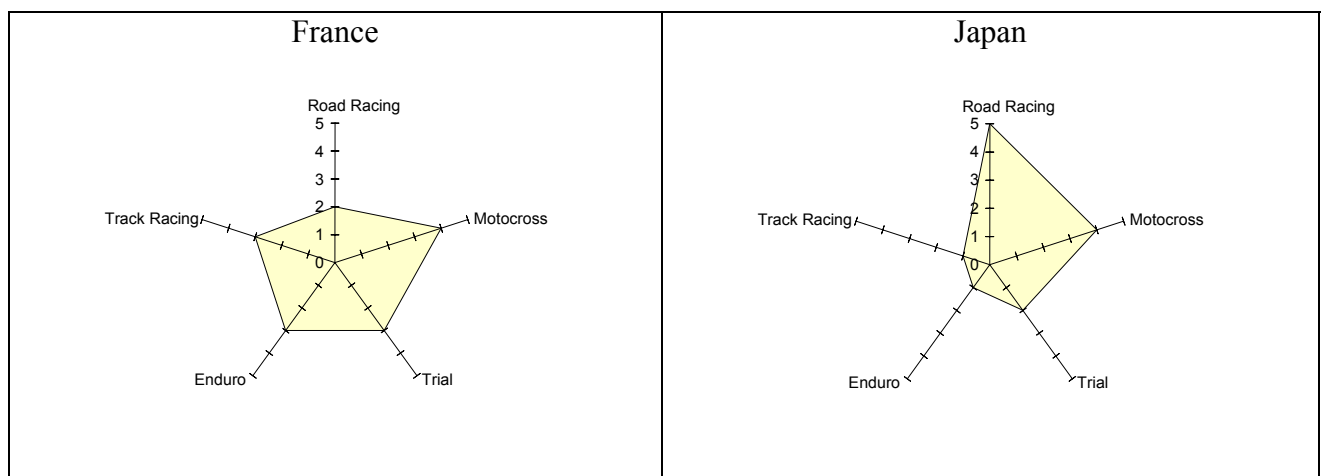
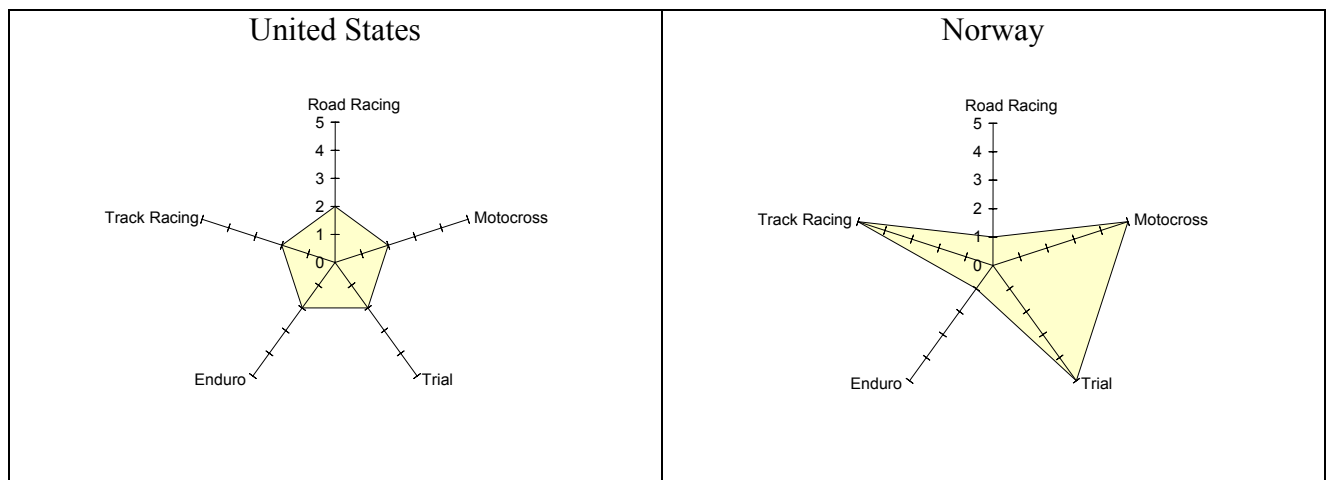
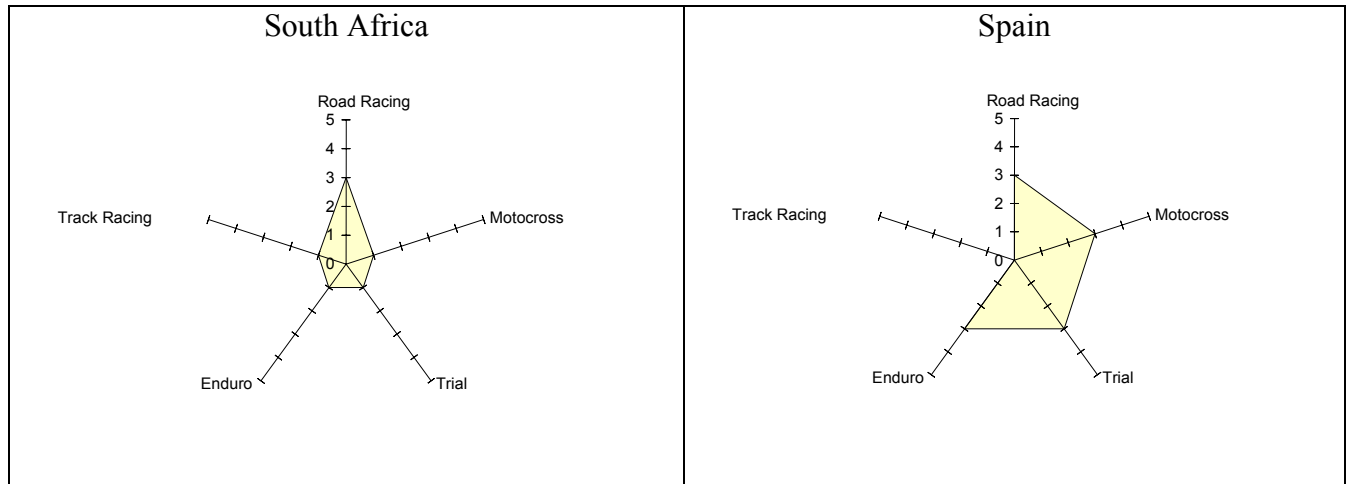
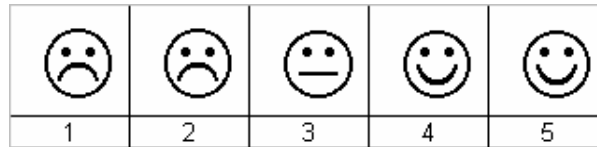
| <i>Question:</i> | <i>Answer:</i> |
|---|--|
| A French woman rider Activities are not adapted | <ul style="list-style-type: none"> <i>In the world of motorcycling nothing is adapted for women. If a woman wants to find out about motorcycling competition, do courses, go for weekend rides etc., she has to do it with the boys.</i> |
| A German woman rider Insufficient training networks | <ul style="list-style-type: none"> <i>There are too few riding courses, riding days on circuits, or courses of any kind.</i> |
| A French woman rider A positive move but still lots to be done | <ul style="list-style-type: none"> <i>It's changing. There's been a development recently. Courses just for women started to happen in around 1998. It's up and running but work needs to be done on making the sport accessible to women. There really is a lot of work to be done.</i> |
| An American woman rider Offer riding lessons | <ul style="list-style-type: none"> <i>Women like riding lessons. They don't seem too frightened by the risk of injury. They like the opportunity to meet other people and learn the right technique. They encourage each other.</i> |

The statements received show that women riders obviously have a need that is often not being met: that of being able to train, do courses and learn motorcycle mechanics. For some of them it is important to be together and not to have to share these courses with men.

Let us briefly take a look at what the National Federations think about women's expectations in terms of activities.

1.22.1 What do National Federations think about women's expectations in terms of types of activities?

As part of the self-evaluation questionnaire submitted to the National Federations, they were asked to evaluate the number of motorcycle riding schools available in their particular country on a scale of 0 to 5. Their answer is summarised below in graph-form:



It is evident that the availability of courses to enhance skills is judged to be satisfactory in Norway, France and Japan for Motocross, very satisfactory in Japan for Road Racing,

satisfactory in Norway, France and Spain for Trial, and satisfactory in Norway and Spain for Enduro. However for Track Racing, it is only judged to be satisfactory in Norway.

The following section deals with how the women riders themselves assess the recognition they receive for their contribution to the sport.

1.23 Recognition of our involvement and facilities for accessing this sport

Here are some of the answers concerning how the women riders themselves assess **the recognition they receive for the contribution made by women to this sport**:

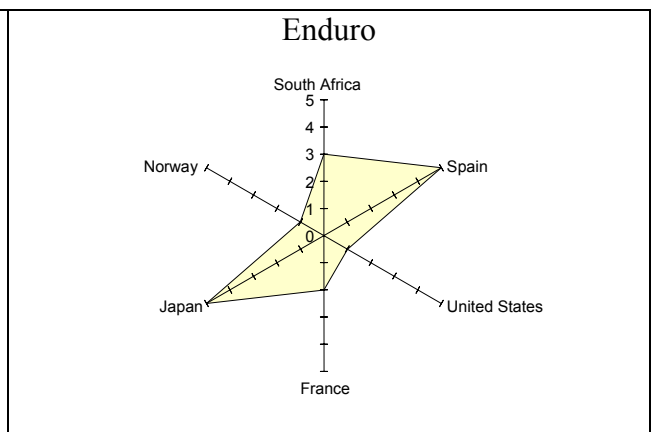
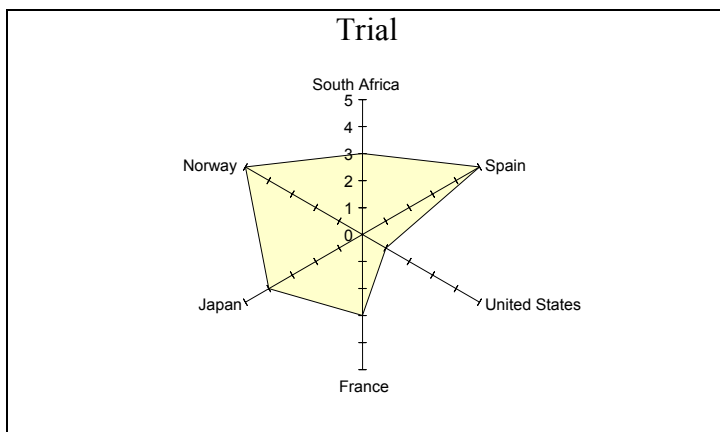
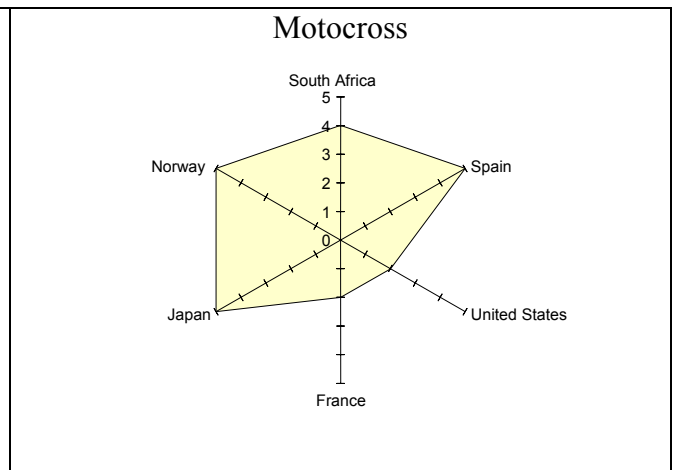
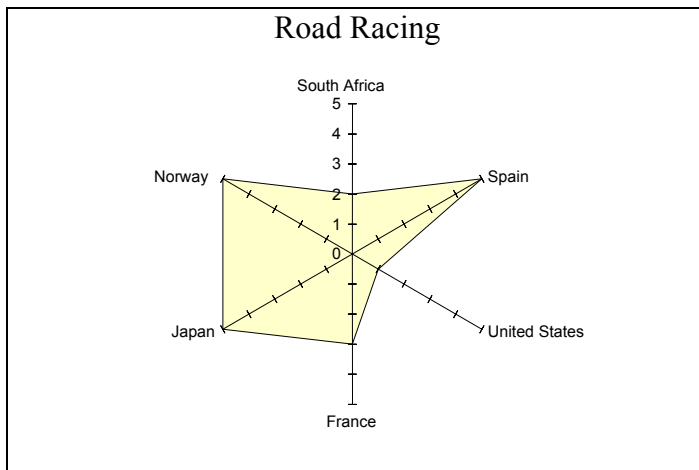
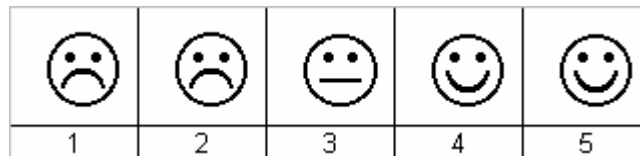
| <i>Question:</i> | <i>Answer:</i> |
|---|---|
| <p>A French woman rider</p> <p>A need for recognition</p> | <ul style="list-style-type: none"> <i>We want the contribution made by women to be recognised by all parties at a regional, national, international and world level by the Ministry of Sport, authorities running the sport of motorcycling, the media, sponsors and the general public.</i> |
| <p>A German woman rider</p> <p>Fear that they might overshadow the top few</p> | <ul style="list-style-type: none"> <i>I've always had difficulty finding the money required to finance my season. I can't understand why everyone was so happy for me to be there but no one was prepared to help me. In hindsight I think people wanted me to take part but didn't want me to finish in the top five. Maybe commercially it wouldn't have been a good thing for the manufacturers' brand image.</i> |
| <p>An American woman rider</p> <p>A fear of being singled out</p> | <ul style="list-style-type: none"> <i>I think women, and bike riders in particular, don't want to be singled out by getting special recognition of any kind. This was the consensus from several group discussions.</i> |
| <p>An American woman rider</p> <p>A need for their contribution to be recognised</p> | <ul style="list-style-type: none"> <i>Women appreciate their contribution to leisure and competition motorcycling being recognised. Winning trophies and finding sponsors is very important.</i> |
| <p>A French woman rider</p> <p>Recognition of their abilities without any prejudice</p> | <ul style="list-style-type: none"> <i>We are trying to get recognition as riders and sportswomen in our own right, not as girls who ride bikes. There's an enormous amount of work to be done.</i> |
| <p>A French woman rider</p> <p>Reluctance to work for a female rider</p> | <ul style="list-style-type: none"> <i>You have to find a good, serious team because it's not easy to find a good team that has confidence in a female rider. It's hard to find because there are lots of charlatans around.</i> |
| <p>An American woman rider</p> <p>A shortage of motorcycling magazines for women</p> | <ul style="list-style-type: none"> <i>There's always more that can be done in publicity terms to recognise women. If you read motorcycling magazines, everything's geared to men, not women. There is a women's motorcycle magazine, just one in the whole United States, but all the women read the other magazines because they contain all the useful information.</i> |

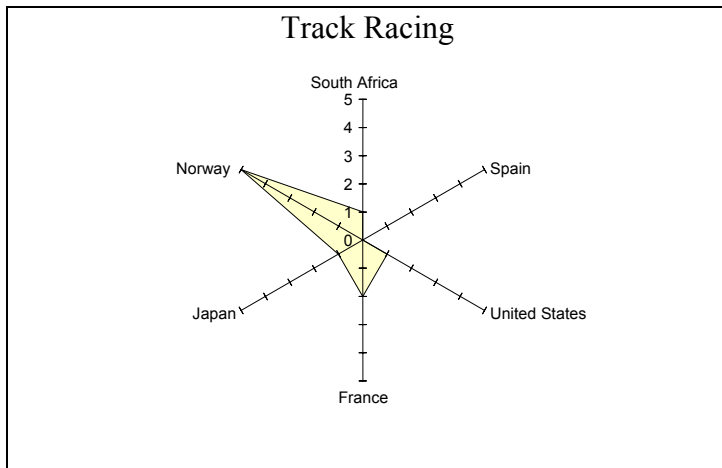
This selection of answers offers a good illustration of the variety of what is lacking in terms of the recognition women feel they receive. Whether it concerns competition at any level, political authorities responsible for promoting sport, written or TV media, sponsors, teams and even the general public, women motorcyclists suffer from a lack of recognition.

Let us see now what the National Federations think about recognition for the contribution made by women to this sport.

1.23.1 What do the National Federations think about recognition for the contribution made by women to this sport?

As part of the self-evaluation questionnaire submitted to the National Federations, they were asked to evaluate the extent of the recognition women riders receive from male riders for the different disciplines in motorcycle racing on a scale of 0 to 5. Their answers are summarised below in a graph:





These graphs offer a good illustration of the differences in perception by the National Federations concerning the level of recognition women riders get from their male colleagues. This difference exists not just from one discipline to another, but also from one country to another. Whichever country is concerned, it is better to be a woman rider in Road Racing, Motocross and Trial than a woman rider in Enduro and Track Racing. Furthermore, whichever discipline is considered, it is better to be a woman rider in Spain, Japan and Norway than in the United States, France and South Africa.

Although the interpretation of this self-evaluation questionnaire can be distorted by the respondent's ability to be self-critical, by crosschecking it with the contents of the interviews conducted, this result seems to correspond quite closely to the summary of the opinions expressed.

Let us now take a look in Section 2 at the answers given by individual countries concerning promoting and developing women's motorcycle racing.

2 WHAT SOLUTIONS HAVE THE VARIOUS COUNTRIES ADOPTED TO PROMOTE AND DEVELOP WOMEN'S MOTORCYCLING SPORT?

The purpose of this second section is to take a detailed look at the solutions adopted by certain countries to promote the position of women in this sport.

To begin with, let us examine together the main factors behind my choice of countries.

2.1 *Justification of my choice of countries (the leaders, the followers and the stragglers)*

Irrespective of the country, motor sports in general, and the sport of motorcycling in particular, are of minor importance when compared with major sports such as football. Motorcycling is however a universal sport, practiced on all continents.

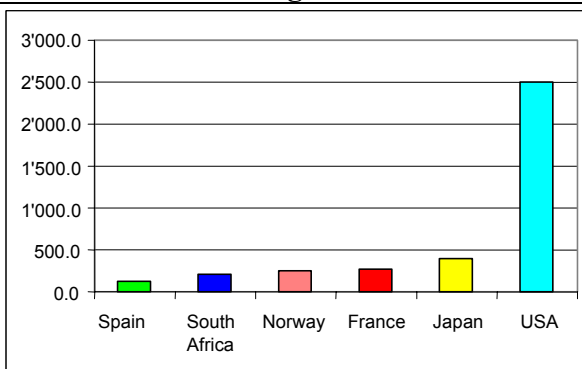
The countries I have selected for my project are all countries with an important motorcycling tradition and, from both a quantitative and qualitative viewpoint, a substantial number of participants, both male and female.

Although two thirds of motorcycling sport activity takes place in Europe, motorcycling is a universal sport and so I considered it worthwhile including an American country (the United States), an Asian country (Japan) and an African country (South Africa) in my project alongside three European countries (France, Spain and Norway).

My selection includes:

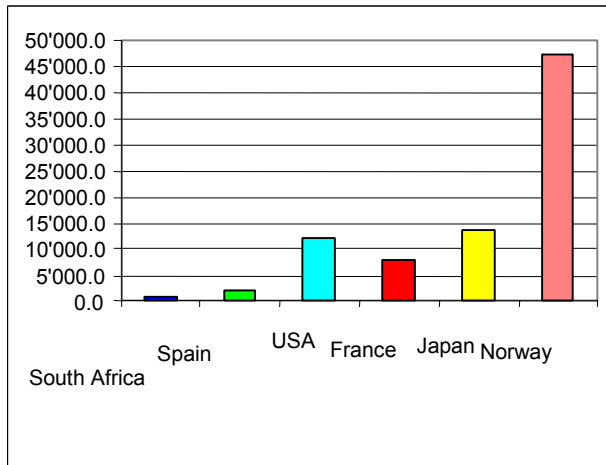
- Two countries one might see as leaders; these are the United States and Norway, the two countries with the highest number of licensed riders in terms of absolute value and relative value respectively
- Two countries one might view as followers; these are Japan and France. In these two countries, the sport is under development although there is still some way to go before it reaches its true potential.
- Two countries one might describe as stragglers; these are Spain and South Africa. In these countries the sport has been little developed and there remains significant growth potential.

United States: The highest number of female licensed riders in terms of absolute value



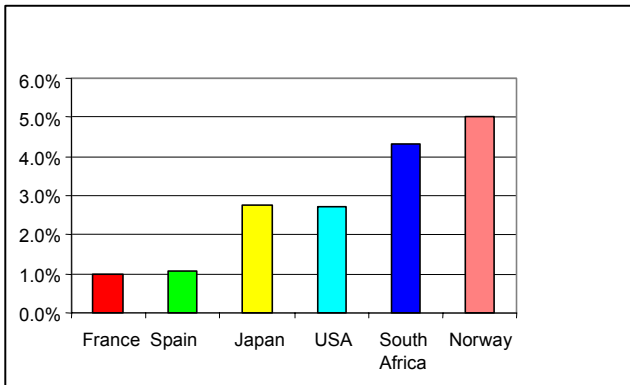
The United States has been chosen as “leader” because it has the highest number of women practising the sport in terms of absolute value. It is the country with the largest number of women participating in its main discipline, Motocross, and the movement to promote the participation of women in the sport of motorcycling is particularly advanced here.

Norway: The highest average per-capita income compared with the number of licensed riders



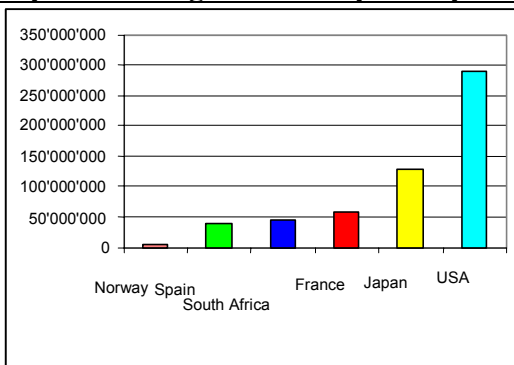
Norway was also selected as “leader” because, of all the countries I looked at, it had both the highest number of female licensed riders in terms of relative value of its population and was also the country with the highest per capita income. When you consider that motorcycling is a particularly costly sport, the remarkable success Norway has encountered in the promotion of women in motorcycling sport is perhaps not so far removed from the high standard of living in Scandinavian countries. Norway is also a country where gender equality is particularly advanced.

France: The lowest female representation among its licensed riders

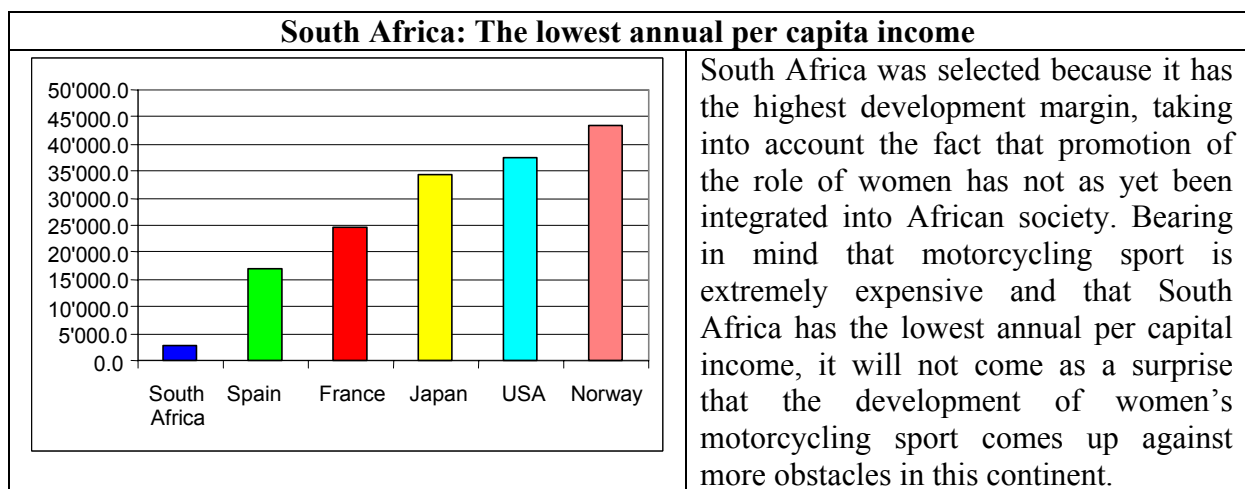
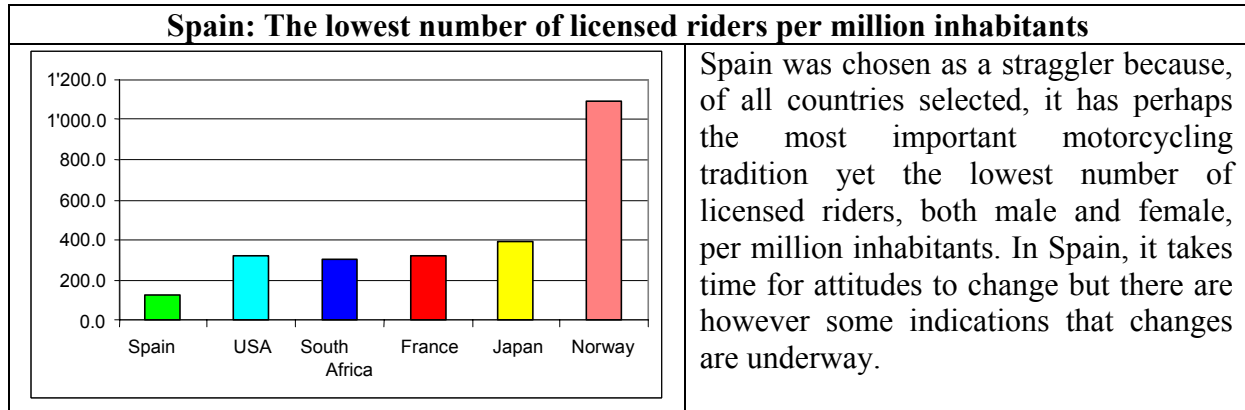


France has been selected as a “follower” because it has an extremely important motorcycling tradition and has recently produced some good quality women motorcyclists. Motorcycling sport also benefits from high-quality infrastructures and management. It should however be pointed out that, of all countries examined, France had the lowest female representation among its licensed riders.

Japan: The highest development potential in terms of population



Japan was selected as a “follower” country because, although it was the last country to embark on the promotion of women in motorcycling sport, as the figurehead of motorcycling sport in Asia it represents quite considerable development potential in terms of population. Japan is also the home of the principal motorcycle manufacturers.

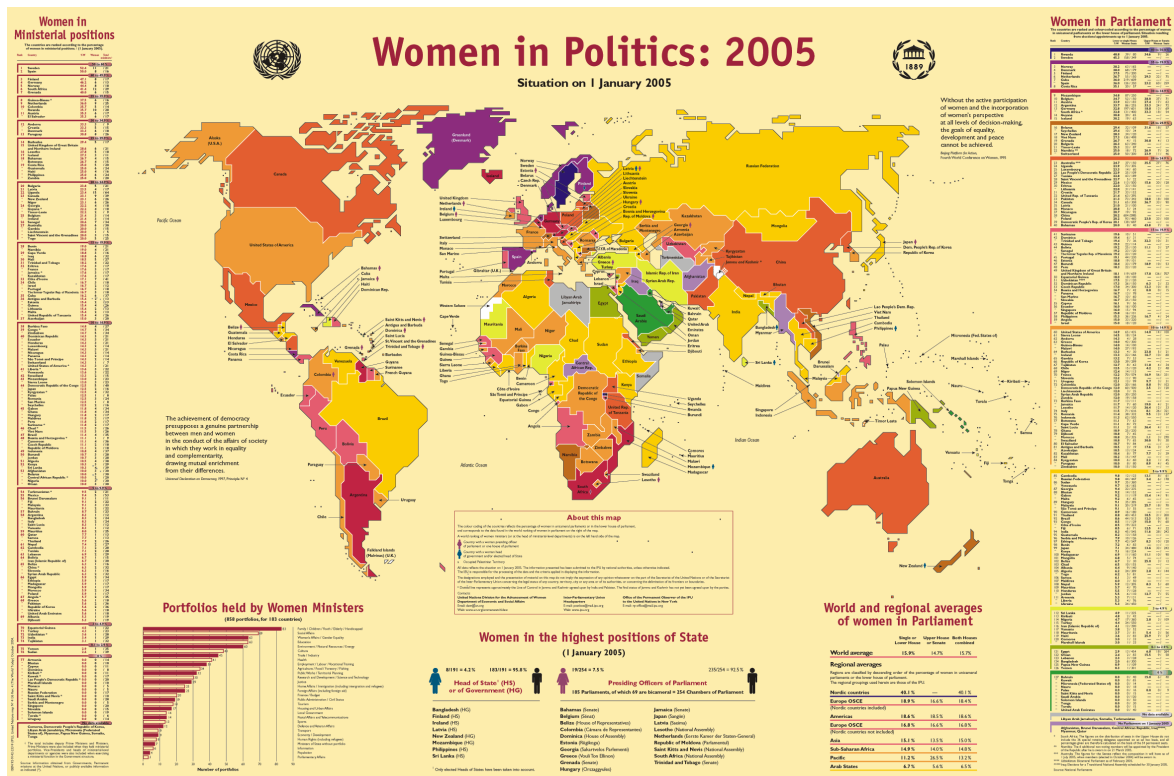


To compare or not to compare?

It is perhaps not completely unreasonable to try to draw a parallel between the development of a sport, which for many years has been the exclusive domain of men, and the presence of women in politics, in particular their participation in national parliaments.

Recently, on International Women's Day, the Inter-parliamentary Union published the latest statistics and the map of women in politics reproduced below. It is interesting to note that of the countries I have selected for my project, Norway and Spain lead the way with 38% and 36% female representation respectively (purple on the map), followed by South Africa with 33% (red on the map), the United States with 15%, France with 12% (shown in orange) and Japan with 7% (in yellow).

The map on the following page allows us to visualise the position of women in the different continents and, within one and the same continent such as Europe or Africa, from one country to another.



Source: Inter-parliamentary Union - www.ipu.org

If you compare this ranking with the previous graphs showing the ratio of female licensed motorcyclists to all licensed motorcyclists (see France above) it will strike you that there is a certain similarity between the two. Note, however, that the situation in Spain is something of an exception: Spanish women have significantly higher representation in politics than in motorcycling sport.

Hence, does the representation of women in motorcycling sport not mainly depend on society and attitudes?

In the next section, let us take a look at the structure of the sports systems in the various countries selected.

2.2 The structure of the sports system in each of these countries and the involvement of the various players in developing the practice

Analysis of the structure of the sports systems in the countries selected for my project highlights the following main trends:

South Africa

South Africa has a fairly centralised sports system, recently created through the merger of several previously competing organisations, one of these being the National Olympic Committee of South Africa (NOCSA). Some of this organisation's powers are delegated to the country's nine regions. The majority of non-Olympic sports such as motorcycling are privately funded but sports federations receive welcome aid in the form of redistribution of income from lotteries, both sports and non-sports related.

Germany

Germany's sports system is largely decentralised. It is based mainly on non-governmental sporting organisations with the Federal government providing a legal basis and lending financial and HR support.

Spain

The Spanish sports system came under the control of the Federal government until 1978 but is now fully decentralised. The majority of funding comes from the government's general budget. Government organisations work closely with non-governmental organisations.

France

The French sports system is based on the collaboration of public and private structures within a very specific legislative and regulatory framework. The government accepts that French sports organisations are in the general and common interest of the public. France operates a centralised system based on representation and delegation of certain powers by the national organisation to a regional and/or local structure. Funding in the main comes from the Government's general budget.

United States (USA)

In the United States, the entire system is based on private structures. There is no support of any kind from the Federal government or state governments and the American Motorcycling Federation is not recognised by the United States Olympic Committee (USOC).

Japan

Like its US counterpart, the Japanese sporting system is based essentially on private structures. Japan's political system, whether at national or regional level, takes no interest in sports-related matters and, as such, there is no support of any kind from the Federal government or regional governments. The Japanese Motorcycling Federation is not recognised by the Japanese Olympic Committee (JOC).

Norway

The Norwegian sports system comes under the Ministry for Cultural Affairs and most of its funding comes from gambling revenues from sports activities. Subsidies are granted to the Norwegian Olympic Committee, the Norwegian Sports Confederation and the authorities in its 19 counties and these are used to promote Sport for All. The Norwegian sports system is highly decentralised.

The following table gives a better idea of how sport is organised in the various countries. I have made every effort to show in decreasing order of importance the authorities primarily responsible for the promotion of sport and/or the funding of sports infrastructures. X⁽¹⁾ indicates that the entity in question has prime responsibility. X⁽²⁾ indicates that prime responsibility goes to the entities marked X⁽¹⁾, with those marked X⁽²⁾ having secondary responsibility. Where I have marked X⁽³⁾, this indicates that prime responsibility goes to the entities marked X⁽¹⁾, secondary responsibility to those marked X⁽²⁾ with those marked X⁽³⁾ falling into third place.

| Description | South Africa | France | Spain | USA | Japan | Norway |
|---------------------------------------|---------------------|------------------|------------------|------------------|------------------|------------------|
| Centralised structure | X | X | | X | X | |
| Decentralised structure | | | X | | | X |
| Promotion by the NOC | | | | | | X ⁽⁴⁾ |
| Promotion by the National Federations | | X ⁽³⁾ | | | X ⁽³⁾ | X ⁽³⁾ |
| Promotion by the regional Federations | | X ⁽²⁾ | X ⁽²⁾ | | X ⁽²⁾ | X ⁽²⁾ |
| Promotion by the clubs | X ⁽¹⁾ | X ⁽¹⁾ | X ⁽¹⁾ | | X ⁽¹⁾ | X ⁽¹⁾ |
| Federal Infrastructures | | | X ⁽¹⁾ | | | X ⁽³⁾ |
| Regional Infrastructures | | | X ⁽²⁾ | | | X ⁽¹⁾ |
| Local Infrastructures | | X ⁽¹⁾ | X ⁽³⁾ | | | X ⁽²⁾ |
| Privately financed | X ⁽¹⁾ | | | X ⁽¹⁾ | X ⁽¹⁾ | |

X⁽¹⁾ = prime responsibility X⁽²⁾ = secondary responsibility X⁽³⁾ = third level responsibility

This comparison shows that South Africa, France, the USA and Japan have adopted a rather centralised structure whilst Spain and Norway have opted for a more decentralised structure.

The above table clearly shows that, irrespective of the sports organisation adopted by the country, most fundamental sports promotion is carried out by the clubs. In France, Spain, Japan and Norway regional sports federations have been given the task of monitoring the fundamental sports promotion put in place by the clubs.

As regards funding, you can see that in France and Norway the local authorities are responsible for funding and monitoring the provision of sports infrastructures. In Spain, this responsibility falls on its public sports body and in South Africa, the United States and Japan, sports infrastructures are almost exclusively funded from private sources.

The next section is dedicated to the analysis of possible global trends likely to encourage or impede the development of women's motorcycling sports and finally to a list of current and future challenges.

2.3 Global trends likely to present opportunities or to pose threats to the development of this discipline.

The aim of this section is, first and foremost, to describe the levels of awareness among the various players of the issues surrounding women's motorcycling sports, then to identify the action needed to change this situation, to examine and better understand what has caused the current situation and, finally, to list the challenges of today and tomorrow.

Let us begin by examining society's awareness of the place occupied by women in sport.

2.3.1 A healthy awareness

When it comes to the "women and sport" issue in Europe and worldwide, the main trend over the last five to ten years seems to indicate that decision-makers in the fields of politics and sport, under pressure from public opinion and the sports movement in the widest sense, are starting to become aware of the need to afford women a more important place, whether as competitors or representatives of sporting organisations and federations governing international sport.

Back in 1996, the International Olympics Committee (IOC) set itself an objective whereby by 31 December 2000, women would hold at least 10% of the decision-making positions in all National Olympics Committees (NOC), International Federations (IF) and National Federations (NF) and other sports-related organisations. Furthermore, this percentage was set to rise to 20% by 31 December 2005.

In her report of 17 January 2005, the lady President of the IOC's Women and Sports Commission took stock of the situation, highlighting that several International Federations had made significant progress or even exceeded the 2005 target. The report did however also point out that much still had to be achieved in this area.

International motorcycling sport is no exception to this rule. The Executive Office of the FIM comprises four members, all of whom are men. The FIM's Executive Board is currently composed of 11 members, ten men and one woman. Ten of the FIM's eleven sports and non-sports commissions are chaired by men and only one by a woman. There is no Women and Motorcycling Commission within the FIM and, of the 93 National Federations, only three are chaired by a woman with nine women holding operational management positions within these federations.

Let us now look at what can be done to change the situation.

2.3.2 What can be done to change the situation?

Below you will find a selection of the responses I obtained to the question: **What should be done to better promote women's motorcycling sport and what factors have prevented or held women back from making more forceful demands for better status in this sport?**

| <i>Question</i> | <i>Response</i> |
|------------------------------|--|
| A director of the FIM | <ul style="list-style-type: none"><i>First and foremost we need to change attitudes. This leads me of course to mention motorcycling, which is evidently</i> |

| | |
|--|--|
| Change attitudes | <i>conceived as being a macho sport, mainly for men, and this is where a significant change of attitude is required.</i> |
| A director of the FIM A progressive approach | <ul style="list-style-type: none"> <i>The first step we need to take is to devise projects we could put in place with the federations to promote the sporting activity of women within them. We then need collaboration and only once this is in place can we see the FIM organising Women's World Championships. We need to approach it step by step.</i> |
| A sponsor of one of the FIM championships Encourage the National Federations to assume their role | <ul style="list-style-type: none"> <i>I think that any changes must come from the roots... the National Federations. Any women riders wishing to take part in World Championships must already stand out from the crowd. To reach this level, they need to spend quite a bit of time building their career at a lower level. Of course, once women riders have reached the necessary level, we will be interested in managing them.</i> |
| A director of the Japanese Motorcycling Federation Setting an example | <ul style="list-style-type: none"> <i>We need to be able to promote the idea that competitive motorcycling is not a sport open exclusively to men. We are still looking for the best way to do this. For example, we invite the women spectators who arrive by motorbike at women's championship events to take part in "parade laps".</i> |
| A female director of the South African Motorcycling Federation Encourage women to compete | <ul style="list-style-type: none"> <i>We have a lot of women interested in motor sports. The biggest problem we have is that when the Chairmen of Commissions see they are interested in motorcycling sport, rather than encouraging them to compete, they systematically direct them towards administrative roles.</i> |
| A director of the Spanish Motorcycling Federation Rapid changes | <ul style="list-style-type: none"> <i>Each day we see more women in the clubs, operating as officials and joining the federations, etc. Approximately 25% of officials at Trial events are women, whereas not so long ago these were all men. This is a fast-moving trend. Women's sport has made huge progress in Spain these last few years.</i> |

To me, it is absolutely clear that the main problems encountered by women who enjoy motorcycling as a recreational pursuit is the lack of political willingness, or the low priority given by directors of motorcycling sport at both national and international level, to promote this sport as a sport open to women and at which women are at least as skilled as the men. There are of course excuses, both good and bad, linked to the position of women in society to justify the present situation, but changes are underway and, happily, we have reached a point of no return.

Now let us look at the factors, which have led to the current situation.

2.3.3 What are the reasons behind this situation?

Below you will find a selection of the responses I obtained to the question: **What factors have prevented or held women back from making more forceful demands for better status in this sport?**

| <i>Question</i> | <i>Response</i> |
|------------------------------|---|
| A director of the FIM | <ul style="list-style-type: none"> <i>It is a masculine sport perceived as a man's sport with all the segregation and exclusions that come with this type of perception. For instance, we have probably mentioned so</i> |

| | |
|---|---|
| <p>Promote motorcycling as a women's sport</p> | <p><i>many times that it is a dangerous, macho sport that we have somehow discouraged women to take part in this type of activity.</i></p> |
| <p>A sponsor of one of the FIM Championships Change attitudes</p> | <ul style="list-style-type: none"> ▪ <i>It is first and foremost a question of attitude. If you consider how many women take an active role within their federation, you can see how this has happened. There are too many old people who hold sway in the federations and their attitudes haven't changed since the 1950s.</i> |
| <p>A director of a National Federation Oust the cultural problem</p> | <ul style="list-style-type: none"> ▪ <i>There is no doubt that the root of the problem is cultural. You do however see more and more women taking part in the non-competitive side of the sport, in educational, tourism and recreational activities, for example.</i> |
| <p>A director of a National Federation "It was viewed as disloyal"</p> | <ul style="list-style-type: none"> ▪ <i>You obviously need the support of your family to start out in motorcycling. A motorbike is expensive so it is difficult to buy one without your family's help. In the past, if girls went home and said "Daddy, I want to take up motorcycling" this was viewed as disloyal". I think it's solely a question of attitude</i> |

I firmly believe this situation has arisen from the fact the sport has been perceived by all to be a male sport practiced by men and from which women are excluded. Of course, attitudes in some countries have changed over the last few decades but other countries still have a long way to go. In my mind, however, we need to begin by communicating and raising awareness amongst the various players of the current situation and the future challenges that await the sport in order to bring about the changes everyone is looking for.

In fact, the next section looks at the type of challenges that lie ahead, categorising them according to whether they are internal or external.

2.3.4 What are the real challenges?

To achieve a better understanding of the real challenges inherent in the promotion of women in motorcycling sport, I used a number of responses provided during interviews carried out for my project to draw up a SWOT analysis of the sporting activity of women in motorcycling sport.

The first important stage is to draw a distinction between internal and external factors. **Internal relates to players, which are either directly or indirectly governed by the FIM or its National Federations.** In all cases, these are players over which the National Federations exert a certain influence or control. **External, on the other hand, relates to players over which the federations exert no influence or control.**

Internal

External

| | |
|--|---|
| <p>Strengths A sport for enthusiasts In some disciplines, physical strength is not a significant handicap Top quality men's competitions Sport receiving good media coverage Good quality internal driving lessons Possible synergies with men's competitions</p> | <p>Opportunities Very little competition from other sports Less expensive than other motor sports Male riders quite willing to encourage and supervise women who are good at this sport Existence of local infrastructures in certain countries Good quality external driving lessons The more it is practiced, the more it will become acceptable</p> |
| <p>Weaknesses Federations not promoting the sport in order to attract new audiences No financial support for participants Women are not sufficiently aware of all the opportunities on offer (lack of promotion) Federations lack presence and visibility</p> | <p>Threats Difficult to find training programmes suitable for women Difficult to find sponsors Fear of accident and injury Motorcycles not entirely suited to the female form Accessories not entirely suited to the female form Lack of local infrastructures in certain countries Cost of the sport (motorcycles and tyres are expensive)</p> |

Let us now look at how some National Federations have used certain of these strengths and opportunities to promote women's motorcycling sport.

2.4 *The development strategies and action plans put in place by the FMNs*

First of all, with the help of a number of statistics gathered at the interviews I conducted with the representatives of the National Federations, let us look at the specific situation in certain countries and in particular the differences that exist between these countries.

To begin with we will look at federal practice in the various disciplines of motorcycling sport.

2.4.1 *Statistics used to identify federal practice in each disciplines*

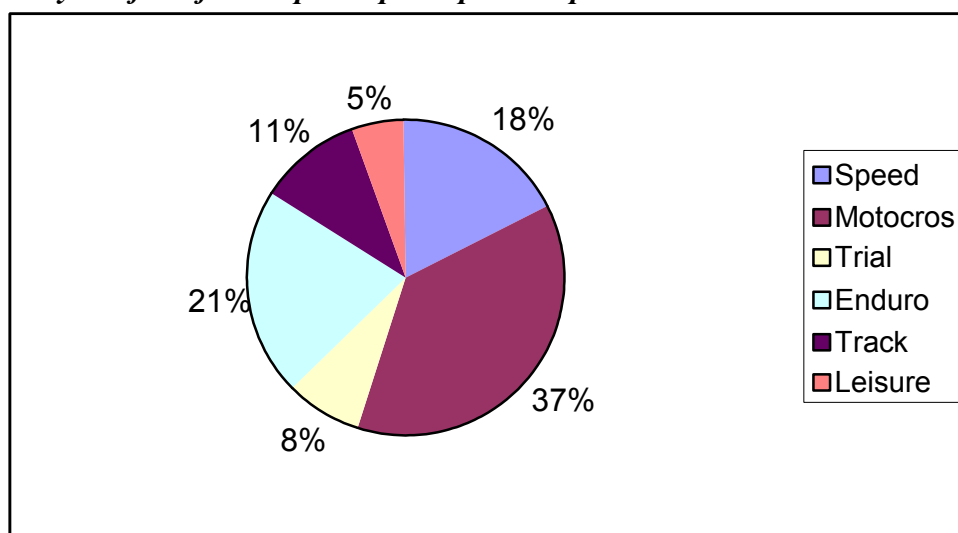
2.4.1.1 *How many women hold licences in the selected countries?*

The summary table below gives us a better idea of how many women practice the sport in the various countries selected:

| Country | Speed | Motocross | Trial | Enduro | Track | Total | Leisure | Total |
|--------------|------------|-------------|------------|------------|------------|-------------|------------|-------------|
| South Africa | 12 | 118 | 1 | 17 | 0 | 148 | 107 | 255 |
| France | 90 | 106 | 29 | 70 | 3 | 298 | 62 | 360 |
| Spain | 3 | 5 | 10 | 3 | 0 | 21 | 19 | 40 |
| USA | 378 | 852 | 134 | 706 | 415 | 2485 | 0 | 2485 |
| Japan | 165 | 197 | 27 | 13 | 0 | 402 | 9 | 411 |
| Norway | 24 | 125 | 100 | 0 | 1 | 250 | 0 | 250 |
| Total | 672 | 1403 | 301 | 809 | 419 | 3604 | 197 | 3801 |
| % | 17.7% | 36.9% | 7.9% | 21.3% | 11.0% | 94.8% | 5.2% | 100.0% |

The pie chart below provides a graphic representation of the number of female participants in each discipline:

Analysis of the female participants per discipline in the countries examined

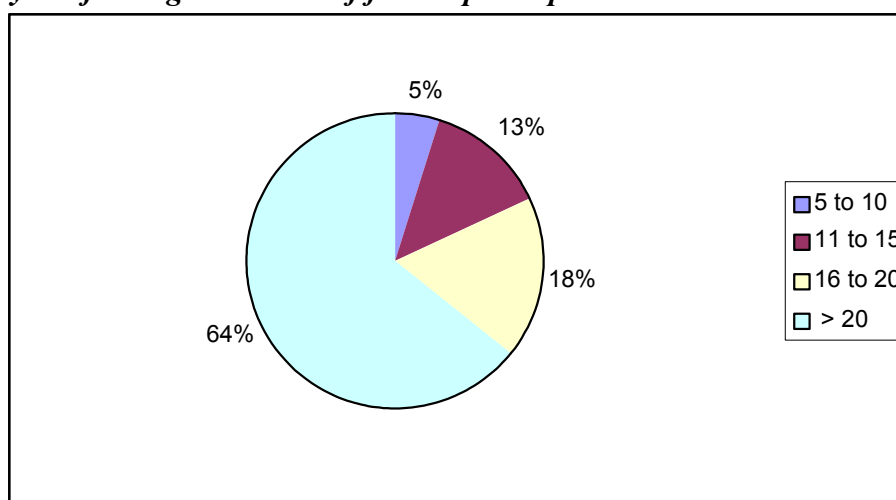


A more-detailed examination of the situation by age group gives the following:

| Country | 5 to 10 | 11 to 15 | 16 to 20 | > 20 | Total |
|--------------|------------|------------|------------|--------------|--------------|
| South Africa | 30 | 24 | 42 | 159 | 255 |
| France | 0 | 73 | 34 | 253 | 360 |
| Spain | 10 | 5 | 15 | 10 | 40 |
| USA | 115 | 325 | 370 | 1'675 | 2'485 |
| Japan | 33 | 29 | 57 | 292 | 411 |
| Norway | 0 | 50 | 150 | 50 | 250 |
| Total | 188 | 506 | 668 | 2'439 | 3'801 |
| % | 4.9 | 13.3 | 17.6 | 64.2 | |

This age structure can be shown in graphic form as follows:

Analysis of the age structure of female participants in the countries examined



In most countries, young people under the age of 10 receive little encouragement to practice the sport or enter competitions. It is therefore not surprising that the vast majority of participants fall into the 15 to 20 years and over 20 years categories. You will observe that there is very little disparity between the various countries at this level.

As we have already seen in the introduction, in almost all of the countries, championships are defined as “open”. In other words they are open to all without restriction.

In countries and disciplines where there are championships for women and girls only, these are of course reserved for them.

We do need to face the fact, however, that there are still very few countries and disciplines offering female-only championships, although recently these have been on the increase.

Let us now look at the number of women-only championships and the number of championships open to women.

2.4.1.2 Women-only championships or mixed competitions?

In the countries examined, there are certain women-only championships, mainly in Motocross and Trial. There are also some in road racing but these are not so common.

Moreover, there was no general consensus of opinion among the female participants interviewed as to whether there was any justification for creating specific, women-only competitions. We are obviously up against two irreconcilable trends of thought.

The first of these trends was expressed mainly by those women who, through sheer abnegation, courage and significant sacrifices, have managed to achieve first-rate placings in men’s motorcycling competitions. They are currently not in favour of creating women-only championships, believing that at present, there are insufficient top-class female competitors to serve as a starting point likely to be of interest to all parties involved, which include the public, organisers and sponsors. They consider that competitions of this type would not be in the interests of women in this sport.

The second trend of thought is defended by a good many women who do not practice the sport at competitive level, mainly due to a lack of women-only competitions and a fear of having to pit themselves against male drivers who have a reputation for being more aggressive.

Below are a few representative examples of the opinions expressed in response to the question **of whether women-only championships or mixed competitions should be encouraged:**

| <i>Question</i> | <i>Response</i> |
|--|--|
| <p>An American woman road racing competitor</p> <p>Promote women-only races</p> | <ul style="list-style-type: none"> <i>I, personally, have never considered it a problem being the only women in a group but I know that many women find it intimidating. I like to race with the men but there are a lot of girls who think it would be a step in the right direction to have women-only races.</i> |
| <p>An American woman Motocross competitor</p> <p>Encourage women to take part in open races</p> | <ul style="list-style-type: none"> <i>I like to see how I shape up against the men whilst at the same time attaining a good position in the women's class. I wouldn't like to be involved in women-only races. Men bring aggressiveness to the sport and represent a challenge for me.</i> |
| <p>An American woman Enduro competitor</p> <p>Promote a group rather than minorities</p> | <ul style="list-style-type: none"> <i>I think it would be important to have women-only national competitions. All other sports have categories reserved for women. I think that women could benefit from more recognition as a group rather than as individual competitors lost in the ranks of male competitors.</i> |
| <p>A French woman road racing competitor</p> <p>You don't progress because the standard is not sufficiently high</p> | <ul style="list-style-type: none"> <i>Women's competitions bring very little recognition because the standard is not very high and so you can't make any progress. There is no need for women-only events.</i> |
| <p>A female French competitor</p> <p>Official competitions must be mixed</p> | <p><i>I have nothing against them riding together, whether at women-only weekends, training courses or even in friendly races but when it comes to official league tables, you really need mixed events.</i></p> |
| <p>A German woman road racing competitor</p> <p>Women-only categories to encourage participation</p> | <ul style="list-style-type: none"> <i>I think many women would find it easier to be able to start in a women-only category. I personally have really enjoyed racing with the men, it was much harder with the men but also much more gratifying.</i> |
| <p>A director of the FIM</p> <p>Women just as good as the men</p> | <ul style="list-style-type: none"> <i>Women should begin with a basic apprenticeship within a women-only championship organised by the federations. It is quite natural for men to be better at the beginning but later, with experience, women can become just as good as, if not better than, the men.</i> |
| <p>A director of the FIM</p> <p>Equal skills and talent</p> | <ul style="list-style-type: none"> <i>I believe that some disciplines are accessible to both male and female competitors. The only problem is that they are 80 to 90 years behind the times. The obstacle is to be found at training or practice level but I am sure that talent, skill, courage and physical strength are qualities which can be</i> |

| | |
|--|--|
| | <i>found in both men and women</i> |
| <p>A female director of the South African Federation</p> <p>No special treatment, competing on equal terms</p> | <ul style="list-style-type: none"> <i>In South Africa women would not want to take part in special women-only competitions. If they are going to take part, they want to compete on equal terms with the men. We women are just as capable as the men. The men are egoistic and really give the women a run for their money.</i> |
| <p>A sponsor of one of the FIM's World Championships</p> <p>Attract more women into the sport</p> | <ul style="list-style-type: none"> <i>At beginner's level we need to separate the men from the women to allow the women to race against each other and to encourage more women to get involved in the sport. Later, with experience, they can pit themselves against the men at Continental Championships or World Championships.</i> |

There is no doubt that this is where the heart of the matter lies. Naturally, any solutions implemented by the FIM will have to take account of these two needs and opposing points of view. At the risk of frustrating some of the participants, the FIM will need to offer multiple solutions.

Let us now look at how motorcycling sport can be divided into various categories to encourage women to participate on the basis of the specificities of each strategic base or segment.

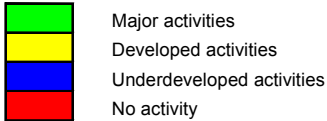
2.4.2 A specific strategic approach targeting women on the basis of the various strategic activity bases (SAB) or strategic areas of activity (SAA)

From the statistical analysis of the number of women holding licenses and how readily available the sport is in the various countries, we can see that the situation can differ greatly from one country to another and from one sports discipline to another.

In view of the fact that women's participation in motorcycling sport is still in its very early stages, the strategic bases I have used as a basis for my strategic segmentation are the main disciplines of motorcycling sport.

Each strategic base is subdivided into three strategic areas of activity relating to the types of discipline and each strategic area of activity is in turn subdivided into a certain number of sub-areas corresponding to the various categories (as a general rule, the cylinder capacity of the motorbikes).

The summary grid below shows a cross-sectional view of the correlation between the various strategic bases of activity and the various countries. The green areas in the table depict the main activities, the yellow areas show bases which are developed but remain secondary, those in blue are activities which are still highly underdeveloped and red is used to depict activities which do not exist.

| Country | SAB 1 | SAB 2 | SAB 3 | SAB 4 | SAB 5 | SAB 6 | |
|--------------|--------|-----------|--------|--------|--------|---------|---|
| | Speed | Motocross | Trial | Enduro | Track | Leisure | |
| South Africa | Yellow | Green | Yellow | Green | Red | Green |  <p>Major activities</p> <p>Developed activities</p> <p>Underdeveloped activities</p> <p>No activity</p> |
| France | Green | Yellow | Blue | Yellow | Red | Yellow | |
| Spain | Blue | Yellow | Green | Blue | Red | Yellow | |
| USA | Yellow | Green | Blue | Green | Yellow | Green | |
| Japan | Green | Green | Yellow | Blue | Red | Blue | |
| Norway | Blue | Green | Yellow | Red | Blue | Red | |

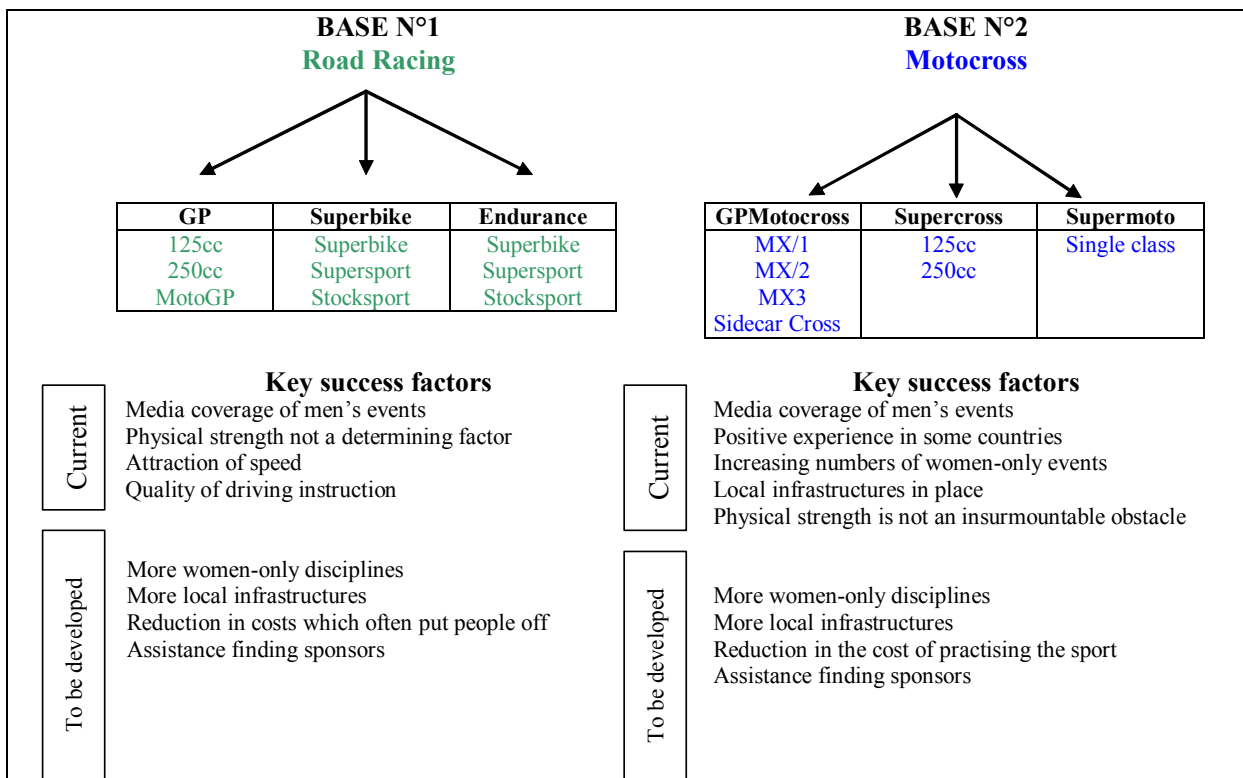
As you can see, in all countries with the exception of France and Spain, Motocross is the main activity in women's motorcycling sport. In France the main activity is road racing and in Spain it is Trial, which dominates.

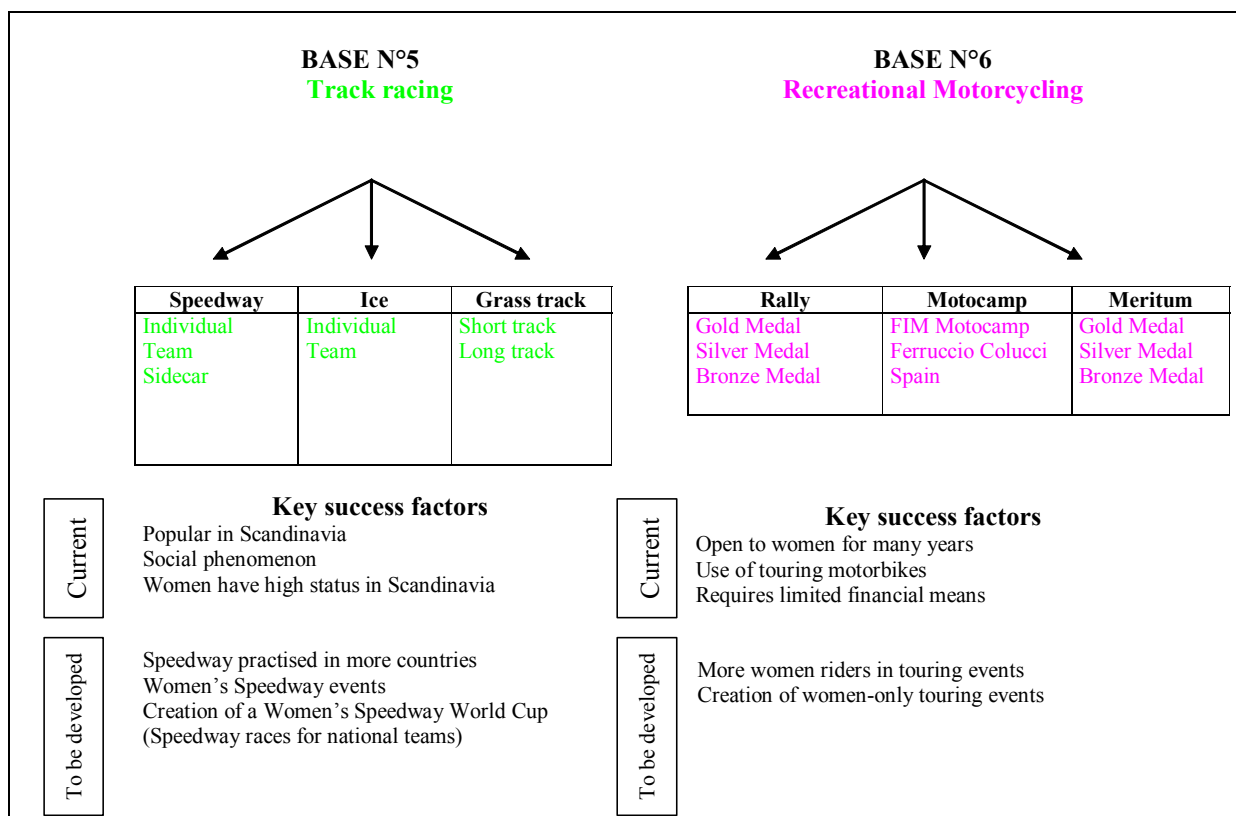
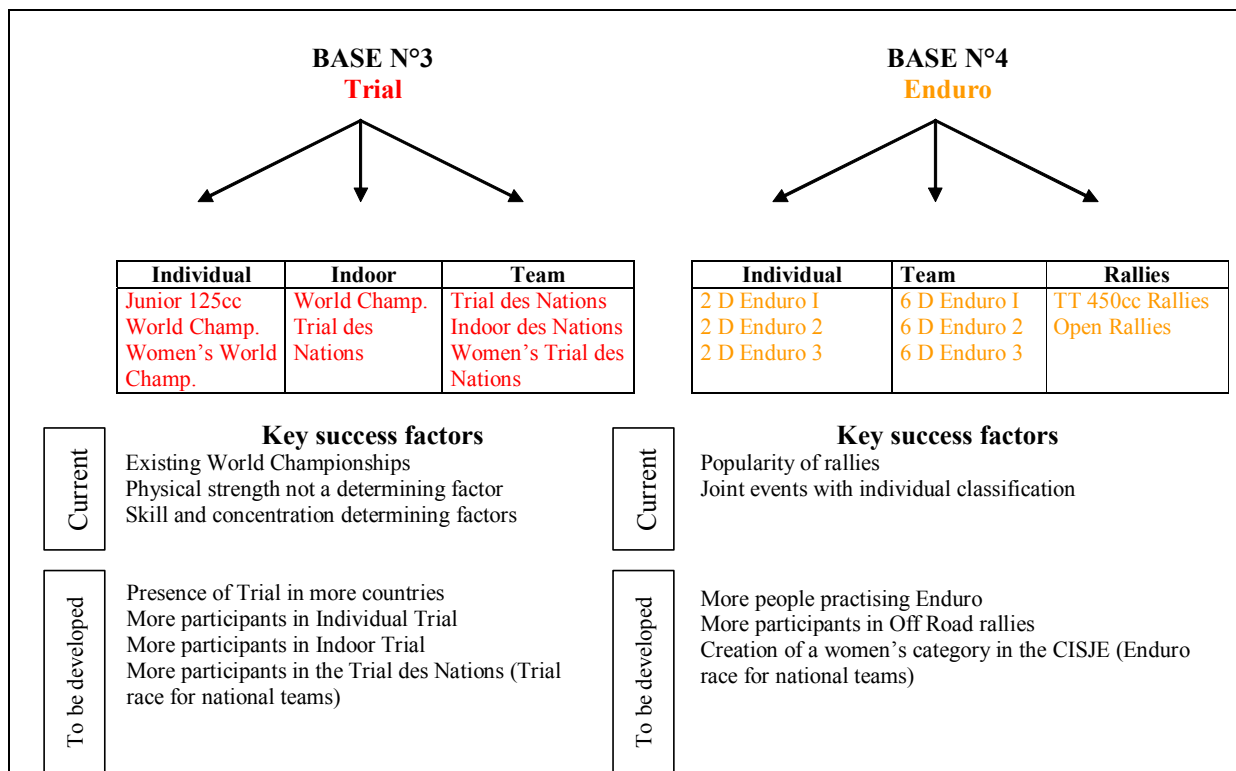
Road racing is non-existent in most countries with the exception of the USA where it is a developed, yet secondary, activity and Norway where it is very little developed.

Trial is the main activity in Spain and a developed, yet secondary, activity in all the other countries except France and the United States. In the latter two countries Trial remains as yet very little developed.

Enduro is the main activity in South Africa and the United States, where it shares this honour with Motocross. In France, this activity is developed but secondary. In Spain and Japan, this sport has very little representation. Norway is the only country of all those examined where Enduro is not practiced at all.

The tables overleaf give a graphic representation of the composition and characteristics of the six different strategic bases.





The next section considers the effectiveness of the policies put in place by the National Federations.

2.4.3 Measuring the effectiveness of the National Federations' policies

If we consider the small number of women holding licences and the problems encountered attracting new female participants to motorcycling sport, we can only assume that **the efforts deployed by the majority of federations have not been sufficiently successful**. I observe that in some countries commercial companies have achieved considerable results by better adapting their products and services to the needs of the public. A number of federations have failed to do this. It would therefore seem that a review of the promotional methods used by the National Motorcycling Federations is in order.

From the various interviews conducted for the purposes of my project, it would appear that the number of women motorcyclists, the percentage of women spectators at World Championship events and the number of women taking part in riding instruction is increasing steadily and that women have the skills and qualifications to achieve the same levels of success as the men but the number of women holding licences is not following this upward trend.

This leads to the observation that there is no real desire to actively promote motorcycling sport to women or, where such a desire does exist, the National Federations have not managed to target their promotional efforts sufficiently well or have failed to allocate the resources required to succeed in this venture.

In this next section I am going to examine the future challenges facing these National Federations when it comes to the development of women's motorcycling sport.

2.5 What challenges will these federations face in the future?

At this stage, let us investigate the challenges these federations will come up against in the future, of which there seem to be many:

The main challenge, which encompasses all the others, is **to achieve better communication** from all players on the issues surrounding women and motorcycling.

The first challenge, and possibly the one requiring top priority, is **promotion**. It is important to convince the women themselves, through well-orchestrated, properly targeted promotions, that they have just as many, if not more, of the skills required.

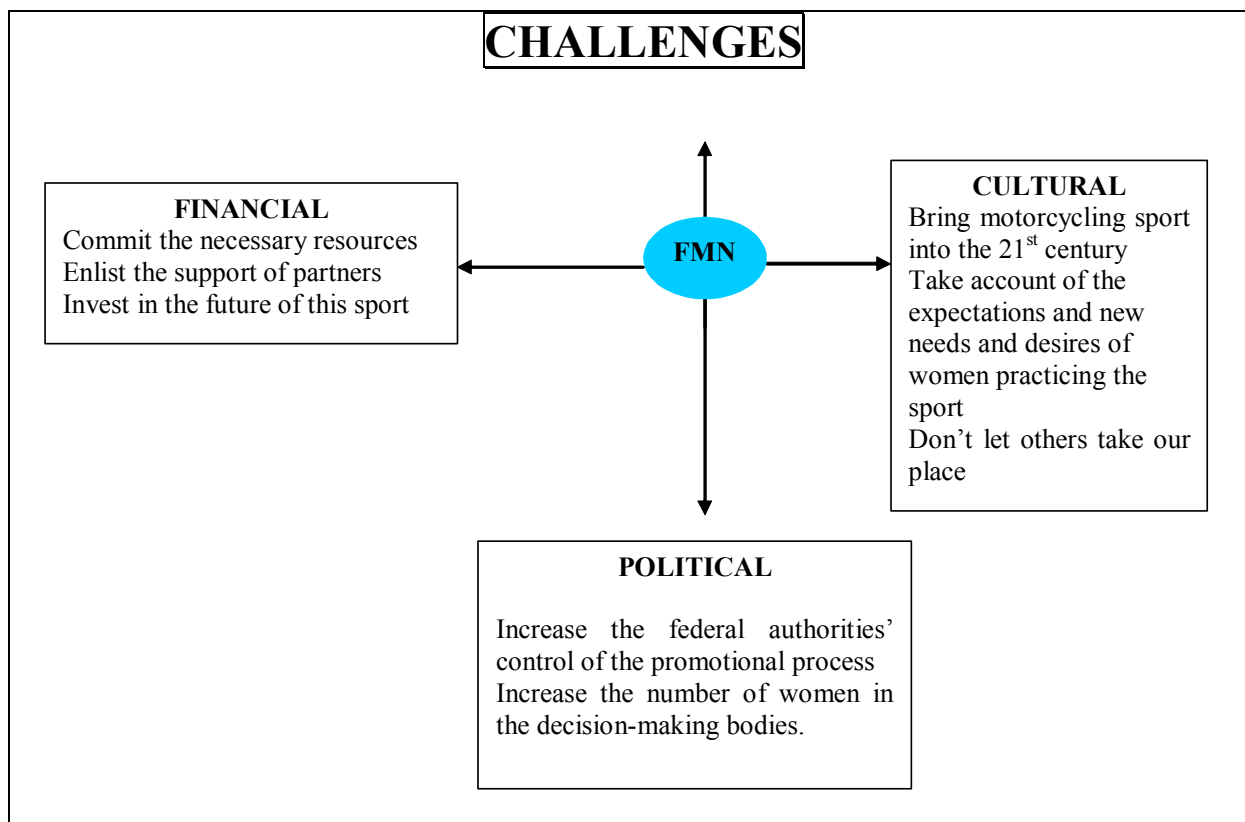
The second challenge involves accepting that the world is evolving and **that participants have many changing expectations, needs and desires** which progress in line with changes in society itself.

The third challenge is to **persuade the men to make more room for them**, in the long term accepting equal participation in the political bodies of the federal authorities of motorcycling sport.

Finally, the solutions suggested to the first three challenges threw up a fourth, a **financial and economic, challenge**. Once satisfactory solutions have been found for the first three challenges, we will see that the fourth challenge which, at first glance, would appear to be the major one and the most problematic, is very much within our grasp.

It is important that all players realise that women are showing genuine interest and demand for motorcycling sport and that this trend is irreversible. The speed at which this trend takes hold will depend on the attitude of the players but I am absolutely convinced that it will happen. It is therefore in the interest of all these players to take control of this trend and to drive it forward and promote it rather than to suffer the consequences of it once the wheels have been set in motion.

As you will see from the diagram below, the National Federations find themselves at the centre of this issue and they must work together with the FIM to find appropriate solutions. These challenges have been split into four broad categories, the first of these being promotional challenges. As we saw above, communication and promotion is the main hurdle, which has to be overcome in order to promote women's motorcycling sport. In order of priority, the second challenge is cultural in nature and essentially involves changing attitudes. The third is a political challenge and mainly involves affording the National Federations greater influence when it comes to promoting sporting activities. The financial challenge comes at the end of the list because, although the importance of financial resources for the practice of this expensive sport is indisputable, if we look at promotion of this sport as it stands at present, it would seem that the promotional, cultural and political challenges are actually more important than the strictly financial aspect.



This analysis of future challenges facing the federations concludes the first part of my project.

In the second part, which follows on from here, I will describe how the FIM, in collaboration with the National Federations, can make an effective contribution to the development of women's motorcycling sport.

Part 2

How can FIM participate effectively, in partnership with the National Federations, in the development of women's motorcycling sport? The establishment of a conference "women and motorcycling"

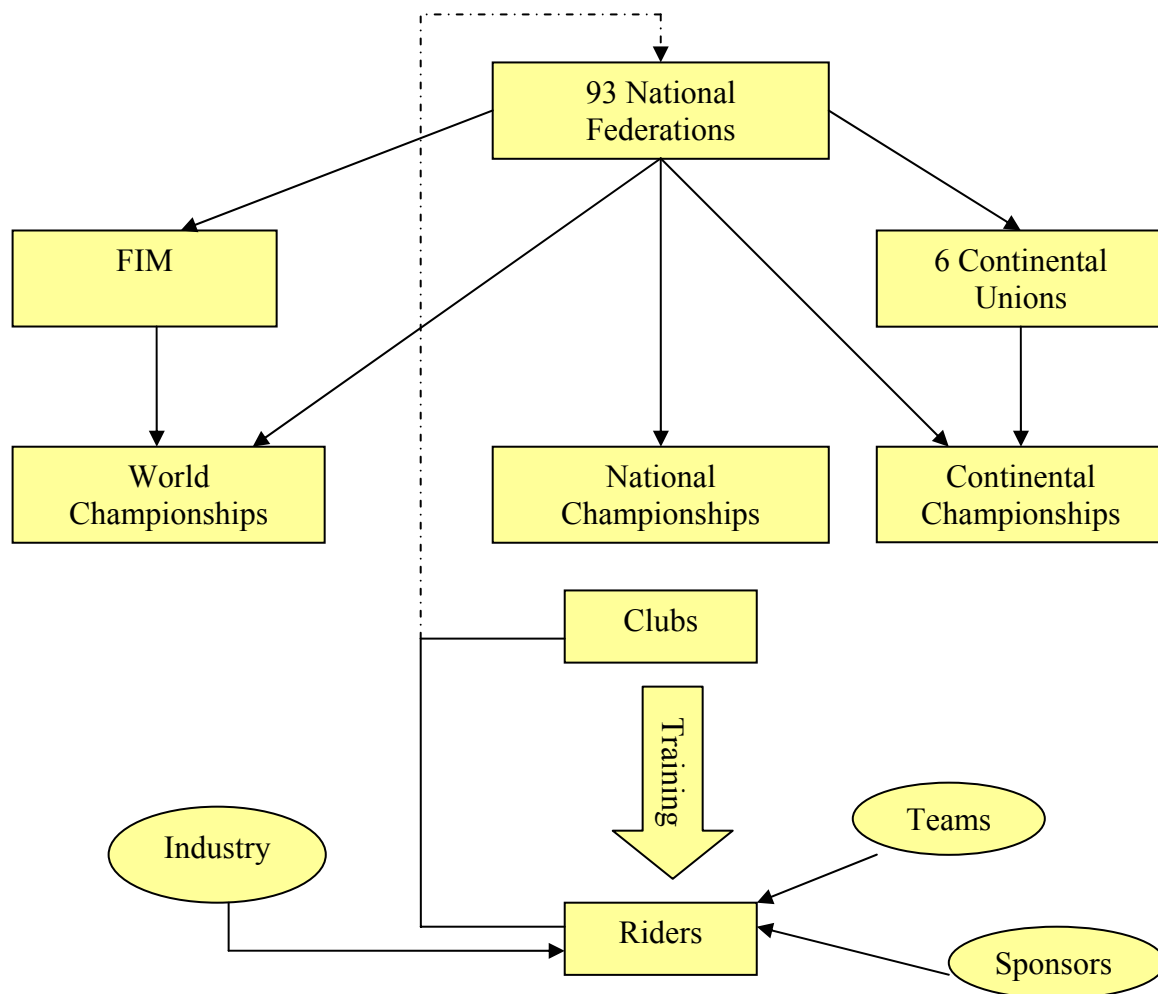
3 WHAT ARE THE PRINCIPAL STRATEGIC ORIENTATIONS THAT THE FIM MUST SET UP DURING THE COMING YEARS TO ENSURE THE HARMONIOUS DEVELOPMENT AND LONG-TERM PROMOTION OF THIS DISCIPLINE?

Let us see in this third chapter what sort of strategic orientations the FIM can set up to ensure the harmonious development of this discipline. Let us start by analysing the manner and effectiveness of its current involvement regarding the access of women to sporting and non-sporting activities.

3.1 What is the nature and efficacy of FIM's involvement regarding the access of women to sporting and non-sporting activities?

At present, facilitation of the access to motorcycling sport for women or any other category of competitor is organised by FIM exclusively through its National Federations.

The National Federations



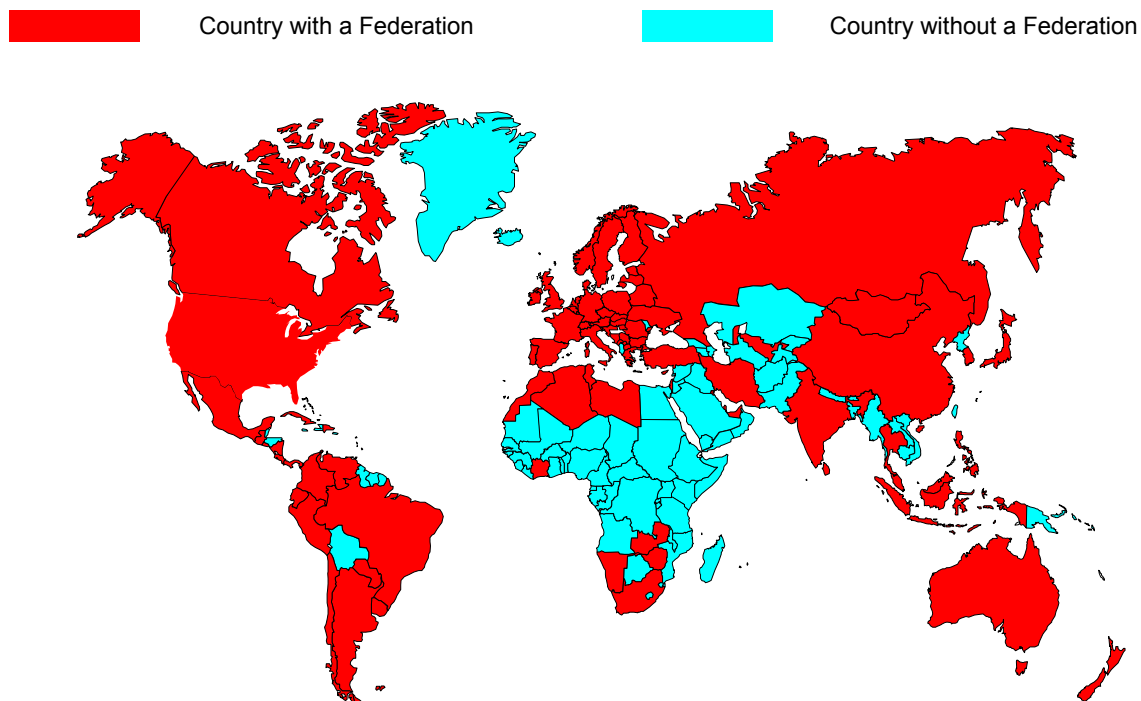
As can be seen in the diagram, the National Federations are at the centre of operations concerning motorcycling sport. Indeed, the FIM organises the promotion and development of

the sport through its 93 National Federation, spread across all the continents. As a rule, these National Federations are non-profit associations that are totally independent of the International Federation and possess their own legal identity.

In accordance with the most recent revision of its statutes, which came into force on 1st January 1998, those National Motorcycling Federations (FMN) that are assessed by FIM as controlling motorcycling activities in their own countries in a predominant and representative manner, can be accepted as FMN affiliates of FIM. FIM recognises all nations in the world to have a right of affiliation. However, only one federation per country can be affiliated to the FIM.

A FMN is the only body empowered to exercise the powers of FIM in its country, as defined in the statutes and regulations of FIM. A FMN must undertake not to neglect its duty as a member and to be effective in representing the interests of FIM within its country.

The map below enables a better visualisation of those countries in which FIM is represented by the corresponding FMN.



Internal FIM source FIM Yearbook 2005, pages 42 to 45

The countries in red are countries in which FIM has a FMN, while the countries in blue are those in which FIM does not yet have a FMN.

Let us now see how FIM is organised at the continental level. In order to benefit from a better understanding of the specific needs of National Federations in the same continent, it delegates part of its rights and duties to the Continental Unions.

The Continental Unions

FIM grants 6 Continental Unions (CONUS) the right to exercise the sporting power of FIM with regard to the Continental Motorcycling Championships and to benefit from the rights

over official titles of the Continental Championships in all motorcycling disciplines, which are organised under its aegis.

The duties of the CONU are to advance the aims of FIM at the continental level and to encourage and promote new perspectives with respect not only to sport, but also with respect to tourism, leisure, road safety, environmental protection and mobility of motorcyclists. The promotion of motorcycling among young people, in relation to sport and also in relation to the practice of motorcycling in general is a statutory duty of the CONU.

It is perhaps useful to mention that at the time the statutes, which came into force on 1st January 1998, were redrafted, the leadership bodies of the FIM wished to define the duties of the CONU regarding promotion of motorcycling sport among young people, but it appears to have omitted or did not consider it necessary to rule on the duties of the FMN regarding promotion of motorcycling sport. Moreover, no reference is made to the specific aspect of promotion towards women.

Let us now see how the National Federations delegate their duties of promotion and development at a local level to the clubs.

The clubs

Clubs are non-profit associations that are totally independent of the International Federation, are frequently affiliated to the National Federation of their country, and possess their own legal identity. The National Federation can express wishes or make recommendations concerning the clubs, but they cannot compel the clubs to carry out any activities whatsoever. Within the current organisation, it is up to the clubs to recruit and shape the talents required in order to maintain the sporting elite over the short, medium and long term.

Let us now consider the link that exists between the clubs and the competitors themselves.

The riders

The riders are, as a general rule, trained by the clubs and then involved in national, continental or world championships. More and more, talented riders are being recruited at the earliest age by agents, manufacturers, teams or sponsors. The riders have at least an indirect link with their National Federation on account of the rider's licence, which can only be issued by the motorcyclist's National Federation. The National Federation can also issue, on behalf of the International Federation, the licences permitting access to world championship events.

Now let us assess the situation of women's motorcycle sport.

Situation of women's motorcycling.

As we have seen in section 1.11, it is only in very recent years that FIM started to actively promote some competitions that are reserved exclusively for women, in those disciplines in which there is a sufficiently large number of female competitors.

In accordance with its usual practice, FIM started by giving the title of World Cup to these female contests, and subsequently, according to how these World Cups developed, granting

them the title of World Championship. Currently, only the women's Trials competition has World Championship status.

The human, financial and material resources provided by FIM for these exclusively female competitions primarily concern finding organisers who are eager to deal with the organisation of these female competitions. Most of the time, these events are twinned with "open" events of the World Championship for the same discipline, and take place on the same date and at the same location. In order not to overburden too greatly the budgets of these organisers, FIM has in the past desisted from charging the organiser any sort of sanctioning fee for these women's events as long as they do not have World Championship status.

For these World Cup events, FIM provides the organisers with a sufficient number of officials to supervise the proper course of these events, in accordance with those of its statutes and regulations that apply by analogy or as such to these exclusively female events.

In order to enable a harmonious development of these female disciplines, FIM organises, in particular, training and refresher courses for practitioners of the disciplines of the women's Trials.

At present, FIM has not actually planned a specific area of intervention, but it is apparently ready to provide logistical support and its competence to those FMNs or CONUs that also wish to establish events that are open exclusively to women in their territory at national or continental level.

It is true that a certain number of international sports federations, some of which being also responsible for the development of sports that are generally considered to be mainly male-oriented, are ahead of motorcycling sport with respect to the promotion of female sport. It should however be noted that the start of female sporting activity in some of these sports, for example football, rugby, basketball, etc, greatly preceded any female activity in motorcycling. However, a certain number of other sports can also be mentioned, which still continue to be male preserves, with female access to them being more problematic than is the case for motorcycling sport.

Let us now see what issues face FIM in granting a significant position to women.

3.2 *What are the principal issues faced by FIM if it is to grant women a significant position?*

3.2.1 *Establishment of synergies between male and female activities*

One of the problems, which currently confronts FIM, is finding the synergies between current male sporting activities and current, but above all, future female activities. With this in mind, I interviewed a number of major players in the promotion of sporting activity at the highest level, such as the promoters and holders of the rights over the FIM World Championships for the different disciplines, in order to **find out what changes must occur for them to become interested in promoting female competitions.** Here are some of their replies:

| Question | Answer |
|---|---|
| A promoter of a FIM World Championship | <ul style="list-style-type: none"><i>I think that the changes must occur from the roots; that is to say from within the National Federations. In order to</i> |

| | |
|--|--|
| <p>Building for the long term</p> | <p><i>participate in the World Championships, the riders must already be exceptional. In order to reach this level, it is necessary to build on the base over the long term. Once the women have reached a sufficiently high level, we will take care of promotion.</i></p> |
| <p>A promoter of a FIM World Championship The quest for excellence</p> | <ul style="list-style-type: none"> ▪ <i>When we select the riders, we must absolutely guarantee that we choose the very best possible riders. We cannot behave differently just because they are women. Of course, we try to have riders from all over the world, but in the end, we choose the best.</i> |
| <p>A promoter of a FIM World Championship Mainly economic considerations</p> | <ul style="list-style-type: none"> ▪ <i>Obviously we have a limited space available over and above our three principal categories, but if we had to consider that we could generate public interest for a Women's Cup, we would clearly include it. It is always a question of feasibility and interest, but there is no a priori reason that would prevent us from considering it.</i> |

Their responses indicate sufficiently clearly that as long as women have not reached the required level to create interest among the sponsors and the general public for such competitions, no synergies will be possible at the level of the World Championships.

Personally, I deplore this attitude, which consists of affirming that as long as women have not reached a level sufficient to enable comparison with men, no synergy with male activity will be possible. If one were trying to dissuade women from devoting themselves to motorcycling sport, one certainly would not act any differently. The strategy to favour, in my opinion, would be to do everything at all levels in order to encourage women to devote themselves to the sport and to reach the required level as rapidly as possible.

Now let us see how the media can be made aware of the opportunities provided by women's competitions, within the context of ever increasing media coverage.

3.2.2 How to make the media aware of the opportunities provided by women's competitions in order to create a permanent event?

Nowadays, the media are increasingly seeking to create a permanent event. If, despite the reservations of certain women, FIM were to choose to create and disseminate women's championships in most of the disciplines of motorcycle sport, the potential would undoubtedly exist in the long term for increasing the number of interesting events.

Even if it seems plausible that the exclusively female competitions would initially be organised jointly with the men's competitions, so as to profit from existing synergies, it is completely feasible for the competitions to be split in the long term. In such a case, those "open" competitions that are open to both men and women could take place every other weekend, alternating with the exclusively female competitions.

Moreover, for those sponsors who are solely interested either in women's competitions or in "open" competitions, the added value deriving from the additional visibility of these new exclusively female disciplines would certainly be a considerable asset.

The women's print media, which currently show little interest in motorcycling competitions, could also find some value in covering, at least at the start, this new sporting activity for women.

Now let us see what efforts are being made by the industry to promote women's sport.

3.2.3 Are sufficient efforts being made by industry and manufacturers of accessories to promote this sport?

One future path for motorcycling sport is obviously to try and make the industry aware of the enormous market potential represented by the female public. The question was put to various categories of people or entities involved with motorcycling sport.

Let us examine what the female practitioners themselves think, but also the senior officers of FIM and of the National Federations, of the efforts being made by the industry to promote women's sport.

What do the practitioners think?

To the question: **“Is enough consideration being given to the special needs of women by the motorcycle industry and manufacturers of accessories?”** the following selection of responses was obtained:

| <i>Question</i> | <i>Answer</i> |
|---|--|
| <p>A US practitioner of road racing trials</p> <p>The development is positive but too slow</p> | <ul style="list-style-type: none"> <i>I think that things are in the process of changing. When I started competing, I was not even able to find boots, gloves and suits in my size. Even today I still have to wear men's gloves, which are too large. The industry has started to adapt its bikes and products to the needs of women. The development is positive but it still has to be intensified.</i> |
| <p>A US practitioner of road racing trials</p> <p>Equipment has not been adapted.</p> | <ul style="list-style-type: none"> <i>The main problem experienced by women is that no motorcycles are being made for them. We tend to be shorter and lighter. So placing a foot on the ground becomes a problem.</i> |

The two opinions expressed above, selected from the many collected, are from among the most moderate opinions on the subject. I think that it is less important to question how representative the expressed opinions might be than to take note of the perception of some participants that the industry has not yet taken their specific needs sufficiently into account. I think that by its attitude the industry is of its own accord cutting itself off from commercial prospects by refusing to develop a market that is still largely under-exploited.

Now let us see what the senior officers of FIM think about the efforts being made by the industry to promote women's sport.

What do FIM senior officers think?

| <i>Question</i> | <i>Answer</i> |
|--------------------------------|--|
| <p>A senior officer of FIM</p> | <ul style="list-style-type: none"> <i>Above all, the industry follows a policy of supply and demand. When the demand rises, the industry will examine</i> |

| | |
|---|---|
| <p>Stimulate the demand to encourage supply</p> | <p><i>how to sell more motorcycles. If the industry produces a motorcycle and there is no demand for it, the industry will become discouraged. However, real industrialists must lead from the front and design the motorcycles today that the market will want tomorrow. It is necessary for the demand to happen, and the supply will follow.</i></p> |
| <p>A senior officer of FIM Construct motorcycles for women</p> | <ul style="list-style-type: none"> ▪ <i>90% of the motorcycles currently on the market are not adapted to the female physique. Simply look at the height of the seat. Most motorcycles have seats at a height that is not adapted to women. I refer to current practice and am not even considering competitions.</i> |

I think that FIM, as a regulatory organisation of motorcycling sport, does not currently act sufficiently in its capacity as a unifier and mediator between all the parties concerned. I wish that FIM would act more in this role of unifier and facilitator between users, riders, teams and the industry. FIM could thus encourage the industry to commit to producing motorcycles that are really in tune with the development of user expectations.

Now let us see what the senior officers of the National Federations think about the efforts being made by the industry to promote women's sport.

What do the senior officers of the National Federations think?

| <i>Question</i> | <i>Answer</i> |
|---|--|
| <p>A female senior officer from the South African Federation Produce accessories for women</p> | <p><i>I went into a motorcycle shop recently and told them that they did not have anything for women in their shop. What amused me was that they had sunglasses and polo shirts with the brand logo but they had nothing else except sunglasses and polo shirts. The suits and boots were made for men. No woman wants to wear men's boots. Make boots that look a bit more feminine.</i></p> |
| <p>A senior officer of the German Federation. Equipment is not the real problem</p> | <ul style="list-style-type: none"> ▪ <i>Women want the same thing as men. The main problem is that we have to recruit them when they are younger. They do not need different motorcycles. Besides, the automobile industry has sought to find an answer to the same problem. They produced different models for women. There are manufacturers of accessories in Germany who manufacture specific product lines aimed at women. This is not where the problem lies.</i> |

I note with regret that there is no unified philosophy or common position within the National Federations concerning the essential question of equipment used for this sport. This situation highlights the need for developing a common vision within the motorcycling community regarding the essential aspects of motorcycling sport.

As we have seen in this chapter, the main issues confronting FIM can be summarised as follows:

- a. to find synergies with the male sport
- b. to find solutions for making the media aware of women's participation
- c. to encourage the dialogue between industry, users, riders and the federations in order to produce the types of motorcycles that fit the current requirements of the market

Let us now see in what manner FIM and the various players within motorcycling sport can develop their points of view and achieve progress in improving the female presence within motorcycling sport.

3.3 Development of our position and achieving progress

We will see in the following chapter how FIM can develop its point of view and anticipate progress, especially in forming a critical judgement concerning the types of relationships that exist between the different players, the quality of communication between these players, the positions of the different institutions directing motorcycling sport, the development of mediatisation of this sport, the manner in which the federations can take over activities abandoned by others and the form which the recognition given by FIM to the performances of the most deserving female competitors should be taking.

To begin, let us evaluate the relationships that exist between the different players in motorcycling sport and their effect on efforts to promote and develop this sport.

3.3.1 Are FIM and the National Federations faced with a structural problem?

It seems indisputable that FIM must necessarily implement concrete action plans in order to support and develop the promotion of women's sport while making interventions with respect to all parties concerned, starting with its own members, namely the National Federations.

As we have seen in section 3.1 above, the duties of the National Federations are not currently defined in the FIM Statutes, especially with respect to the promotion and development of motorcycling activities.

Neither has FIM defined whether the promotion and development of motorcycling sport with respect to women does or does not constitute a priority objective.

In the absence of any reference to non-discrimination on the basis of sex within the Statutes of the Federation, it is only possible to determine that at the moment this aspect of the promotion of motorcycling sport is not yet a matter of sufficient priority to be translated into tangible activities.

Within the framework of the new revision of the FIM Statutes that is currently in progress (for reasons totally independent of my project), I had the opportunity to suggest to a high official of FIM that the new Statutes should include a specific paragraph to define the conditions which need to be fulfilled by the National Federations with respect to FIM concerning the promotion and development of women's motorcycling sport.

I note that to date FIM has not wished to draw up a list of services that the National Federations must provide in order to justify their status as affiliated members of FIM. The main reason for this seems to derive from the fact that there is a desire not to interfere in the activities of an independent entity that has its own legal identity.

This same unwillingness to interfere in the activities of an independent entity seems to be the main reason why the National Federations also do not control the activities of their associated clubs.

It is true that if the FIM had to define clearly and precisely the duties and conditions to be fulfilled by the National Federations in order to justify their status as affiliated members of FIM, especially within the area of the promotion and development of the sport, FIM would have to establish a controlling body that would be entitled to evaluate the adequacy or inadequacy of the activities of a National Federation concerning the requirements of FIM with respect to this status. Applying the same logic to the clubs affiliated to the National Federations, the National Federations would also have to establish a controlling body that would be entitled to evaluate the adequacy or inadequacy of the activities of a club concerning the requirements of the National Federation with respect to this status.

Recalling from section 2.3 that the promotion and development of motorcycling sport, such as the activities of juniors, males or females, must in the end necessarily be carried out through the clubs, with the National Federations as intermediaries, and that no federal authority can or should wish to have any sort of control over these clubs, it turns out that the promotion and development of motorcycling sport, and in our case, of women's sport, is absolutely at a standstill on account of structural problems.

On the basis of the arguments mentioned above, I propose that FIM seeks solutions for its structural problems and becomes more directive in its style of management with respect to the National Federations and clubs, if it intends to play a dominant role in the promotion and development of the activities of a specific population, whatever that may be.

Let us now see how FIM could improve its communication on the subject of the place of women in the world motorcycling environment.

3.3.2 How could FIM improve communication on the subject of motorcycling and women?

It ensues from a number of discussions with officials in the world of the motorcycling sports federations, as well as with practitioners, that specific and targeted efforts must be made in order to ensure effective communication.

Here follows an extract from some of the most significant remarks collected during the interviews to the question that dealt with **difficulties encountered by participants with respect to searching for information:**

| <i>Question</i> | <i>Answer</i> |
|------------------------------|---|
| A French female practitioner | <i>You have to look for the information. The information is not disseminated. It is disseminated selectively and somewhat</i> |

| | |
|---|---|
| <p>Search for information because it is not disseminated</p> | <p><i>anarchically by almost everyone. Word of mouth functions sufficiently well. The Internet has totally changed everything. Girls who know little about the sport contact us because they come across our site by accident.</i></p> |
| <p>A French female practitioner</p> <p>The National Federations suffer from a poor image</p> | <p><i>I obtained my licence and immediately got interested in competitions. I had no idea on which door to knock. I did not even have the idea to phone a federation. This shows at which point communication about motorcycling is completely non-existent.</i></p> |
| <p>A Canadian female practitioner and instructor at a motorcycling school</p> <p>The National Federations are not sufficiently active</p> | <p><i>It really was very difficult. The reason I began to be interested in motorcycling sport is that I had a friend who was involved in motorcycling competitions and I discovered and learned everything through him. If I had not known him, I would have never discovered anything about motorcycling sport. I think that the federations do not do enough. I have been active in motorcycling sport for some time and I do not notice the federations having any presence. I had to buy my licence through them; Without that I would not even know that they exist.</i></p> |
| <p>A senior officer of the South African federation</p> <p>The riders lack support</p> | <p><i>We need more support from the media. There are only two female sports journalists in the entire country. All the rest are men. It is very difficult for a male sports journalist to promote women's sport. There are many sports journalists, but they cover the most popular sports such as football, rugby and cricket. As a result, there is no interest from the non-specialist press.</i></p> |

Women's motorcycling sport currently suffers mainly from an insufficient number of participants. A sufficient number of licensed riders is absolutely indispensable in order to cultivate talents that will be able to measure up against the male elite.

In order to overcome this deficiency in critical mass, a critical and objective analysis of the visibility of this sport has to be carried out, including the quality and knowledge of the position it holds among the general public, the adequacy of its communication about the objectives to be achieved, and the coordination between the various actors.

The communication and information resources of those participating actively in motorcycling sport at the federation level must be better coordinated and should be more responsive to criteria and well defined duties.

In order to achieve the objective of modern, efficient, well-targeted communication that produces concrete results, the strategy of FIM could include a definition of the following:

- a) its mission, vision and values
- b) its global strategy of communication worldwide on the basis of its mission, vision and values
- c) its active communication based on the definition of its activities, image and positioning with respect to its strategic objectives
- d) its requirements with respect to its National Federations in terms of the strategy and communication objectives of the latter in all areas of their strategic activity
- e) its requirements with respect to the clubs in terms of the strategy and communication objectives of the latter in all areas of their strategic activity

It is obvious that an important place must be reserved within this communication strategy for the presence of women in all the disciplines of motorcycling sport.

I propose that FIM should define, as rapidly as possible, a communication strategy that is as clear and as precise as possible concerning the role FIM wishes women to play in the framework of motorcycling sport.

Let us now examine together how FIM could support and develop the position of women within the leading bodies of motorcycling sport.

3.3.3 *How could FIM support and develop the position of women within the leading bodies of motorcycling sport?*

As we have seen in chapter 2.3, FIM does not form an exception to the general situation of under-representation of women within the leading bodies of world sport.

Even if the high official from FIM and National Federations, whom I had the opportunity to interview in the scope of this project, agreed to recognise the manifest under-representation of women, we are faced with a certain reluctance to introduce a female quota into the leading bodies of motorcycling sport.

Here is an extract from some of the most significant remarks collected during the interviews to the question: **“Are you in favour of quotas?”**

| <i>Question</i> | <i>Answer</i> |
|---|--|
| <p>A senior officer of FIM</p> <p>Quotas represent an obligatory transition</p> | <p><i>In principle, I do not like quotas as a solution, but I think there is a positive side to imposing quotes. If no one launches an impulse, nothing will be done. At certain times one has to be coercive. Why not consider it? It could provoke very negative reactions. Nevertheless, in the long term it could have positive results.</i></p> |
| <p>A senior officer of FIM</p> | <p><i>I am not in favour of quotas, for example for the leadership. If the women are not ready, and if they are forced, this could do them more harm than good. Quotas could be a good thing in order to avoid a male boycott. This would be a good</i></p> |

| | |
|--|---|
| <p>Quotas to avoid boycott by the men.</p> | <p><i>solution to force the men to stand down. A solution must be found such that women can reach leadership positions without being forced.</i></p> |
| <p>A female senior officer of the South African federation</p> <p>Quotas are a good solution</p> | <p><i>Only men are present within the Commissions. They will not promote women. The Federations must be forced because they will not do it voluntarily. There must be an obligation; that is the quota system. You must have a certain percentage of women at all levels. I do not like this philosophy but it is the only solution that I see succeeding with us. Subsequently the quota system was abandoned because the women achieved what before was only possible for men.</i></p> |

It seems that the only way to support and develop the position of women within the leadership bodies at whatever level is to set up effective incentive measures. Quotas are certainly an effective incentive measure, albeit a radical one.

Before turning to such an extreme incentive measure, it is certainly possible to consider intermediate measures aimed at increasing female representation and to define a minimum objective to be achieved within a certain period, as was done by the IOC. This step consists of encouraging and recommending both to the National Federations and to the clubs that they adopt this objective. The simplest incentive measure to implement is to give a financial advantage to those National Federations and clubs that respect this criterion. To this end, the annual subscription could be altered as a function of the extent of female representation in the leadership bodies.

In the event that this measure proves to be insufficient, there should be no hesitation in resorting to the extreme solution of quotas.

I propose that FIM defines precise objectives concerning female representation within its leadership bodies as well as within the commissions, together with incentive measures of a financial nature. If the objective is not achieved within a fixed period, I propose that FIM declare itself ready to resort to a quota system.

Let us now see how FIM and the various parties involved in motorcycling sport could develop mediatization and make motorcycling events more attractive to the female public.

3.3.4 How to develop the mediatization of motorcycling events to the female public?

Recent statistics indicate that among members of the public who watch these sports, there is an increasing percentage of women aged between 20 and 35 years who are interested and who watch our road racing trials, whether as spectators or by watching the races on television. This percentage is however nowhere near as high for Off-road, Motocross and other disciplines.

For this reason, the experiment made recently by the promoter of the World Superbike Championships, and which is described below, seems to be extremely interesting and could well indicate the path to follow in the future.

Here is an extract of some of the most significant remarks collected during the interviews to the question: **“How to attract more women to the circuits?”**

| <i>Question</i> | <i>Answer</i> |
|---|---|
| The promoter of the World Superbike Championship Entertain the partners to attract a larger public | <i>We often think about the way in which we could entertain the partners of the motorcyclists. The women do not necessarily like the races, but they can appreciate motorcycling in general. This is why we organise events in the paddock; for example fashion shows or other activities with which women can enjoy even if they do not watch the race. This is not directed at women who ride motorcycles. If they come to the races of their own volition, they will not prevent their partners from going there. These are the areas on which we are trying to focus our attention.</i> |

If this sport intends to develop and become a truly universal sport, I propose that the various bodies from motorcycling sport do even more in the future to show their ingenuity and innovative ideas in order to attract a continuously increasing number of women to the circuits.

Let us now examine how FIM and the National Federations can recover the events that were taken over by others from the National Federations.

3.3.5 How can FIM and the National Federations recover the female events that were taken over by others?

As we have seen in section 2.4.3, some National Federations have lost profit-making areas to some commercial companies, whose offerings were more in tune with the expectations of the public, especially of women.

Whereas, as we have seen in section 4.3, FIM and its National Federations must face up to the problem associated with the absence of a critical mass of female practitioners, it is particularly regrettable to note that some of these practitioners, whom it was not possible to quantify on account of the lack of statistical data and credible studies about the topic, escape the control of the federations and prevent practitioners registered with the federation from developing their potential and progressing.

Thanks to the development of a communication strategy as seen in section 3.3.2, FIM and its National Federations must arrive at a better understanding of the needs of those practitioners that have deserted the structures of the federations to the profit of commercial companies.

It is only by understanding their needs and adapting what is offered by the National Federations to their requirements that FIM and its National Federations will have the possibility of regaining those activities, which little by little have escaped from them.

I hope that FIM and its National Federations undertake everything possible, even if this implies reconsidering certain rules, to recover the activities, which have escaped from them over the past years to the profit of a commercial company.

Let us see in the following section if it is or is not in the interest of women's sport that the FIM awards the title of female world champion in all the disciplines in which there is female participation.

3.3.6 *Should FIM award female world champion titles in its disciplines?*

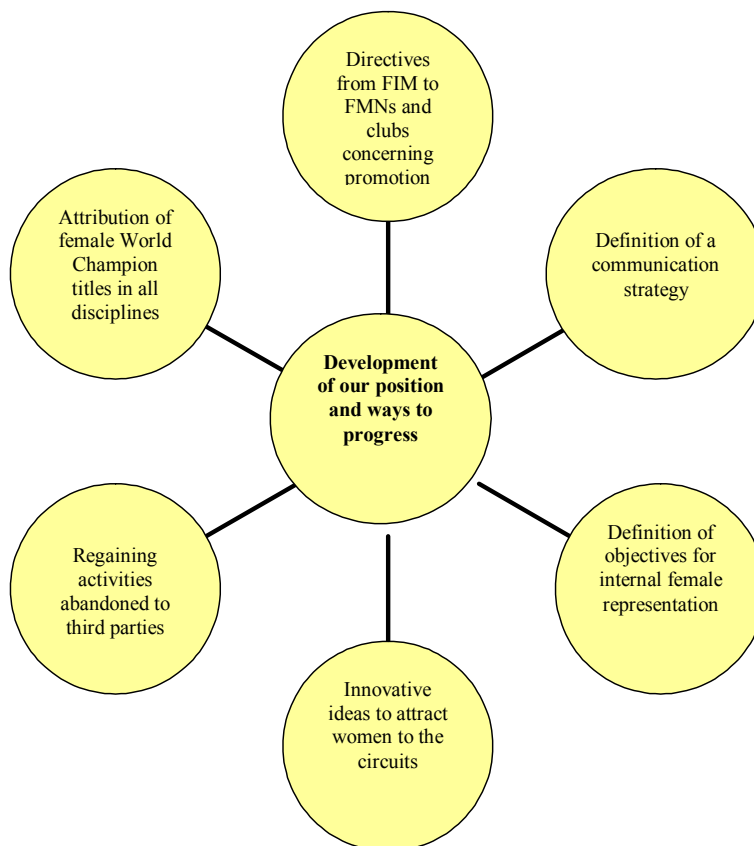
As we have seen in section 2.4.1.2, FIM must weigh very seriously the tricky question of knowing whether the creation of women's World Championships will in the main be seen as a good thing or, on the contrary, receive the disapproval of the main stakeholders.

Certainly, one way to attract a greater number of females into participating in motorcycling competitions would be in awarding female world champion titles, whether within specifically female World Championships or for a separate women's category within the framework of the Open World Championships.

What is more, the media impact on the specialist and/or women's press would certainly not be negligible.

I propose that FIM awards female world champion titles in all the disciplines in which women participate or for championships reserved to women.

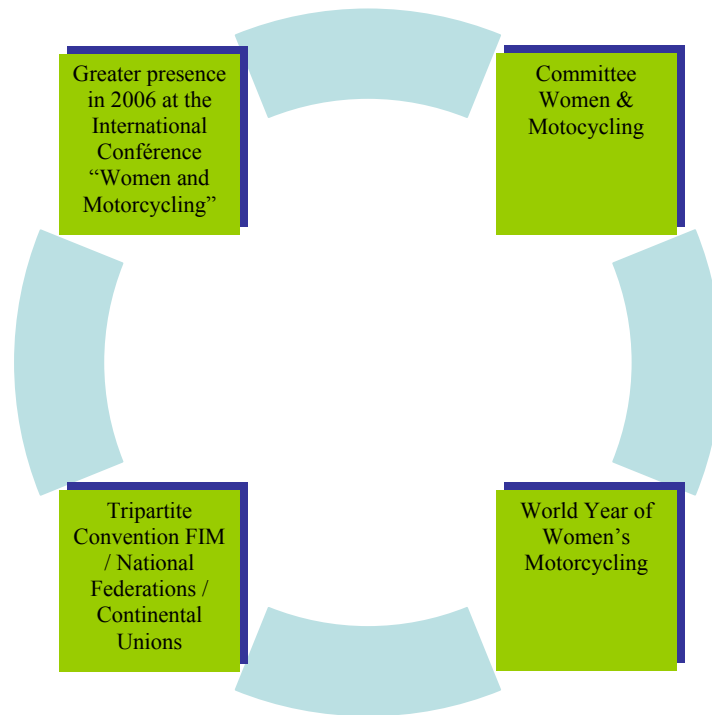
The ways of progress and development discussed above in section 3.3. can be summarised as follows:



Let us now examine together what priority action plan FIM could implement with its partners over the coming years.

3.4 What is the priority action plan for the coming years?

We will see in the following sections what priority action plan FIM could consider for the coming years in order to develop and promote female participation in women's motorcycling sport. This plan evolves round 4 principal axes as shown in the diagram below:



The first thrust of this action plan consists of ensuring representation of the highest levels of FIM at the World Conference on Women and Motorcycling, which will take place in the United States in 2006. Let us see how FIM can obtain maximum profit, in terms of image, from its presence at this event.

3.4.1 Ensure representation of the highest levels of FIM at the World Conference on Women and Motorcycling in the United States in 2006

As we have seen previously, it is important for FIM to issue modern, effective, well-targeted communication that produces concrete results on the topic of its strategy for the coming years.

The International Conference on the topic "Women and Motorcycling", which will take place from 30 June to 3 July 2006 in Athens, Georgia, USA under the auspices of the US Motorcycling Federation, will offer FIM an ideal platform to deliver a clear and strong message concerning its commitment to women's motorcycling sport.

I propose that the various organs of FIM are represented at the international conference "Women and Motorcycling" by their most senior personalities and that the message that will be delivered will be a messenger of hope for the development of women's sporting activities.

In order to deliver a credible and effective message, I propose that this delegation should consist of the most senior personalities from FIM. It would be desirable for the President and the Chief Executive Officer to participate in all or some of the workshops, accompanied by the Presidents of the Commissions most affected, namely the Presidents of the Commissions for Mobility, Transport, Road Safety and Public Affairs, as well as by the President of the Commission for Leisure Motorcycling, and the Presidents of the sports commissions for Motocross and Road Racing.

Within the framework of the establishment of the new communication campaign at FIM, this international conference could be the perfect catalyst for the launch of a media operation of international dimensions to make women in countries of the world aware of the fact that there is no reason why this sport should be reserved for men and be inaccessible to women.

The presence of the sporting and non-sporting media, primarily from the USA, should be taken as an opportunity for the FIM and its sponsors to put across this message, in order for it to be broadcast by a maximum number of television networks throughout the whole world.

It is important that FIM sets to work as rapidly as possible, in order to define its message as clearly and distinctly as possible, if it intends to profit from the great visibility arising from this international conference.

The positive echo that this international conference can engender will only bear real fruit to the extent that a maximum number of National Federations will pick up on this event and assume responsibility for transmitting the message into their own national federation structures.

The second thrust of this priority action plan consists of getting the FIM General Assembly to agree to the creation of a Commission for "Women and Motorcycling". Let us now see what are the chances that the competent organs of FIM will accept the creation of such a commission.

3.4.2 Get the General Assembly to agree to the creation of a FIM commission for "women and motorcycling".

As we have seen, especially with respect to the creation of championships for women, there is no single philosophy among the participants of motorcycling sport. It consequently appears to be necessary for FIM to be able to start a relatively wide-ranging consultation on the needs of women.

It should be noted that there has been absolutely no research done on this subject before my study of the topic and that the leadership bodies of the sport at an international level do not have any specific knowledge concerning the expectations and needs of this population.

It very rapidly became obvious to me that a structure needs to be created within the FIM organs to deal with the problem of female participation in this sport. To me it is absolutely clear that if FIM intends to promote female activities, it will have to form a commission to consider this problem and to provide a legitimate policy with respect to questions raised by my study.

Outside of the usual circles of the National Federations, there exists a certain number of competent women, who are already very active in promoting motorcycling sport to women and who would certainly be very interested and very honoured to participate in such a commission.

Within the scope of my interviews, I had the opportunity to find out the reaction of the FIM President and Chief Executive Officer regarding **the creation of a FIM commission on "women and motorcycling"**. Here is how they received this suggestion:

| <i>Question</i> | <i>Answer</i> |
|---|--|
| <p>A senior officer of FIM</p> <p>Make up the lost time</p> | <p><i>I am totally in favour of creating a commission on women and motorcycling. I think that this could be done immediately. I do not see any obstacles. There will always be reservations, which will be expressed in a more or less strong or latent manner. I believe that this will be a very welcome initiative. This is a commission, which should take the time to completely make up for the dozens of lost years.</i></p> |
| <p>A senior officer of FIM</p> <p>Create a women's commission without any further delay</p> | <p><i>I am more in favour of creating a women's commission. I think that we could create a women's commission without any further delay. It should have been created already. In all the areas of motorcycling, the more women there are, the more it will be positive for the women who will participate in competitions.</i></p> |

It seems that there is consensus about the merit of creating a women's commission between two of the principal officers of FIM, one of whom is a high-level policy maker and the other a high-level line manager.

I therefore propose to the Management Council of FIM that a FIM commission be created for "Women and Motorcycling", which if accepted, should be submitted for approval to the General Assembly on 23 October 2005, on the occasion of the Biennial Session.

The third thrust of the priority action plans consists of declaring one year as the "World Year of Women's Motorcycling". Let us see in the following section how and in what timescale this could be achieved.

3.4.3 To declare one year as the "World Year of Women's Motorcycling"

As we have previously seen, it is important for FIM to show creativity in the efforts it makes at communication aimed at attracting ever-increasing numbers of women to motorcycling sport.

I note that in an increasing number of activities, international days of this and international years of that are created, and that these as a general rule find a large resonance with the general public and above all with the media.

I therefore imagined that one could equally create a "World Year of Women's Motorcycling" in order to attract the attention of as great a public as possible to this topic.

Initially, I imagined that this "World Year of Women's Motorcycling" would coincide with the holding of the international conference on "women and motorcycling" that will take place, as we have already seen, in the USA in 2006.

I rather rapidly realised that the size of logistical effort required to organise information campaigns in order to make a "World Year of Women's Motorcycling" a success meant that it was illusory to have the idea that this year could be the year 2006.

Ideally, FIM should try to secure the participation of the maximum number of partners and participants in the motorcycling sport in order to make this promotional activity a success. Within this framework, it would be desirable for FIM to attempt to obtain the cooperation of the maximum number of National Federations, Continental Unions, promoters, manufacturers, written and audio-visual media as well as any other partner wishing to be associated with this initiative.

Again here, I had the opportunity, within the framework of my interviews, to find out the response of a high-level senior officer of FIM to the question: "Are you in favour of a world year of women's motorcycling?" Here is how he received this suggestion:

| <i>Question</i> | <i>Answer</i> |
|---|--|
| <p>A high-level senior officer of FIM</p> <p>A good idea for the future but currently still premature</p> | <p><i>I very much like the idea of declaring a year as the year of women's motorcycling. Personally, I think that 2006 is too soon. I think that this is something that needs to be planned in advance for the year, which could perhaps be declared the year of women's motorcycling. We have to foresee a whole series of measures, which appear to me to be more urgent, in particular the establishment of this commission, and to make the first assessments of the work and recommendations of this commission. The fact alone that our US federation is organising an international conference on this topic does not appear to me to be a sufficient reason for selecting 2006 as the year in question. However, personally I like this idea and I think that it could be organised before 2010. But 2006 seems to me to be premature.</i></p> |

I propose that the Management Council of FIM retains the idea to declare one year, that will be decided on subsequently, as the "World Year of Women's Motorcycling" and to organise the maximum number of promotional activities around this theme during the course of that year.

The fourth thrust of this action plan, which brings together the preceding three, consists of joining a certain number of National Federations and Continental Unions in an act of faith around a unifying text in support women's motorcycling sport. Let us see the concept of this tripartite memorandum of understanding in the following section.

3.4.4 Launch the concept of a tripartite memorandum of understanding between the FMNs, the CONUs and FIM

As we have seen in section 3.1 above, FIM has not currently defined in its Statutes the duties of the National Federations, especially with respect to the promotion and development of motorcycling activities. Neither has it defined whether the promotion and development of motorcycling sport with respect to women does or does not constitute a priority objective.

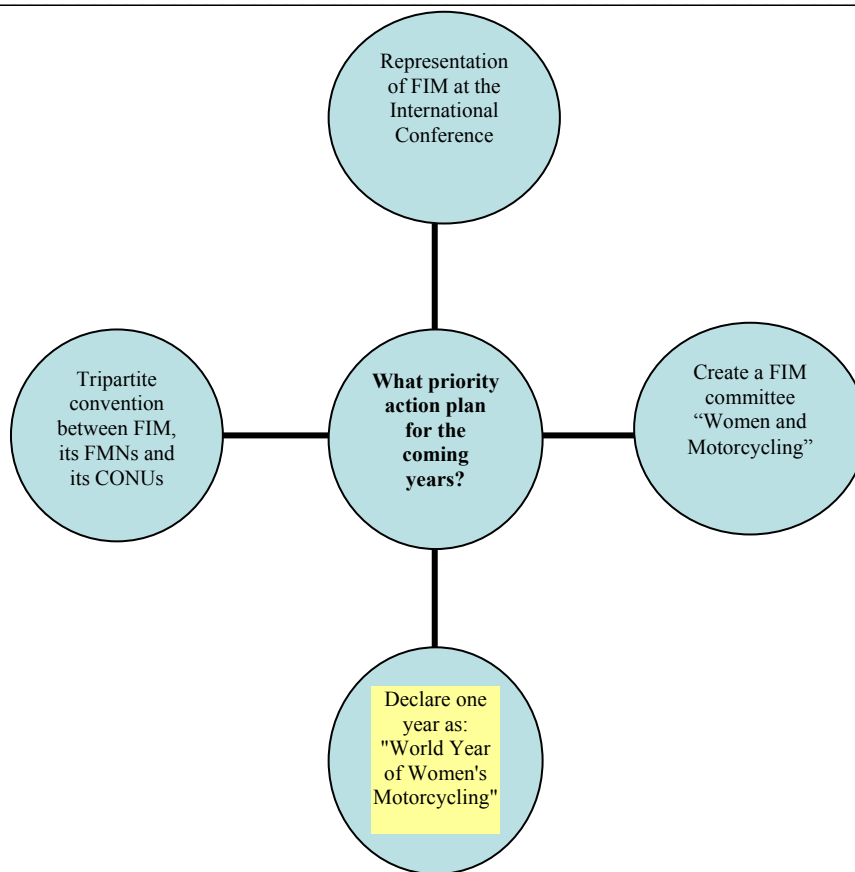
It rapidly became relatively clear to me that the currently available texts, namely the statutes, the sporting code of FIM and its annexes (the rules of the different disciplines) and most likely also the codes and regulations of the CONUs and FMNs were not sufficiently clear and precise on the subject of the responsibilities of all parties concerning the promotion and development of motorcycling activities in general, of motorcycling sport in particular, and, as concerns my project, of women's sport in particular.

I realised fairly rapidly that in order to mitigate this absence of direction and in order to ensure a minimum level of coordination of activities between FIM, its FMNs, CONUs and the clubs, we need a tripartite memorandum of understanding. This memorandum of understanding would serve to link together most of the players in the world of sport motorcycling federations and would define precisely the mutual expectations that the various stakeholders have of each other concerning the promotion of women's motorcycling sport.

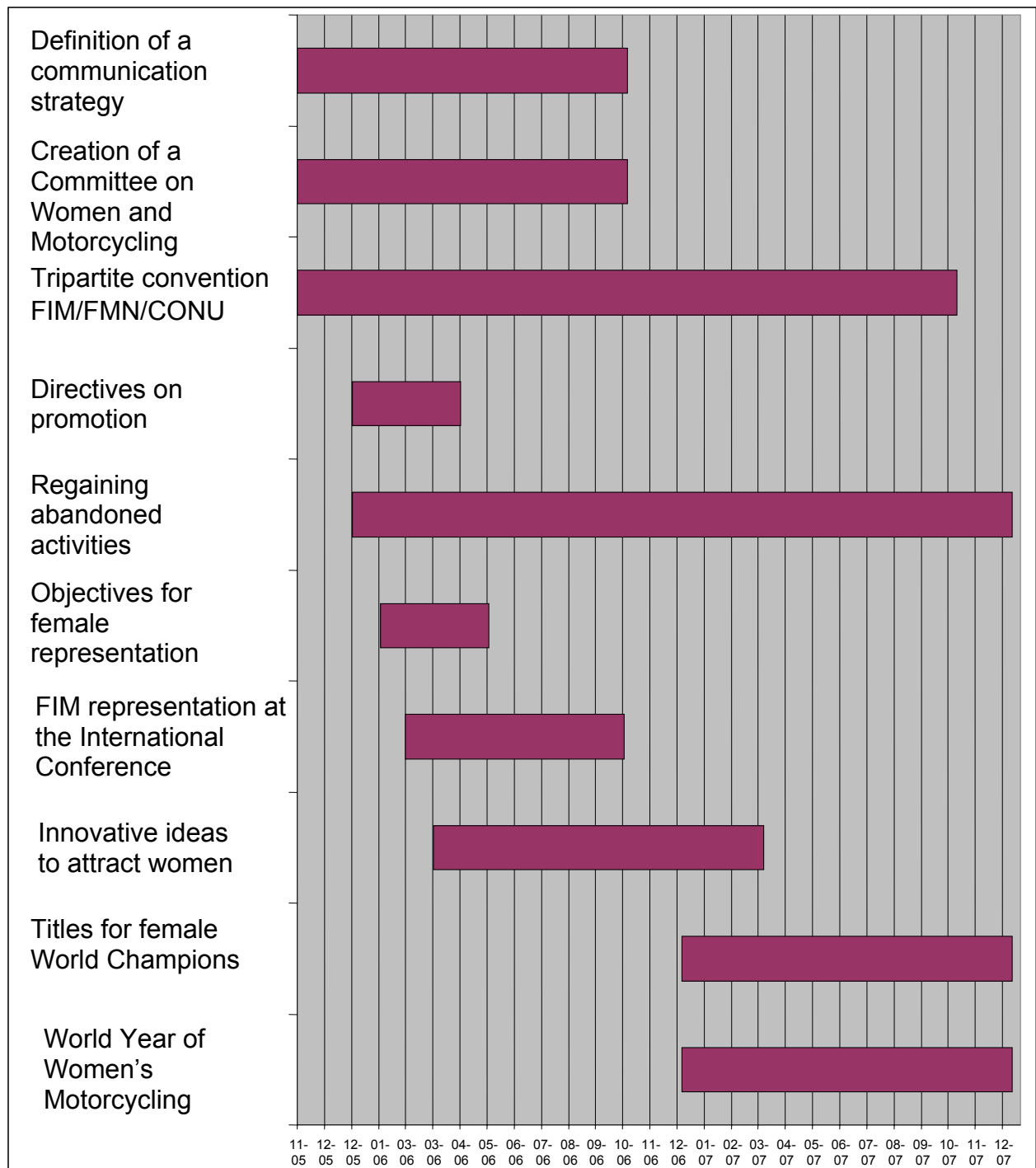
Accordingly, I propose to the Managing Council that a single document in the form of a multipart memorandum of understanding linking FIM, its FMNs and CONUs should collect together the moral commitments of each of these with respect to supporting the promotion of women's motorcycling sport.

The priority action plan listed above in section 3.4 can be summarised in the following way:

| |
|--|
| |
|--|



To conclude this section, let us examine once more, with the aid of a Gantt chart, the timescales within which the various operational suggestions mentioned in sections 3.3 and 3.4 above could be defined and established, bearing in mind the time required for a decision to be made within organisations such as FIM while respecting the processes of putting the suggestions forward for democratic debate and consultation.



The fourth chapter of my study will be devoted to the content of this memorandum of understanding, which will include details of all the proposals made within chapter 3.

4 IMPLEMENTATION OF A TRIPARTITE AGREEMENT BETWEEN THE NATIONAL FEDERATIONS, CONTINENTAL UNIONS AND THE FIM

In order to give concrete shape to the proposals set out in chapter 3 above, I have envisaged that they will be implemented through a tripartite agreement linking the FIM, the Continental Unions and the National Federations, with the aim of fostering the development of the active involvement of women in the sport of motorcycling. I have consciously avoided including any element of obligation or constraint and have opted for this measure to be implemented by those National Federations and Continental Unions which are already convinced that there is a need for them to pursue this path.

In the following chapter we will examine the substance of this measure in concrete terms.

4.1 Project description

As we saw in chapter 3.1, the FIM organises its activities through the FMNs (National Federations) and CONUs (Continental Unions) but without clearly defining the framework in which it would like to see these bodies develop their activities.

The main legal and regulatory provisions, which govern the interactions between the FIM and the FMNs and CONUs, are as follows:

- a) Statutes
- b) Sporting Code
- c) Disciplinary and Arbitration Code
- d) Financial Operating Guidelines
- e) Appendices to the Sporting Code made up of the Sporting and Technical Codes and Regulations of the different disciplines
- f) Medical and Anti-Doping Code

The chapters below will deal with the way in which the regulatory provisions can be supplemented within the framework of this draft agreement.

4.1.1 Necessity of developing the action plan in concrete terms through an agreement between the FIM, the FMNs and the CONUs

In order to allow the FIM to develop, promote and coordinate the efforts required to ensure that women's active involvement in the sport of motorcycling becomes more widespread, and in order to mitigate the absence of regulation relating to the framework within which the activities of the FIM, the FMNs and the CONUs must be developed, I have deemed it necessary, as part of this project, to develop the action plan in concrete terms by means of a tripartite agreement between the FIM, the FMNs and the CONUs .

The fundamental idea is the need to combine in a single document the moral commitment of a certain number of senior officers of federations to take all necessary steps to promote a specific segment within the sport of motorcycling (in this case, women's involvement in motorcycling at the national, continental and worldwide level) and to ensure that women are better represented within the structure of their federation.

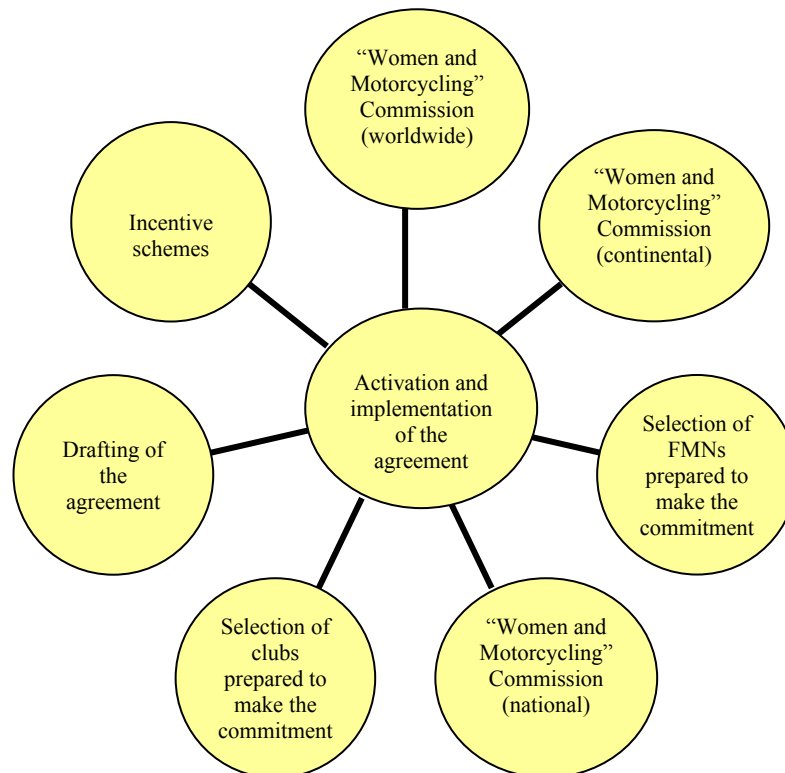
During my discussions with both practising women motorcyclists and managers from various associations active at both the local and regional level, I became aware that there are a number of extremely interesting initiatives underway which have been undertaken on a private basis by people with original, innovative ideas, and these deserve broader support. Unfortunately, these ideas are not developed as fully as they should be as a result of a lack of knowledge and a failure of coordination at either the national or international level.

During my discussions with the senior officers of the National Federations, I became aware that there are a number of interesting individual initiatives which could probably be applied to most countries, but which have not been developed to the full as a result of a lack of knowledge and a failure of coordination at the international level.

My discussions with the senior officers of the FIM revealed that there is a clear desire to see progress promoting women's involvement in the sport of motorcycling but that for all kinds of reasons, the FIM has not yet embarked on any concrete actions to tackle this issue.

Making a tripartite agreement between the National Federations, the Continental Unions and the FIM a reality in order to actively promote women's involvement in motorcycling should help to channel all this positive energy and bring together the efforts undertaken at different levels by the signatories to the agreement.

As we can see in the diagram below, the process consists of 7 preliminary actions designed to create the structures required to implement the action plan set out and documented in chapter 3 above.



We will now look in detail at each of these preliminary stages, starting with the creation of an FIM “Women and Motorcycling” Commission, which is the fundamental cornerstone on which the entire proposal is based.

4.1.2 Creation of an FIM “Women and Motorcycling” Commission

The creation of an FIM “Women and Motorcycling” Commission, as described in chapter 3.4.2, seems to me absolutely essential in order to drive the project to raise awareness of women’s involvement in the sport at the level of the National Federations and the Continental Unions.

In order to allow activities, which develop women’s involvement in motorcycling to become more widespread both at a continental level and within the various countries, a certain number of intermediaries need to be set up, firstly at the continental and then at the national level, in accordance with the principle of increased proximity. As we will see in the following chapter, the first of these will be created at the continental level.

We will now examine how the creation of this commission could be extended to the continental level.

4.1.3 Creation of a “Women and Motorcycling” Commission at the CONU level

It seems to me that there is also a need for the creation of a “Women and Motorcycling” Commission, as described in chapter 4.1.2 for the FIM, at the level of the CONU. This would allow it to serve as an intermediary for the FIM and to drive the project to raise awareness of women’s involvement in the sport in conjunction with the National Federations.

In order to increase proximity, the next level of intermediary would be at the national level, as we will see in the following chapter. Initially, the National Federations deemed likely to make a commitment at a national level to promote women’s involvement in the sport should be identified.

In the following chapter we will look at the role the National Federations will be required to play in this process.

4.1.4 Identification of the federations prepared to make a commitment with regard to the presence of women in motorcycling sport

As we have seen above, the initial stage of the process consists of identifying a certain number of National Federations prepared to make a commitment and to be actively involved in the pilot project to promote women’s involvement in the sport of motorcycling. These “pioneer” FMNs will need to act as leaders in the promotion of women’s involvement in motorcycling in their own countries and on their own continent, and in having this agreement ratified by as large a number of countries as possible.

Once these FMNs have been identified, the next stage will consist of having a draft agreement drawn up by the FIM “Women and Motorcycling” Commission. The draft agreement will, of course, need to be submitted to those FMNs, which are prepared to be involved in the project, for consultation.

Subsequently, as we will see in the following chapter, the federations will need to be encouraged to develop a structure as an intermediary at the national level.

We will now examine how the FIM “Women and Motorcycling” commission could be extended to the national level.

4.1.5 Creation of a “Women and Motorcycling” Commission at the national level

One of the expectations the FIM will have in the short to medium term of those National Federations which have agreed to take part in the pilot project will be that they should create a “Women and Motorcycling” commission within their own federation, in order to act as an intermediary for the FIM at the national level.

In order to increase the local promotion and development aspect still further, presence on a local level should be further intensified. As we will see in the following chapter, this will require the identification of a certain number of clubs which are prepared to act as intermediaries at the regional and local level.

In the following chapter we will examine how this project could be extended to the local level, namely within clubs.

4.1.6 Identification of clubs prepared to act as local intermediaries

The next step for the “Women and Motorcycling” Commission at the national level will consist of identifying a certain number of clubs prepared to make a commitment and ready to be actively involved in the pilot project to promote women in the sport of motorcycling at the local level. These “pioneer” clubs will need to act as leaders in the promotion of women’s involvement in motorcycling at the local level and in having this agreement ratified (see chapter 4.1.7 below) by as large a number of clubs as possible within the country.

Finally, once all the key players have been identified, it will be necessary, as we shall see in the following chapter, to transform the project from an idea into reality and, with the assistance of all those parties mentioned in chapter 4.1, to proceed to draw up the draft agreement.

In the following chapter we will see how the clubs’ commitments can be made firm with regard to the National Federations.

4.1.7 Drafting an agreement between the FMNs and the clubs

In order to be able to channel energies and combine the efforts undertaken at different levels, I believe it would be wise to make provision for the drafting of an agreement between the National Federations and the clubs, to actively promote the involvement of women in motorcycling.

It goes without saying that the long-term objective of this process is to aim to increase the number of FMNs and clubs, which actively promote women’s participation in motorcycling.

This will involve improving the image of motorcycling as an inclusive, open sport, which encourages participation by women.

Nonetheless, it would probably not be realistic to rely on the support of a sufficiently representative number of Continental Unions or National Federations, or even clubs, without incentives being put in place.

In the following chapter we will examine what incentive schemes, for example, could be developed in order to attract the maximum number of players to get involved in this project.

4.1.8 Implementation of financial incentive schemes

As money is the key and given that there is a certain amount of effort requiring relatively substantial investment - both financially and in terms of human resources - it seems absolutely essential that this project should be supported by financial incentives.

In the absence of financial incentives, or if these are considered inadequate in relation to the financial investment which the various protagonists will be required to make, either the project will fail or it will only be successful in the richest countries, which are in a position to allocate funds from their budget to such a project.

During the course of my interviews, I had the opportunity to discuss the issue of **financial incentives** with a senior manager within the FIM and to gauge his reactions to this matter. These are set out below:

| <i>Question</i> | <i>Answer</i> |
|--|---|
| FIM Manager Provision of financial assistance | <i>If we could provide financial assistance to the federation hosting the best women's championship, perhaps that would be an idea. For example, the Management Commission could decide in June that in 2006 the FIM would give CHF 20,000, CHF 15,000 and CHF 10,000 to the three federations that had hosted the best women's championships. But in return, the federations would have to do something to promote women's participation. Why not make the FIM's current financial assistance dependent on the promotional efforts made by the National Federations?</i> |

In the following chapter we will examine the results that could be expected from this innovative approach.

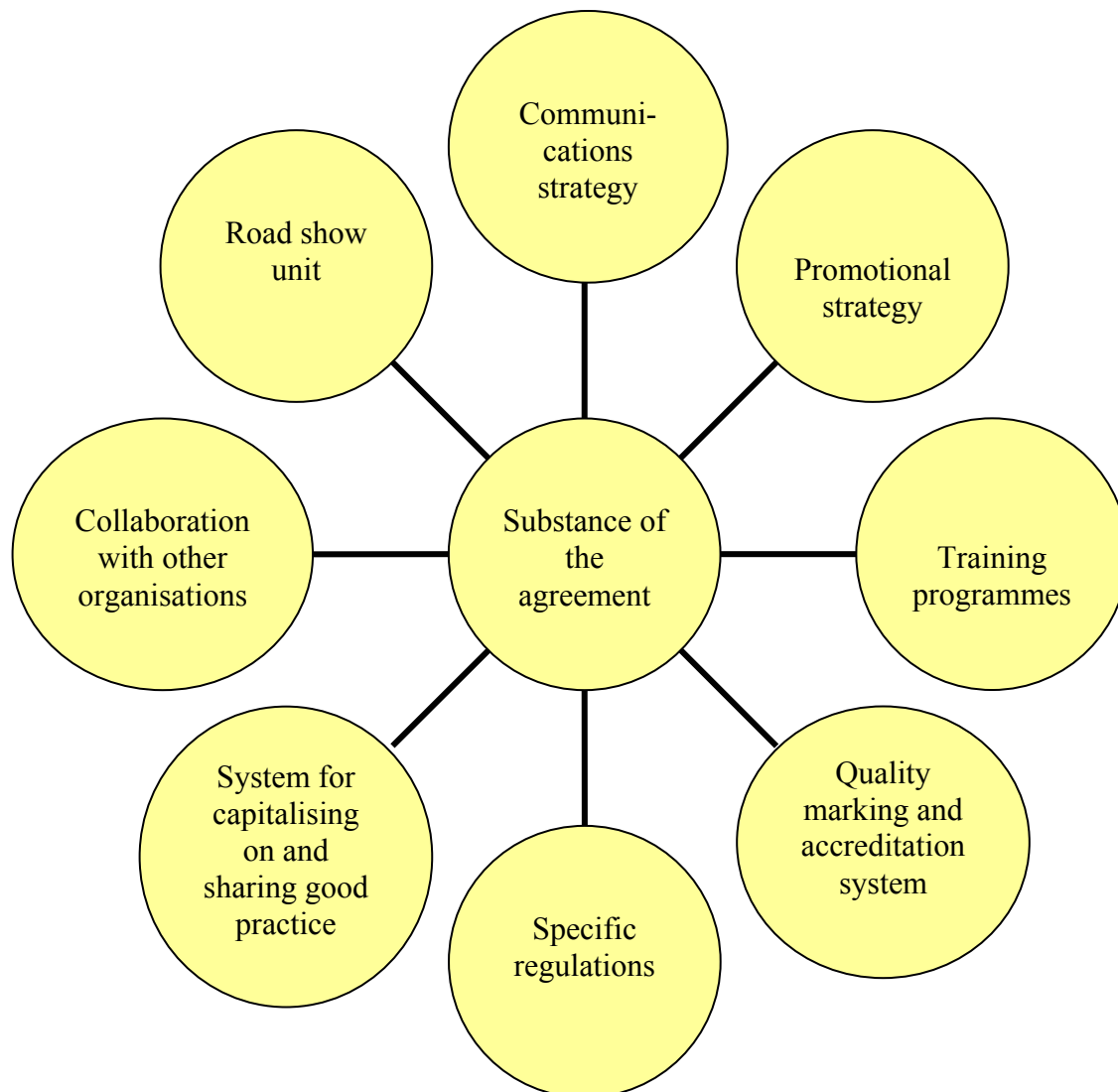
4.1.9 Expected results

The result of this approach would not necessarily be to increase the number of women involved in the FIM World Championships spectacularly or over a short period of time. It is more a matter of increasing the number of countries in which structures exist and that appropriate promotional efforts are made in order to allow the maximum number of women to participate in the sport of motorcycling, whether within the framework of an "open" championship or in a women-only championship, depending on the specific needs and wishes of each of the female participants.

One of the difficulties which will also have to be resolved within the context of this agreement is the question of evaluating the results achieved compared to the results expected. As we saw in chapter 3.1, the FIM should develop a control organisation, which must be qualified to judge whether the activities of the FMN in question meet or do not meet the requirements of the FIM according to the requirements stated in the agreement. By applying this same thinking to the clubs affiliated with the FMNs and signatories to the agreement, the FMNs must also develop a control organisation which must be qualified to judge whether the activities of the club in question meet or do not meet the requirements of the FMN according to the requirements stated in the agreement.

In the following chapter we will examine what the main substance of an agreement of this kind might include.

4.2 *Main substance of the agreement*



The chapters below will deal with the substance of the agreement. These chapters will summarise a certain number of ways in which women's involvement in motorcycling could

be developed, but clearly this is not an exhaustive list of the actions, which could be undertaken.

The substance of such an agreement could, for example, be structured around the following nine main themes, as summarised in the diagram above:

In the following chapters we will review the different areas of content of this agreement.

4.2.1 Implementation of a communications strategy regarding women's involvement in motorcycling sport

As we saw in chapter 3.3.2, the FIM should clearly define its overall communications strategy. With regard to this agreement, the communications strategy must be clearly defined in particular with regards to the message to be conveyed to women interested in participating in the sport.

This message must be as clear and simple as possible. I have selected some examples from the various discussions I had with existing women participants and senior personnel within the federations:

- Motorcycling is a sport just as much for women as it is for men
- Contrary to popular belief, women can do it just as well as men, if not better. Come and give it a try and you will get a taste for it
- Motorcycling requires just as much mental as physical strength, if not more
- Physical strength is not a determining factor for motorcycling
- No sport is without danger
- Motorcycling is not necessarily more dangerous than any other sport
- Being involved in motorcycling sport as an official is great, but why not ride a bike yourself?

In addition to the actual substance of the message communicated, the agreement should also deal as clearly as possible with the frequency with which these messages should be spread and the media that should be used to disseminate them, depending on the targeted audience.

Each signatory to the agreement undertakes to disseminate these messages in accordance with the instructions and frequency prescribed by the FIM "Women and Motorcycling" commission or by the agreement.

We will now examine the principal components of the promotional strategy.

4.2.2 Implementation of a promotional strategy

It was clear from the various discussions I had with existing women participants and senior personnel within the federations that the most important thing is to set up a wide range of events to promote and raise awareness of the involvement of women in motorcycling.

It is important to tackle these promotional campaigns creatively and imaginatively and to organise as many demonstration activities as possible. Every time there is an opportunity:

- for women to meet other women who participate in motorcycling as a sport

- for women to try out motorbikes in a setting which is safe but close to a real-life racing situation
- to attract women to the circuit for instruction on riding on a circuit
- to encourage women at home watching television to watch the races

a step will have been taken in the right direction.

The agreement should include, for example, a list of the kinds of promotional or demonstration events which could be organised or which already exist in various countries, although this list will not be exhaustive.

Each signatory to the agreement must undertake to organise a certain number (to be defined by the FIM “Women and Motorcycling” commission) of promotional events in accordance with the instructions and frequency prescribed by the FIM “Women and Motorcycling” commission or by the agreement.

We will now examine the principal needs in terms of training programmes.

4.2.3 Training programmes

The agreement must also highlight the need for training or further development courses designed exclusively for women, in order for them to be gradually able to play a more significant role, whatever their actual function, in the sport of motorcycling.

It was clear from the various discussions I had with existing women participants and senior personnel within the federations that training and skills development needs are highly diverse in nature.

The training courses mentioned most frequently during these discussions were as follows:

- Development of riding skills
- Circuit riding
- All-terrain riding
- Basic mechanics
- Handling heavy bikes
- Training seminars for officials

Each signatory to the agreement must undertake to organise a certain number (to be defined by the FIM “Women and Motorcycling” commission) of skills development courses or training sessions designed exclusively for women, in accordance with the instructions and frequency prescribed by the FIM “Women and Motorcycling” commission or by the agreement.

We will now examine the quality marking and accreditation systems, which could be put in place to allow women participants to easily identify organisations where they would be welcome.

4.2.4 Quality marking and accreditation system

I propose that the agreement should also provide a quality marking and accreditation system for the FMNs and clubs, which have signed an agreement with the FIM, or an FMN.

It is important for women participants approaching a club or an FMN to know in advance whether the FMN or club concerned is one in which they will be made welcome and in which there is a specific structure for the promotion of women's involvement in the sport. Where an FMN or a club has been awarded the FIM "Women and Motorcycling" accreditation, women participants will feel sure that the FMN or club concerned has put in place a structure for women's participation in the sport in accordance with the requirements of the FIM.

In order to be awarded the FIM "Women and Motorcycling" accreditation, each signatory to the agreement must meet a certain number of relatively strict criteria (to be defined by the FIM "Women and Motorcycling" commission) relating to supporting women in motorcycling, in accordance with the instructions and frequency prescribed by the FIM "Women and Motorcycling" commission or by the agreement.

As far as FMN quality marks are concerned, the FIM will need to equip itself with a certification body which is authorised to judge the suitability or lack of suitability of the support given to women by an FMN compared with the requirements of the FIM, in order to be awarded the FIM "Women and Motorcycling" quality mark.

As far as club quality marks are concerned, the FMN will need to equip itself with a certification body which is authorised to judge the suitability or lack of suitability of the support given to women by a club compared with the requirements of the FIM in order to be awarded the FIM "Women and Motorcycling" quality mark.

Each signatory to the agreement must undertake to set up a quality mark system in accordance with the instructions prescribed by the FIM "Women and Motorcycling" commission or by the agreement.

We will now examine the particular regulations, which could be developed in order to allow a higher number of female participants to have access to the sport.

4.2.5 Implementation of regulations specific to women

When FMNs choose to organise National Championships dedicated to women and for disciplines in which the FIM also organises World Championships dedicated to women, the specific regulations applicable to these National Championships must be in accordance with the specific regulations for World Championships for women only.

Each signatory to the agreement must undertake to set up specific regulations applicable to National Championships dedicated to women in accordance with the specific regulations for World Championships for women.

We will now examine what systems for capitalising on and communicating successful experiences we could develop in order to allow the Continental Unions, National Federations and Clubs to learn from successful experiences in other countries or other structures.

4.2.6 Implementation of a system to capitalise on and communicate successful experiences

Taking into account the fact that in the context of developing the sport of motorcycling it is important that successful experiences should also benefit others, for the good of the overall development of the sector, the agreement must provide for the implementation of a system for capitalising on and communicating successful experiences.

The different development activities, for example demonstrations, press campaigns or training programmes, will be communicated to the FIM “Women and Motorcycling” commission and be included in a database of promotional activities accessible to all the signatories to the agreement.

Each time a new development activity is added to the database, each signatory to the agreement will be informed by email that a new entry has been added.

Once a year, the FIM “Women and Motorcycling” commission will appoint a working group made up of impartial members who are totally independent from the FMNs which signed the agreement. The working group will be tasked with carrying out an objective evaluation of the various development activities in order to identify if any of them have made a sufficient contribution to furthering the position of women in world motorcycling sport to merit the “FIM trophy for the promotion of women in motorcycling”.

The winner will be awarded the “FIM trophy for the promotion of women in motorcycling” by the FIM President at the Annual General Assembly, along with a cheque for CHF 20,000 for the gold trophy, CHF 15,000 for the silver trophy and CHF 10,000 for the bronze trophy.

Each signatory to the agreement must undertake to communicate to the FIM “Women and Motorcycling” commission all its activities aimed at developing the presence of women in the sport of motorcycling, in order to allow the maximum number of other signatories to the agreement to benefit from its experiences.

We will now examine what partners, contacts and resource organisations we could develop into a network in order to allow the Continental Unions, National Federations and Clubs to benefit from the experiences and knowledge built up within the network.

4.2.7 Developing a network of partners, contacts and resource organisations

It appears that in a number of countries it will be extremely difficult to achieve concrete results by relying solely on the environment provided by the sports federations.

Therefore the signatories to the agreement need to have access to a network of resources able and willing to cooperate in the promotion of women’s involvement in motorcycling sport.

The FIM “Women and Motorcycling” commission will, to this end, do its utmost to maintain the best possible relationship with all partners which might be able to contribute at a national, regional or local level, to the promotion and development of the sport of motorcycling.

Whenever an FMN or a club manages to secure the cooperation of a partner for one of its activities promoting women’s involvement in motorcycling, it will inform the FIM “Women

and Motorcycling” commission, which will update its database of partners willing to contribute to the promotion of women in motorcycling.

Whenever a new partner willing to contribute to the promotion of women in motorcycling is added to the database, each signatory to the agreement will be informed by email that a new entry has been added.

Once a year, the FIM “Women and Motorcycling” commission will appoint a working group made up of impartial members who are totally independent from the FMNs which signed the agreement and the partners concerned. The working group will be tasked with carrying out an objective evaluation of the various partnership activities in order to identify if any of the partnerships have made a sufficient contribution to furthering the position of women in world motorcycling sport to merit the trophy “FIM partner of the year for the promotion of women in motorcycling”.

The winner will be awarded the trophy “FIM partner of the year for the promotion of women in motorcycling” by the FIM President at the Annual General Assembly, along with a cheque for CHF 20,000 for the gold trophy, CHF 15,000 for the silver trophy and CHF 10,000 for the bronze trophy.

Each signatory to the agreement must undertake to communicate to the FIM “Women and Motorcycling” commission all its partnership activities aimed at developing the presence of women in the sport of motorcycling, in order to allow the maximum number of other signatories to the agreement to benefit from these partnerships.

We will now examine what systems of recognition and collaboration we could develop with the local branches of associations active at the national or international level in the area of promoting the involvement of women in motorcycling in order to allow the Continental Unions, National Federations and Clubs to benefit from the successful experiences of other countries or other organisations.

4.2.8 Recognition and collaboration by the FMNs with local branches of associations, active at the national level in promoting the involvement of women in motorcycling, as specialised national associations

The FIM “Women and Motorcycling” commission will do its utmost to develop and maintain the best possible relationship with the various associations active in motorcycle racing and the sport of motorcycling, in order to combine as effectively as possible the various efforts undertaken.

Each time contact is established with a new association in the area of promoting the involvement of women in motorcycling, the FIM “Women and Motorcycling” commission will update the database of associations concerned with promoting the involvement of women in motorcycling sport.

Each time an FMN or a club becomes aware of a new association, whether it is active at the international, national or regional level, the existence of this association will be communicated to the FIM “Women and Motorcycling” commission by the FMN or club which established the contact. This new contact will then be entered into the database of

associations concerned with promoting the involvement of women in motorcycling sport, which is accessible to all the signatories to the agreement.

Whenever a new association is added to the database, each signatory to the agreement will be informed by email that a new entry has been added.

Once a year, the FIM “Women and Motorcycling” commission will appoint a working group made up of impartial members who are totally independent of the FMNs which signed the agreement and the associations concerned. The working group will be tasked with carrying out an objective evaluation of these associations in order to identify if any of the associations have made a sufficient contribution to furthering the position of women in world motorcycling sport to merit the trophy “FIM association of the year for the promotion of women in motorcycling”.

The winner will be awarded the trophy “FIM association of the year for the promotion of women in motorcycling” by the FIM President at the Annual General Assembly along with a cheque for CHF 20,000 for the gold trophy, CHF 15,000 for the silver trophy and CHF 10,000 for the bronze trophy.

Each signatory to the agreement must undertake to communicate to the FIM “Women and Motorcycling” commission all associations concerned with developing the presence of women in the sport of motorcycling, in order to allow the maximum number of other signatories to the agreement to benefit from its experiences.

We will now examine the extent to which the use of a road show unit at international, national, regional and local events could contribute to the objectives of developing and promoting women’s involvement in the sport of motorcycling.

4.2.9 Use of a road show unit at international, national, regional and local events

In the context of its promotional and awareness-raising efforts, it is important that the FIM should be able to provide a road show unit to those FMNs prepared to take responsibility for promoting women’s involvement in motorcycling at local, regional, national and international sporting events, in order to raise awareness of women’s participation in the sport with the general public, in particular the sport’s accessibility to women. This road show unit must, in particular, allow women to participate in safe events and familiarise themselves with the sport as much as possible.

Initially, it will fall to the FIM “Women and Motorcycling” commission to design the road show unit with assistance from the FMNs which have signed the agreement, so that it meets the objectives of promoting the involvement of women in the sport of motorcycling in the largest possible number of countries and makes it possible to overcome some of the obstacles to female participation.

As far as the financing of this unit is concerned, it will fall to the FIM “Women and Motorcycling” commission to obtain financing from the FIM’s operational budget or, where appropriate, from partners who might be interested in sponsoring this activity.

In operational terms, it will fall to the FIM “Women and Motorcycling” commission to manage the schedule governing the unit’s movement between countries, in accordance with the different needs of the signatories to the agreement.

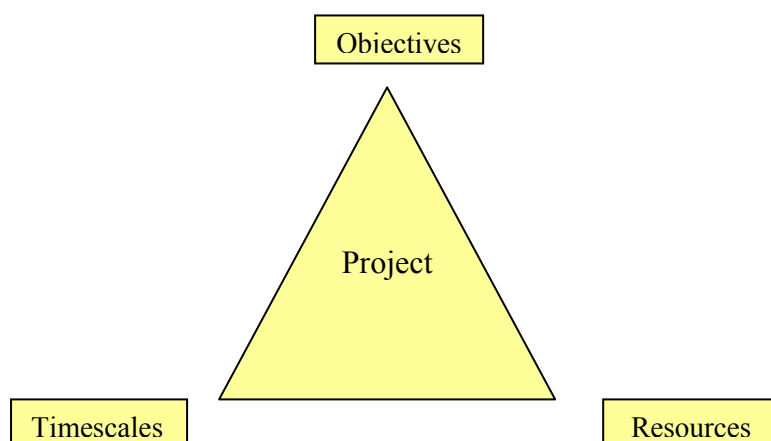
In the long term, and depending on the results achieved, those FMNs which have signed the agreement will be encouraged to acquire a promotional unit of this kind for themselves for their activities at the national level, on the basis of their experiences with the unit financed by the FIM and made available to them by the FIM “Women and Motorcycling” commission.

The acquisition costs will also be partially financed by the Committee for the Management of FIM Reserve Funds, on the basis of recommendations from the FIM “Women and Motorcycling” commission.

4.3 *Methods of application and constraints on implementation*

The following chapters will deal with the methods by which the agreement will be applied and the constraints on its implementation.

As with any project, success will depend on adherence to its three principal components, namely:



Source: Maders & Clet, Comment manager un projet, Editions d'Organisation

The project objectives having been described in some detail in the preceding chapters, we will now concentrate on aspects relating to timescales and to the resources required. First, we will examine the question of timescales.

4.3.1 Timescales

Given the regulatory decision-making process, which applies to any political umbrella organisation such as the FIM, implementation of a project such as this will necessarily take a certain length of time.

In my view it would be a mistake to take the risk of putting the project in jeopardy as a result of rushing to implement it, a failure of communication or a lack of preparation.

It is important to allow enough time to hold discussions and work through a consultation process in order to ensure maximum support and backing for the project. Some reticence is sure to be encountered, and significant persuasive efforts will be needed to counter this.

Set out below are the reactions of a senior officer within the FIM to the question: **“What strategies should the FIM pursue, in conjunction with the National Federations, to boost women’s participation in the sport?”**

| <i>Question</i> | <i>Answer</i> |
|--|--|
| FIM senior manager Encouraging dialogue | <i>My view is that we should start slowly by organising the dialogue, setting up the organisational structures, why not a commission so that we could start a dialogue directly with women who are interested? I don't think that any promotional or development strategy to increase women's participation in motorcycling sport can work without women being actively involved themselves. I would like women themselves to take charge of this development, because they are the only ones who know what they need and what they want. In my opinion all we can do is advise them and offer them the benefit of the experience we have undoubtedly acquired over the years.</i> |

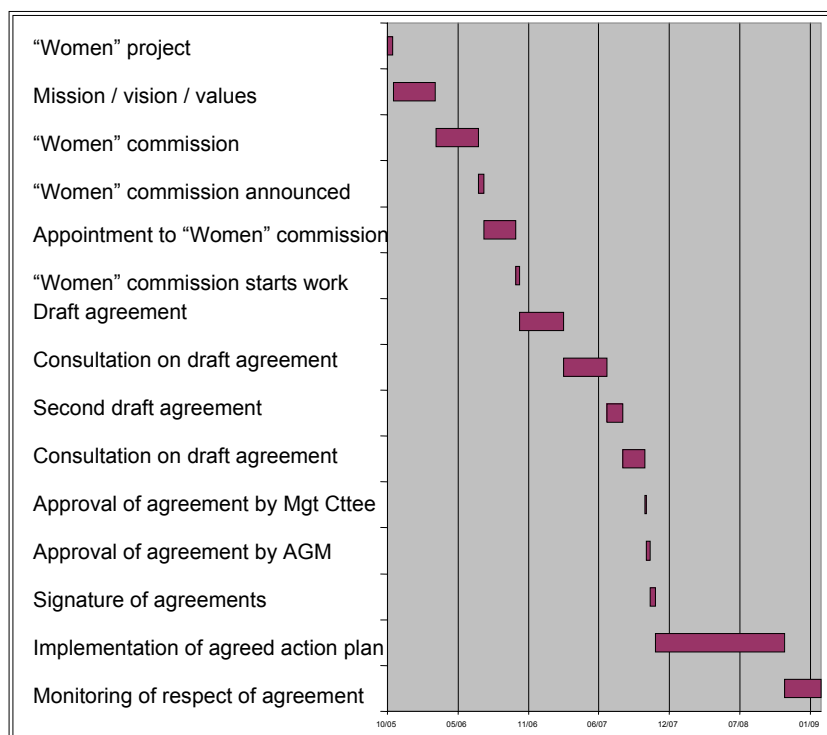
Based on the principle that these consultations will necessarily take a certain time, it is important that work should begin straightaway, identifying costs, clearly defining the steps to be taken and setting realistic deadlines for each stage.

4.3.2 Stages

A clear definition of the stages of the project is therefore one of the key elements which will determine whether it is successfully implemented or not.

Initially, the first important step will be to have this project accepted as a priority and to ensure that it is launched, in the real sense of the term, in October 2005. Defining the FIM’s mission, vision and values, followed immediately by the creation of an FIM “Women and Motorcycling” commission and the appointment of the members of this commission will be an important next stage in the process. The commission will not be in a position to start work until September 2006. The agreement will not be able to be approved until October 2008, with the first agreements being signed in November or December 2008. The two final but essential steps in the process will consist of implementing the action plan (January to December 2008) and monitoring adherence to the agreement (from January 2009).

The following is a Gantt diagram of the principal stages of the project.



We will now examine the resources, which will need to be mobilised by the FIM in order to ensure that the project is a success.

4.3.3 Resources to be mobilised by the FIM

Owing to the nature and amount of work required for this project to be launched and the number of administrative meetings which will need to be held to ensure that the numerous tasks are properly carried out within the FIM "Women and Motorcycling" commission, it is essential to allow for an additional administrative post as coordinator of the "Women and Motorcycling" commission within the Executive Secretariat.

Furthermore, sufficient funds must be allocated from the budget from June 2007 onwards for the numerous working meetings, which will be required in order for the commission to carry out its tasks effectively.

An adequate capital expenditure will need to be made available to the FIM "Women and Motorcycling" commission from 2009 for the acquisition of the road show unit.

From 2009 onwards, an appropriate budget must be made available to the FIM "Women and Motorcycling" commission on a regular basis in order to allow it to award the gold, silver and bronze trophies for the three categories described in chapters 4.2.6, 4.2.7 and 4.2.8.

We will now examine the key factors to ensure that this project is successful in the long term and on a broad scale.

4.3.4 Key factors for long-term, broad success of the project

The principal factor for the long-term success of the project on a broad scale will be the support given to the process by the FMNs and their commitment to promoting the widespread

presence of women in the sport of motorcycling and in the organisational structure of the federations themselves.

The more the FMNs give credit to the added value of the services provided by the “Women and Motorcycling” commission, the greater the chances of the long-term success of the project on a broad scale will be.

If the federations can see in it an advantage for the development of their activities by means of a potential increase in their revenues at the national level and they can see the possibility of it generating a sufficiently high return on investment, they will make every effort to implement the system widely and over the long term. Failing that, once the initial enthusiasm has worn off, the risk of the FMNs losing interest in this project will be relatively high.

Furthermore, it seems essential that financial incentives such as those described in chapters 3.3 and 4.1.8 should be considered sufficiently substantial to encourage the maximum number of FMNs to make a lasting commitment to this process.

We will now examine the risks related to the development of this agreement.

4.3.5 Identification of risks with a possible impact on the development of the agreement

The main difficulty will consist of ensuring that the FMNs do not deem the added-value services offered by the FIM “Women and Motorcycling” commission to be insufficient to justify their commitment to the process.

It will be essential to be able to be confident of unconditional support from one or more of the most influential FMNs within the FIM, as these will then act as a catalyst to ensure support from the other federations.

In light of this, the composition of the FIM “Women and Motorcycling” commission will be absolutely key in determining the success of this project.

We will now examine the measures to be put in place to ensure that the project is monitored and evaluated effectively.

4.3.6 Measures to monitor and evaluate project performance

As we have seen in chapter 4.2, it will be absolutely essential for the FIM “Women and Motorcycling” commission to appoint a working group, made up of impartial and totally independent members tasked with objectively evaluating the actions undertaken by the different stakeholders in the development and promotion of women’s involvement in the sport of motorcycling.

It will fall to this commission to establish a certain number of objective, quantifiable, measurable and indisputable criteria in order to evaluate which signatories to the agreement fulfil the conditions allowing them to take advantage of financial incentives.

In order to make the evaluation process as legitimate as possible, it is desirable that the decisions of the FIM “Women and Motorcycling” commission should be subject to

ratification by the Management Council of the FIM and that they can be submitted on appeal to the FIM's normal judicial bodies. However, I would recommend that no recourse to the TASs (sports arbitration courts) or the civil courts be allowed.



CONCLUSION

5. CONCLUSION

Review

The aim of the first part of this thesis was to report on the current position of women in motorcycling sport worldwide and to identify the solutions, which have already been adopted by various countries, and the different parties involved in relation to the development and promotion of women's motorcycling sport.

In the second part of my thesis, using these findings, I have drawn up a list of very tangible strategic proposals to be put forward to the FIM as a basis for the development of an action plan over the next few years to encourage women's participation in the sport.

The finishing line

In the first instance, the main aim of my project was to gain a better understanding of why women currently occupy such a marginal position in motorcycling sport, given that there were already women closely linked to this epic sport when it was in its very early stages at the beginning of the 20th century.

Next, I felt it important to establish how this situation had changed over time and what changes were likely in the future.

Finally, the principal objective of my work was to draw up an action plan for submission to the governing bodies of the FIM in the form of a guideline, probably one of many, to encourage widespread participation of women in this sport and to help promote it as a truly universal sport which is open to all.

As I expected, I found that there was a certain type of woman, not insignificant in number but most certainly a minority, who showed genuine interest and a passion for motor sports, motorcycling sport in particular.

I noticed that, although more and more women practice motorcycling as a recreational pursuit, the number of women actually active in the sport is growing very slowly. This state of affairs is probably not totally unrelated to the lack of well-coordinated communication and harmonised promotional and development activity. I see an obvious need for coordination and standardisation of the various initiatives put in place by federations and private and commercial organisations.

There are some good intentions here and there aimed at enhancing the status of women in the sport but there is a real need for collaboration between these well-meaning entities and individuals who favour women's participation in motorcycling sport.

I felt I had to commit these findings to paper as a means of gathering together all these forces, which are so essential to the future development of the sport. How can women's motorcycling sport develop rapidly and to any significant extent if it is unable to combine and coordinate its promotional and development activities?

My thesis does of course report on a particular situation in a number of countries selected in accordance with quite specific criteria and does not necessarily claim to be representative of the situation within motorcycling worldwide.

I did also notice that the development of motorcycling sport differs not only from country to country but from one discipline to another. If they should take this work forward, the authorities responsible for this major issue will have to extend their investigations to a wider sample of countries and take a closer look at the differences between the various disciplines.

On the basis of my thesis, I have been able to make a few concrete proposals which are found in sections 3.3 and 3.4 and which can be given concrete expression in the form of an agreement which is described in detail in section 4. It will then be up to the policy-making authorities in motorcycling sport to decide how they intend to follow up my work and the proposals set forth in my thesis.

If I am to claim any credit at all for my thesis, this would probably be the fact it has highlighted the need to focus particular attention on the issue of women's participation in this sport and has provided a tangible incentive for setting up a "Women and Motorcycling" commission within the International Motorcycling Federation.

6. CONTRIBUTION AND LIMITS OF THE WORK, PROPOSED CONTINUATION

Contributions:

The methodology involved in this project has been most enriching in a number of different domains. To begin with, this project allowed me to take a step back from the organisation in which I have been working as the finance director for nearly ten years. While in the past I have always striven to demonstrate a definite open-mindedness, I have tried to appraise the FIM in as broad and as general a way possible. This project has made me approach the questions of sport from the perspective of promotion and development in the interest of the sport and the sporting community and not from the - perhaps slightly narrower perspective - of the administration of the sport and the management of the financial resources of the federation.

Moreover, this project has reinforced my interest in the management of sporting organisations, in general, and the promotion of sport and sporting activities in particular.

The project has also allowed me to become familiar with new theoretical methods and for me, new techniques in numerous fields. The methodology and the approach I used, together with the guidance and advice of my tutor, Mr Laurent BOYER, will be undoubtedly extremely useful above and beyond the MEMOS course, particularly for the continuation of my professional career in the field of management of sporting organisations.

Limitations:

My project has undoubtedly been limited by the high level of requirements of MEMOS over a relatively short period of time, bearing in mind the fact that I followed the course in addition to carrying out my normal professional activity. Consequently, my analysis was limited to the initial project work that I originally defined. Thus, because of this, I was unable to go into more detail for all the subjects mentioned in the interviews conducted with my interlocutors.

As I mentioned in my conclusion, the development of women's motorcycling sport differs not only from country to country but also from one discipline to another. Due to lack of time, I was unable to extend my investigations to more countries or to provide more details to further differentiate the various disciplines.

Continued Developments

I obviously hope that interest in my work will not be limited to the sole requirements of the MEMOS course, as the road to developing and promoting female participation in the sport of motorcycling is still a long one.

That a reference to the development and promotion of motorcycling sport has been included in the project for the modification of the statutes of the FIM, to be submitted for approval at the General Assembly of the FIM in October 2005 in Geneva, is already a source of satisfaction.

Moreover, it cannot be excluded that the creation of a commission "Women and Motorcycling" will also form part of the agenda of this General Assembly, as discussions

taking place at the present time would seem to indicate that the FIM could take onboard this proposal. That would mean that the principal instrument for activating the action plan proposed by my project has a real chance of being realised and would represent a tangible continuation of my work.

In addition, the simple fact that my work has awakened interest in the motorcycling community in general and to the organisers of the international conference “Women and Motorcycling”, which takes place in USA at the beginning of July 2006, in particular, demonstrated by the official invitation to me to present the results of my studies during this conference, is already a very pleasing development and a mark of appreciation of my work.

Should some of the proposals, formulated in my thesis, be accepted and implemented by the FIM, then I would be very pleased to be able to contribute, in one way or another, in the realisation and the implementation of the proposals formulated in the context of this course of study.

RESUME

Objectifs et enjeux du travail

Près d'un siècle après les premières pionnières, rares sont les femmes qui ne sont pas toujours reléguées à un rôle secondaire lors des compétitions motocyclistes au plus haut niveau. Cela peut, par exemple, se traduire par le rôle de figuration qui leur est souvent confié lorsqu'elles prennent place sur la grille de départ d'un Grand Prix de Vitesse munies d'une ombrelle ou d'un parapluie pour améliorer le confort et le bien-être des compétiteurs masculins.

A l'heure actuelle et à ma connaissance, aucune étude n'a encore été effectuée afin de mettre en lumière, en comparaison internationale, les besoins spécifiques et la place réservée aux femmes dans le sport motocycliste.

Conscient que la FIM manque à l'heure actuelle de connaissances en la matière et conscient du rôle essentiel qu'elle a à jouer dans la promotion de la pratique du sport motocycliste féminin au niveau mondial, c'est tout naturellement que j'ai consacré mon projet à cette problématique.

Pour commencer, j'ai entrepris une évaluation, la plus impartiale et objective possible, sur la façon dont la FIM pourrait, avec l'aide de ses Fédérations Nationales et de ses partenaires, rendre opérationnelle une stratégie par la mise en place d'un plan d'actions prioritaires et concrètes afin de promouvoir la pratique sportive féminine dans le motocyclisme mondial.

L'intérêt principal de cette étude est de fournir à la FIM, non seulement une radiographie de la situation actuelle de la pratique sportive du motocyclisme par les femmes mais également un plan d'actions concret pour pallier à cette situation.

Méthodologie

La méthodologie choisie a consisté, dans un premier temps, à récolter et à confronter un maximum d'informations afin de dresser un constat de la situation actuelle des femmes dans le sport motocycliste. Dans un second temps et à l'aide de ce constat, de formuler un projet promotionnel. Pour conclure, une convention a été proposée afin de sceller l'engagement d'un certain nombre de Fédérations Nationales pour la mise en oeuvre de ce plan.

La question des femmes dans le sport motocycliste n'a semble-t-il que très peu fait l'objet de recherches et de publications. Par conséquent, j'ai principalement dû axer mon travail sur la collecte d'informations exhaustives.

Des entretiens ont été réalisés avec les principales parties prenantes du sport motocycliste. Ces entretiens ont été réalisés avec des femmes compétitrices, responsables d'écuries féminines dans le sport moto ainsi qu'avec un certain nombre de responsables masculins de la Fédération Internationale de Motocyclisme, de Fédérations Nationales ou de sociétés commerciales détenant les droits commerciaux pour les Championnats du Monde de la FIM. Les contenus de ces entretiens ont été analysés, retranscrits et utilisés en tant que citations dans mon projet.

Résultats

Je constate qu'il y a effectivement une certaine catégorie de femmes qui manifestent un intérêt et un engouement réels pour les sports mécaniques et le motocyclisme en particulier.

La progression du nombre de femmes actives dans ce sport peine à s'organiser et à se généraliser en dépit d'un nombre toujours plus important de femmes motocyclistes. Il y a certes quelques personnes de bonne volonté qui agissent en ordre dispersé pour essayer d'améliorer le statut des femmes dans ce sport. Il existe par conséquent un réel besoin de rassembler et de fédérer toutes les personnes physiques et morales de bonne volonté et bien disposées envers le sport motocycliste féminin.

La situation du développement du sport motocycliste est non seulement différente d'un pays à l'autre mais également d'une discipline à l'autre.

Il était, à mon sens, essentiel de dresser ces constats pour favoriser le rassemblement de l'ensemble de ces forces, indispensable au développement à venir.

Propositions

Le plan d'actions proposé s'articule principalement autour d'un axe central consistant à définir et à structurer la communication, la promotion et le développement de l'activité sportive féminine pour que l'ensemble des acteurs du motocyclisme mondial parle d'une seule et même voix. La création d'une commission « Femmes et Motocyclisme » représente la première étape déterminante du dispositif proposé ; la mise en œuvre des différentes propositions ne pouvant se concrétiser que si des personnes compétentes, volontaires et motivées prennent à leur compte les objectifs de promotion et de développement de la pratique motocycliste féminine.

Intérêts

Mon travail a éveillé l'intérêt de la communauté motocycliste en général et des organisateurs de la conférence internationale « Femmes et Motocyclisme » qui aura lieu aux Etats-Unis au début du mois de juillet 2006 en particulier. J'ai été officiellement invité à présenter les conclusions de mon étude dans le cadre de cette conférence, ce qui constitue un signe tangible de l'intérêt suscité par mon travail.

Prolongements

Je souhaite que mon projet puisse trouver un prolongement au sein de la FIM, tant le travail qui reste à faire dans le domaine du développement et de la promotion de la pratique sportive féminine est important.

Certaines de mes propositions seront intégrées cet automne au projet de modification des statuts de la FIM, ce qui représente déjà une source de satisfaction et un prolongement concret de mon travail; la commission « Femmes et Motocyclisme » ayant de bonnes chances de voir le jour à cette occasion.

SUMMARY

Objectives and challenges of the project

Almost 100 years after the first pioneers, few are the women who are not still relegated to a secondary role in motorcycling sporting events at the highest level. This can, for instance, be demonstrated by the walk-on role which is often assigned to them when they stand on the starting grid of a Road Racing Grand Prix with a parasol or umbrella in order to enhance the comfort and ease of male competitors.

Currently, and to the best of my knowledge, no study on an international basis has yet been conducted in order to shed light on the specific needs and the place reserved for women in motorcycling sport.

Conscious that the FIM currently lacks knowledge and factual evidence in this area and conscious of the essential role it has to play in the promotion of motorcycling sport for women on a worldwide basis, it is very natural that I have dedicated my project to this subject.

Firstly, I undertook an evaluation, as impartial and as unbiased as possible, on how the FIM could, together with its National Federations and partners, operate a strategy through the implementation of a priority and concrete action plan in order to promote the participation of women in motorcycling sport worldwide.

The main interest of this study is to provide the FIM, not only with an X-ray of the current situation of women in motorcycling sport but also to suggest an action plan in order to correct and improve this situation.

Methodology

The methodology chosen consisted, in the first instance, of collecting and comparing a maximum amount of information in order to draw up a report on the current status of women in motorcycling sport. Secondly, and with the help of this report, the methodology consisted in the formulation of a promotional plan. Finally, a memorandum of understanding was proposed in order to seal the commitment of a certain number of National Federations to the implementation of this plan.

The issue of women in motorcycling sport seems to have been very little the object of any major research or publications. Consequently, I had to conduct my project mainly on the basis of exhaustive information that I had collected.

Interviews were conducted with stakeholders in the motorcycling sport. These interviews were carried out with women competitors, women in charge of female motorcycle racing teams as well as with a certain number of male officials of the International Motorcycling Federation, National Federations or commercial companies holding the commercial rights for the FIM World Championships. The content of those interviews were analysed, transcribed and used as quotations in my project.

Results

I conclude that in reality there is a certain category of women who demonstrate a really keen interest and passion for mechanical sports and for motorcycling in particular.

In spite of a constantly growing number of women riding a motorcycle, motorcycling sport for women is struggling to get off the ground and to become widespread. Indeed there are some good willing people who are acting in a somewhat disorganised manner in an attempt to improve the status of women in this sport. Consequently, there is a real need to bring together and to federate all those good willing people who are supportive towards women's motorcycling sport.

The status of the development of motorcycling sport differs not only from one country to another but also from one discipline to another.

In my opinion, it was essential to make these evaluations, as a driving force to gather together all these strengths that are indispensable for future development.

Proposals

The proposed action plan hinges mainly around a central theme consisting of defining and structuring the communication, promotion and development of women's motorcycling sporting activity in order for all the players of worldwide motorcycling to speak with one and the same voice. The setting-up of a "Women and Motorcycling Commission" represents the first determining step of the proposed plan; the implementation of the different proposals can only be put into concrete form with the help of competent and motivated people who take responsibility for our objectives for the promotion and development of female motorcycling practice.

Interests

My work has awoken the interest of the motorcycling community in general and, in particular, of the organisers of the International Conference on Women and Motorcycling which will be staged in the United States at the beginning of July 2006. I have been officially invited to present the conclusions of my study on the occasion of this conference, which represents a tangible sign of the interest that my work has generated.

Development

I hope that my work can be developed within the FIM - so important is the work that remains to be done in the development and promotion of women's motorcycling sport.

Some of my proposals will be integrated this autumn in the draft of the modification of the FIM Statutes, which already represents a source of satisfaction and a concrete prolongation of my work: the setting up of a "Women and Motorcycling Commission" having a good chance to be born on this occasion.

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ENCLOSURES

Interview template

| | |
|------------------|---|
| Interview Nr. 1: | a German practitioner |
| Interview Nr. 2: | a French practitioner |
| Interview Nr. 3 | a French practitioner |
| Interview Nr. 4 | a Canadian practitioner |
| Interview Nr. 5 | an American practitioner |
| Interview Nr. 6 | A Senior Officer of the FIM |
| Interview Nr. 7 | A Senior Officer of the FIM |
| Interview Nr. 8 | A promoter of an FIM World Championship |
| Interview Nr. 9 | A promoter of an FIM World Championship |
| Interview Nr. 10 | A promoter of an FIM World Championship |
| Interview Nr. 11 | the Race Director of an FIM World Championship |
| Interview Nr. 12 | A Senior Officer of the South African motorcycling federation |
| Interview Nr. 13 | A Senior Officer of the German motorcycling federation |
| Interview Nr. 14 | A Senior Officer of the Spanish motorcycling federation |

Interview template - FMN in English

Questions to be addressed during the interviews with key officials of national motorcycling federations

1. Does a promotion and development plan to encourage the participation of women in motorcycling competitions exist in your federation? If so which ones? If not, why?

2. Does your federation have any specific plans in a foreseeable future in the field of the promotion and development of motorcycle racing for females in your country? If so which ones? If not, why not?

3. What changes need to take place in order for your federation to be interested in a foreseeable future to actively promote the sporting activity for women in your country?

4. What changes need to take place at local and regional level, for the clubs to be more inclined in a foreseeable future to welcome women in their membership base

and to promote the sporting activity for women in your country? _____

5. In your opinion, for which main reasons did women, as of today, not call more firmly or earlier for a better status in this sport?

6. In your opinion, for which main reasons did the regional, national and international governing bodies of this sport, so far, not promote the practice of this sport by women with more conviction and more actively?

7. In your opinion, what are the major specific needs of women in terms of motorcycle racing? Have these needs enough been taken into consideration by the different stakeholders? If not, why not?

8. In your opinion, is the relatively discrete role played by women in the practice of this sport for over 60 years exclusively due to the role of de women within the family up to the late sixties with the women's lib or are there other main reasons? If so, which ones?

9. In your opinion, do the motorcycling industry and the accessory manufacturers sufficiently take into consideration the specific needs of women? If so, how? If not, why not?

10. In your opinion, which strategies should the FIM conduct, together with the national federations in order to speed-up the practice of motorcycling sport by women?

11. In your opinion, did certain countries better succeed than others in the promotion of motorcycling sport for women? If so, why?

12. How is the grass root development of the sport organized in your country? Is your federation in charge of it or do you delegate it to another stakeholder? If so, which one?

13. If your federation is organizing the grass root development in your country, are there any specific efforts that are being made in order to attract young girls to the practice of motorcycling sport? Have you seen a change in the number of young girls attracted to motorcycling sport over the last five to ten years, as a result of your development activities?

14. Is the Ministry of Sport or any other governmental entity actively promoting gender balance in the practice of the different sports in your country? Does your federation also benefit from this governmental support? If so, in what form?

15. Do the young girls attracted to motorcycling sport correspond to a specific profile? Do you believe that most of them got attracted as a result of a member of the family or a friend who is already involved in motorcycling?

I thank you very much for having taken the time and the trouble to respond to my questions.

Interview template - practitioners in english

Interview template for interviews with women practicing motorcycling sport:

| | |
|--|---|
| <p>Identification characteristics influencing the comportment</p> | <p>Age Personal status (married, single) Living environment (city, countryside) Type of housing (individual house with garden, apartment) Social status Professional status (independent, salaried, civil servant) Professional status of the husband Profession status of the parents Nationality of the husband Nationality of the parents Does a member of the family practice motorcycle sport</p> |
| <p>Representation of the practice of motorcycling sport</p> | <p>According to your own perception what does motorcycling sport mean? By riding a motorcycle do you feel you practice a leisure activity or do you practice a « real » sport? Do you believe that a majority of women ride a motorcycle in order to be able one day to compete in motorcycling races? What gave in your case the impulse to evolve from leisure motorcycling to motorcycle racing? Do you believe that all women practice motorcycle sport for the same reasons and in the same way? Can you describe their differences? And in your family, what place does sport take and what place does motorcycling take? (Do the parents, brothers and sisters practice this sport : How often and at which level)</p> |
| <p>the motivations</p> | <p>What motivated you to practice motorcycling sport? Personal accomplishment, esteem of the others, membership to a group, provocation, feminism, social role, physical performance, risk exposure? Did this motivation evolve over time? What did concretely drive you to practice motorcycling and later motorcycling sport (model to be followed, influence of parents or friends, personal choice (reasons why?) What de you really like in motorcycling sport? Do you practice motorcycling within a club? If not, for what reasons did you chose to practice outside of a club?</p> |

| | |
|--|---|
| | <p>What were your expectations towards this motivation? (to evade myself from my daily problems, meet people who have the same passion as I, socializing, improve my technical skills)</p> <p>What is the best way to practice this sport to meet expectations?</p> |
| <p>Definition of the obstacles to overcome</p> | <p>What are in your opinion the major obstacles that women encounter when they intend to ride?</p> <p>Fear of injuries, who will take care of the kids, it looks difficult, I know nobody who would be patient enough to teach me, I do not have the financial means to buy a motorcycle, I would be embarrassed in I would fall off in front of people who know me, I am too old to learn,, I hate my friends when they participate in competitions so why would I enjoy competing myself, it creates an addiction, my parents won't ever let me, girls don't ride dirt bikes – only boys, I don't want to wear all that clothing, it doesn't make me look feminine, I don't have the necessary weight and strength to ride a motorcycle (source : the website of an American MX rider)</p> |
| <p>Definition of the expectations of women towards the different stakeholders of motorcycling sport</p> | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to infrastructure and equipment?</p> <p>Clubs, political bodies, ministry of sports, national federations, organizers of events, motorcycle industry, circuits, accessories manufacturers, baby-sitting for young children</p> |
| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to practice conditions?</p> <p>Rider safety training on roads, circuits, off road, knowledge of basic repairs, training on how to handle heavy bikes, internal competitions among girls and women, internal competitions among boys (men) and girls (women)</p> |
| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to recognition?</p> <p>Recognition of the competitions by all the stakeholders at regional, national, international and worldwide level, by the local and regional political authorities, by the Ministry of sports, by the leading instances of motorcycle sport, from the media, sponsors and by the public audience.</p> |

| | |
|---|---|
| | <p>What wishes would you like to formulate towards the leading instances of motorcycling sport at international level in order to promote this practice in an efficient way?</p> <p>(competitions for women, combined events with events for men, joint meeting but with separate classifications, joint meetings and classifications)</p> |
| <p>Difficulties encountered in the research of information</p> | <p>What steps have you taken in order to obtain information about the existing infrastructures able to help your in your motivation to practice motorcycle sport? (From your first activity to the one that you are practicing)</p> <p>Research process : (Ministry of sports, national motorcycling federation, women's lib organizations , WIMA, RaceGirl, local club, regional league, spectators at motorcycling races, Internet, brochures, telephone)</p> <p>Did you deliberately research the information or did the information come to you?</p> <p>How were you informed about this activity? Through a club? Where did you obtain the information?</p> |

| | |
|-------------------------------------|---|
| <p><i>The information</i></p> | <p>What difficulties did you encounter in the research of information?</p> <p>What was the information that you were looking for?</p> <p>What was the information by order of priority?</p> <p>What is the one that revealed the most important with regards to the decision process?</p> <p>Did the information seem to be sufficient in quality and quantity? Did you have the feeling that the access to the information was being held back? (the structures driven by men do not communicate sufficiently with women on all the possible activities)</p> |
| <p><i>The structures</i></p> | <p>What were the elements/information that allowed you to identify the most appropriate structure and to assess the quality of the service proposed?</p> <p>Are you satisfied with the structure in which you currently practice? And of the services offered? Compatibility between the activity advertised and the reality</p> <ul style="list-style-type: none"> • Materiel, equipment • Reception • Access • Staff (punctuality, presence, investment...) • Respect of the conditions for the practice (number of training sessions throughout the year, number of hours...) |
| <p><i>Costs</i></p> | <p>Expensive or inexpensive? For that cost, what service would you expect? With regards to the price paid, do you believe that the same services are offered to you as to men?</p> |
| <p><i>The service (product)</i></p> | <p>Are you satisfied in the way your club, federation or association communicates and is present in the media? What would you like your club to improve? What would you like your club to do differently for the promotion and development of motorcycling sport for women?</p> |

INTERVIEW GRID 5 – President and Chief Executive Officer of the FIM

Questions to be raised during the interviews with key officials of the FIM

1. Are you satisfied with the plans put in place by our federation to encourage women's motorcycling competitions? If so, which ones in particular? If not, why not?

2. Does our federation have any specific projects in the foreseeable future to promote women's motorcycling sport at the global level? If so, which ones? If not, why not?

3. What changes need to be made in order that in the foreseeable future, our federation would be interested in more actively promoting women's participation in motorcycling sport at the global level?

4. What changes need to be made at the local, regional, continental and international level for the relevant decision-making bodies to be inclined in the foreseeable future to welcome women competitors into their membership in greater numbers and to promote women's participation in motorcycling sport at all levels?

5. In your opinion, why haven't women, as of today, not called more firmly or earlier for a better status in this sport? Do women sufficiently well possess the culture of mechanical sports?

6. In your opinion, is the fact that women have played a relatively discrete role in the practice of this sport for more than 60 years due exclusively to the place of women in society and in the family up to the late 1960s – when the women's lib movements started - or are there other reasons? If so, which ones?

7. In your opinion, why haven't the decision-making bodies – regional, national or international – attempted to more vigorously promote the sport of motorcycling with women up to now?

8. In your opinion, what are the specific needs of women? Have these needs been sufficiently considered by the different actors? If so, in what way? If not, why not?

9. In your opinion, have the motorcycle industry and the accessory manufacturers in particular sufficiently taken into account the specific needs of women? If so, how? If not, why not?

10. In your opinion, which strategies should the FIM, together with all the national federations, conduct to give a jump-start to women's involvement in the sport?

11. In your opinion, have some countries better succeeded than others in promoting women's motorcycling sport? If so, why?

12. In your opinion, is it wise that the FIM totally delegates the development and the grass roots promotion of the sport to its national federations? Shouldn't our federation take charge of these developments and this promotion by delegating the execution of the promotional and developmental efforts, notably concerning women's participation, to its national federations? If so, what promotional efforts should the FIM itself, take on board?

13. If our federation itself organised the grass roots promotion and development of women's motorcycling sport, how do you think these efforts should be structured? By championships, specifically reserved for women or by increasing the presence of women in open championships open to men and women, as in horse riding?

14. Very few women occupy positions of responsibility in the sporting federations, at any level at all. What are your ambitions for the FIM or its national federations in relation to women's representation in the executive bodies? Are you in favour of installing quotas to increase women's representation? Do you think that the representation could be increased without quotas?

15. Would you be in favour of an improvement in female representation in our sport, either as competitors or as key officials of the international federations of sport?

16. Would you be in favour of an improvement in female representation in our sport, by speaking up to the promoters and urging them to promote women's sporting activity by encouraging them to link the World Championship events with exclusively female events?

17. Do you think that the promoters are interested in promoting women's sporting activity? Do you know if certain promoters have already carried out market studies concerning the viability of promoting women's competitions?

18. In numerous countries, there are isolated groups who are making considerable efforts to federate women participants – as no federative structure is effectively providing them with the support they need. In my opinion, it would be wise to create a commission “Women and Motorcycling” in order to federate their isolated efforts. Would you, yourself, be in favour of becoming involved in the creation of a commission “Women and Motorcycling” in the FIM? If so, when would this be politically possible; if not, why not?

19. Do you think that all the sporting disciplines of the FIM lend themselves identically to be practiced by women, or do you think that some disciplines should be favoured in an initial phase? If so, which ones and why? If not, why not?

Thank you very much for having made the time for this interview.

Interview template – Senior Officers of promoters of FIM World Championships

Questions to be addressed during the interviews with key officials of FIM Promoters of FIM World Championships

1. Do promotion and development plans to encourage the participation of women in the FIM World Championships for which the rights were delegated to your company exist? If so which ones? If not, why?

2. Does your company have any specific plans in a foreseeable future in the field of the promotion and development of motorcycle racing for women? If so which ones? If not, why not?

3. What changes need to take place in order for your company to be interested in a foreseeable future to actively promote the participation of women in the FIM World Championships for which the rights were delegated to your company?

4. In your opinion, what changes need to take place at local, regional, national, continental and international level, for the different stakeholders to be more inclined in a foreseeable future to welcome women in their membership base and to promote the sporting activity for women?

5. In your opinion, for which main reasons did women, as of today, not call more firmly or earlier for a better status in this sport?

6. In your opinion, for which main reasons did the regional, national and international governing bodies of this sport, so far, not promote the practice of this sport by women with more conviction and more actively?

7. In your opinion, what are the major specific needs of women in terms of motorcycle racing? Have these needs enough been taken into consideration by the different stakeholders? If not, why not?

8. In your opinion, is the relatively discrete role played by women in the practice of this sport for over 60 years exclusively due to the role of de women within the family up to the late sixties when the women's lib movements started or are there other main reasons? If so, which ones?

9. In your opinion, do the motorcycling industry and the accessory manufacturers sufficiently take into consideration the specific needs of women? If so, how? If not, why not?

10. In your opinion, which strategies should the FIM conduct, together with the promoters and national federations in order to speed-up the practice of motorcycling sport by women?

11. In your opinion, did certain countries better succeed than others in the promotion of motorcycling sport for women? If so, why?

12. Would your company be prepared to promote the grass root development of the sport for women, as some promoters did in some countries for men? If so, in which form?

13. Would your company be prepared to promote a “women-only” championship held together with the FIM World Championships to benefit from the existing infrastructure and synergies?

14. Do you agree that the promotion of a women only championship would allow your company to attract new sponsors who would normally not be attracted by motorcycling sport?

15. Do you have an idea if the young girls attracted by motorcycling sport correspond to a specific profile? Do you believe that most of them got attracted as a result of a member of the family or a friend who is already involved in motorcycling?

I thank you very much for having taken the time and the trouble to respond to my questions.

Interview template – Statistical data from FMNs in English

Questionnaire with regard to statistical data for the national federations

I would like to obtain from you some information about the sporting activity of women within your national federation.

1.0 First of all, do you have women participating in competitions at national level that are organized by your federation?

If so, how many? _____

2.0 Do you have young girls participating in national competitions organized by your federation? If so, how many?

from 5 to 10 years _____ from 10 to 20 years _____
from 10 to 15 years _____ over 20 years _____

3.0 In which discipline do they participate?

| | | | |
|------------------|-------|----------|-------|
| Road Racing | _____ | Classes: | _____ |
| Motocross | _____ | Classes: | _____ |
| Trial | _____ | Classes: | _____ |
| Enduro | _____ | Classes: | _____ |
| Track Racing | _____ | Classes: | _____ |
| Touristic events | _____ | Classes: | _____ |

4.0 How many championships for men are open to women?

| | | | |
|----------------|-------|----------|-------|
| Road Racing | _____ | Classes: | _____ |
| Motocross | _____ | Classes: | _____ |
| Trial | _____ | Classes: | _____ |
| Enduro | _____ | Classes: | _____ |
| Track Racing | _____ | Classes: | _____ |
| Tourist events | _____ | Classes: | _____ |

5.0 How many championships for men are not open to women?

| | | | |
|----------------|-------|----------|-------|
| Road Racing | _____ | Classes: | _____ |
| Motocross | _____ | Classes: | _____ |
| Trial | _____ | Classes: | _____ |
| Enduro | _____ | Classes: | _____ |
| Track Racing | _____ | Classes: | _____ |
| Tourist events | _____ | Classes: | _____ |

6.0 How many championships for men are exclusively open to women?

| | | | |
|----------------|-------|-----------|-------|
| Road Racing | _____ | Classes : | _____ |
| Motocross | _____ | Classes : | _____ |
| Trial | _____ | Classes : | _____ |
| Enduro | _____ | Classes : | _____ |
| Track Racing | _____ | Classes: | _____ |
| Tourist events | _____ | Classes: | _____ |

7.0 Do you have women working within your federation and how many?

| | | |
|---------|-----------------|-----------------|
| Admin. | How many: _____ | Function: _____ |
| Board | How many: _____ | Function: _____ |
| Judges | How many: _____ | Function: _____ |
| Doctors | How many: _____ | Function: _____ |






8.0 In the non-sporting environment, what percentage of women uses a motorcycle as transportation mean?

| | |
|----------|-------|
| 0 – 5% | _____ |
| 5 – 25% | _____ |
| 25 – 50% | _____ |
| + de 50% | _____ |

9.0 How many women instructors/trainers do you have in your country?

| | |
|----------------|-------|
| Road Racing | _____ |
| Motocross | _____ |
| Trial | _____ |
| Enduro | _____ |
| Track Racing | _____ |
| Tourist events | _____ |






Self-evaluation form to the attention of FMNs

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| Aspects to be assessed |  |  |  |  |  |
| Quantity of training facilities in Road Racing | | | | | |
| Quantity of training facilities in MX | | | | | |
| Quantity of training facilities in Trial | | | | | |
| Quantity of training facilities in Enduro | | | | | |
| Quantity of training facilities in Track Racing | | | | | |
| Quality of training facilities in Road Racing | | | | | |
| Quality of training facilities in MX | | | | | |
| Quality of training facilities in Trial | | | | | |
| Quality of training facilities in Enduro | | | | | |
| Quality of training facilities in Track Racing | | | | | |
| Distance from our training facility to the other in Road Racing | | | | | |
| Distance from our training facility to the other in MX | | | | | |
| Distance from our training facility to the other in Trial | | | | | |
| Distance from our training facility to the other in Enduro | | | | | |
| Distance from our training facility to the other in Track Racing | | | | | |
| Quantity of riding schools in Road Racing | | | | | |
| Quantity of riding schools in MX | | | | | |
| Quantity of riding schools in Trial | | | | | |
| Quantity of riding schools in Enduro | | | | | |
| Quantity of riding schools in Track Racing | | | | | |






Self-evaluation form to the attention of FMNs

| Aspects to be assessed | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| Quality of riding schools in Road Racing | | | | | |
| Quality of riding schools in MX | | | | | |
| Quality of riding schools in Trial | | | | | |
| Quality of riding schools in Enduro | | | | | |
| Quality of riding schools in Track Racing | | | | | |
| Qualifications of instructors in Road Racing | | | | | |
| Qualifications of instructors in MX | | | | | |
| Qualifications of instructors in Trial | | | | | |
| Qualifications of instructors in Enduro | | | | | |
| Qualifications of instructors in Track Racing | | | | | |
| Total number of licensed riders in Road Racing | | | | | |
| Total number of licensed riders in MX | | | | | |
| Total number of licensed riders in Trial | | | | | |
| Total number of licensed riders in Enduro | | | | | |
| Total number of licensed riders in Track Racing | | | | | |
| Total number of licensed female riders in Road Racing | | | | | |
| Total number of licensed female riders in MX | | | | | |
| Total number of licensed female riders in Trial | | | | | |
| Total number of licensed female riders in Enduro | | | | | |
| Total number of licensed female riders in Track Racing | | | | | |
| Quality of the National Championships in Road Racing | | | | | |
| Quality of the National Championships in MX | | | | | |
| Quality of the National Championships in Trial | | | | | |
| Quality of the National Championships in Enduro | | | | | |
| Quality of the National Championships in Track Racing | | | | | |

Self-evaluation form to the attention of FMNs

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Aspects to be assessed |  |  |  |  |  |
| Media and TV coverage of the National Championships in Road Racing | | | | | |
| Media and TV coverage of the National Championships in MX | | | | | |
| Media and TV coverage of the National Championships in Trial | | | | | |
| Media and TV coverage of the National Championships in Enduro | | | | | |
| Media and TV coverage of the National Championships in Track Racing | | | | | |
| Financial support from the government sport bodies for Road Racing | | | | | |
| Financial support from the government sport bodies for MX | | | | | |
| Financial support from the government sport bodies for Trial | | | | | |
| Financial support from the government sport bodies for enduro | | | | | |
| Financial support from the government sport bodies for Track Racing | | | | | |
| Ease of access to the sport for women in Road Racing (1 = very difficult, 5 = very easy) | | | | | |
| Ease of access to the sport for women in MX (1 = very difficult, 5 = very easy) | | | | | |
| Ease of access to the sport for women in Trial (1 = very difficult, 5 = very easy) | | | | | |
| Ease of access to the sport for women in Enduro (1 = very difficult, 5 = very easy) | | | | | |
| Ease of access to the sport for women in Track Racing (1 = very difficult, 5 = very easy) | | | | | |
| Acceptance of female riders by male riders in Road Racing (1 = low, 5 = very good) | | | | | |
| Acceptance of female riders by male riders in MX (1 = low, 5 = very good) | | | | | |
| Acceptance of female riders by male riders in Trial (1 = low, 5 = very good) | | | | | |
| Acceptance of female riders by male riders in Enduro (1 = low, 5 = very good) | | | | | |
| Acceptance of female riders by male riders in Track Racing (1 = low, 5 = very good) | | | | | |

Self-evaluation form to the attention of FMNs

| Aspects to be assessed | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| |  |  |  |  |  |
| Quality of the efforts made to attract new riders M/F in Road Racing | | | | | |
| Quality of the efforts made to attract new riders M/F in MX | | | | | |
| Quality of the efforts made to attract new riders M/F in Trial | | | | | |
| Quality of the efforts made to attract new riders M/F in Enduro | | | | | |
| Quality of the efforts made to attract new riders M/F in Track Racing | | | | | |
| Quality of the efforts made to attract new female riders M/F in Road Racing | | | | | |
| Quality of the efforts made to attract new female riders in MX | | | | | |
| Quality of the efforts made to attract new female riders in Trial | | | | | |
| Quality of the efforts made to attract new female riders in Enduro | | | | | |
| Quality of the efforts made to attract new female riders in Track Racing | | | | | |
| Perceived quality of the image of your FMN by potential M/F riders | | | | | |
| Perceived quality of the communications efforts of your FMN by potential M/F riders | | | | | |
| Perceived quality of the services of your FMN by M/F potential riders | | | | | |
| Size of the budgets available for grassroots promotion and development of the sport | | | | | |
| Size of the budgets available for promotion and development of talent recruiting of the sport | | | | | |
| Size of the budgets available for promotion and development of top level riders | | | | | |
| Size of the budgets available for promotion and development of the sport to women | | | | | |
| Size of the budgets available for development of the image, communication and positioning | | | | | |

If one of the questions is not applicable in the context of your FMN, please answer by N/A

Interview Nr. 1

Interview grid for interviews with women practicing motorcycling sport:

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| <p>Identification characteristics influencing the comportment</p> | <p>Age: 28 Personal status (married, single) not married with a boyfriend Living environment (city, countryside) countryside, small village Type of housing (individual house with garden, apartment) apartment Social status Professional status (independent, salaried, civil servant): sales person Professional status of the husband: owns a printing shop Profession status of the parents: Suzuki importer for Germany/Secretary Nationality of the husband: German Nationality of the parents: German Does a member of the family practice motorcycle sport: Boy-friend, Father, Grand- father, Grand father's grand-mother</p> |
| <p>Representation of the practice of motorcycling sport</p> | <p>According to your own perception what does motorcycling sport mean?</p> <p>By riding a motorcycle do you feel you practice a leisure activity or do you practice a « real » sport? When I started racing in 1993 it was only for fun because I had a lot of fun on the bike. It was always more work. Every year, I had to work more. In the German Junior Championship where I started, it was almost enough to have a talent. Later on in the other classes I raced, everybody had talent. So I had to do more and it started to be real work and real sport. I had to train every day, I was always in the gym, I was running every day and cycling and I had to do a lot and it was getting a real sport but in the beginning it was only for fun.</p> <p>Do you believe that a majority of women ride a motorcycle in order to be able one day to compete in motorcycling races? That is a difficult question. I don't know many women doing it for sport. I think that mostly they do it for fun. There is only one or two who have in mind to participate in the World Championship one day. I don't think many women do it to become professionals. They do it just for fun. When I look back to the last 12 years I had to give a lot to arrive where I was. It was real hard work to participate in the GP's. I had a lot of injuries and had to spend a lot of time in the hospitals with always rehabilitation. It was really hard work. Most of the women do not like to be always hurt and things like this. I think it is difficult for women to accept everything that racing requires.</p> <p>What gave in your case the impulse to evolve from leisure motorcycling to motorcycle racing? Already the first time I was on a bike in Spain that was at the end of</p> |

1992 beginning of 1993 I was at a race track and already from the first time on the bike I knew that this would be my sport. For me it was clear I wanted to go in the World Championship. Everybody laughed: "ah,ah, World Championship, GP, you are a girl!" but for me it was clear. I said to the guys and to my father "just give me a few years, I need a little bit of training of course, but I will go to the World Championship for sure". I have done it but I worked hard for it. The first time it was just a free training for everybody organized by a German motorcycle shop. Every year after Christmas there was training and I was there for 9 years. I drove to Spain and I trained.

Do you believe that all women practice motorcycle sport for the same reasons and in the same way? Can you describe their differences?

This question was not asked to Katja Poensgen

And in your family, what place does sport take and what place does motorcycling take? (Do the parents, brothers and sisters practice this sport : How often and at which level)

The place of sport in my family is normal. My sister is an aerobics trainer. She does a lot of sport. I have also got a brother he started racing in 1994. He did it for one year but he didn't like it so much. He liked to be on the bike but he didn't like to be all the week-ends on a race track and to always talk about tires and all the stuff. So he stopped racing after one year. So it was only me who was so interested in racing. My father didn't want me to race. In the first moment when I wanted to start racing he told me that girls do other sports, go to ride a horse but not on a bike its too dangerous, it is nothing for girls and I had a hard fight with him for 3 months until he gave me a bike to train. A reason for him was also that I was a very difficult teenager. I started a lot of sports. One day, I wanted to be a karate kid and the next days I wanted to dance rock and roll and I had no stability and I didn't know where to go. I didn't like school so much and -I did a lot of silly things. Sometimes my parents were wondering what they could do with Katja. So when I started racing that was one reason for my dad to give me something with a target to reach. That was the correct decision because from the moment I started the racing I didn't like to go out and drink so much. Before, I was a little bit crazy. All of a sudden sport was important and every week-end, I was with my dad at the race track and he knew where I was so that made him happy. He didn't know if I would do it professionally one day but he was happy that I had an occupation.

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| <p>the motivations</p> | <p>What motivated you to practice motorcycling sport?</p> <p>Personal accomplishment, esteem of the others, membership to a group, provocation, feminism, social role, physical performance, risk exposure?</p> <p>For me it was clear from the beginning, I always wanted to be the quickest. When there were guys and they saw that I was breaking at the last point and it was not possible to break later, I was showing them, yes it is possible to break later because there were still 5 meters to go, this made a lot of fun to me, to show the others you are not on the limit. The limit is a little bit further. I always wanted to win and when I finished second, all the people were happy and saying look at the girl at the second place and I was very sad. Because I was a racer, I always wanted to be first. For me the second one was always the first loser. Many people didn't understand my way of thinking and they were so happy that a girl could do a podium place. For me, I always wanted to be the first.</p> <p>Did this motivation evolve over time?</p> <p>When I was a kid, it was the same for me. I always wanted to win. At school, in sport I always wanted to be the fastest, I always wanted to jump the farthest, it was something I had inside of me, I never wanted to loose. At least I always wanted try to be the first.</p> <p>What did concretely drive you to practice motorcycling and later motorcycling sport (model to be followed, influence of parents or friends, personal choice (reasons why?))</p> <p>What de you really like in motorcycling sport?</p> <p>I liked everything. I liked the people. It was always like a big family. I always saw the same people on the week-end. When I was on the bike I liked very much that I didn't have to think. It was just me and the bike and the race track and nothing more. At the moment I closed the visor on my helmet there was nothing. I didn't have to smile, I didn't have to talk. There was only me and the bike. This I liked very much.</p> <p>Do you practice motorcycling within a club? If not, for what reasons did you chose to practice outside of a club?</p> <p>No, I never practiced in a club. It was not possible to train racing. You cannot rent a race track because it costs EUR 20'000 a day. So at the beginning, during the first 3 years, my dad helped me a lot because I was 16. I couldn't drive to a race track and my dad was always with me. He drove with me to Italy, to Spain, everywhere. A lot of races I did also in Italy. It was more training than racing. The only training I could do at home was the physical training.</p> |
| | <p>What were your expectations towards this motivation?</p> <p>(to evade myself from my daily problems, meet people who have the same passion as I, socializing, improve my technical skills)</p> |

It was always difficult to train in Germany. In Hockenheim, the owner was Mercedes and it was difficult and expensive to train in Germany. In Italy, they have a lot of race tracks. They are small; they are sometimes more like a go-kart race track. It's enough for young people to train with 125 bikes. In Germany, there is almost no chance to train. We almost had to go all the time to Italy. It would make it much easier if it would be easier to train somewhere. You don't need a lot. You don't need a big race track. It would be enough to have a small race track which is not so dangerous, where there are no walls. In Germany they do a lot of mistakes. With the young guys, sometimes, there is a young guy and he has a lot of talent and they give him already everything. When he is fourteen, he comes to the race track with a big truck; he has a big American mobile home. I didn't have this when I started. When I talk to Max Biaggi or to the other guys in MotoGP, they didn't have it either. They had a little trailer and they were their own mechanics. Like me, I did my bike myself, together with my dad and today, the young people, they get too much. They have a little talent and then they get everything. They don't have to work hard. They feel like a star already when they are fifteen. There aren't that many girls. I know a girl in the Junior Championship. She is quick, she finished in the top 5 but I really don't know if they also push her too much. Many times when we have one talent in Germany, then it is like this. They put a lot of money and a lot of pressure on their shoulders. It usually lasts for one year and then it is finished.

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| <p>Definition of the obstacles to overcome</p> | <p>What are in your opinion the major obstacles that women encounter when they intend to ride?</p> <p>First of all the women must believe in themselves and it is important not to listen too much to the other people. The most important is to be 100% sure that one can do it. I can do it. I can do what I want. It doesn't matter if I am a girl or a man, I want to be first and I can become first. One must never give up. Even if one has a broken leg, it will heal in 4 or 6 weeks. It is not a reason to give up. I think it is more difficult for a woman to stop thinking. It is natural that women think a little bit more. Women think about a family later, about a baby and it is more difficult for a woman to go on a bike and to stop thinking and to say I don't care what is going to happen I just try to be very quick and the rest, I don't care. This is much more difficult for a woman to just go and to just open the gas. I think it is easier for a man to stop thinking. When I was racing, I cared about nothing. When I was in hospital I asked the doctor, when can I go back onto my bike? It was my first question and it was the only thing that interested me. I didn't think about later and I only lived about the present time. I think that this is important. Now, I stopped racing 2 years ago and now there are some things I cannot understand that I did 10 years ago, I didn't care about my body, and I didn't care about broken bones. But I had to. When you are a racer you must stop thinking about the consequences. The reasons why I decided to quit racing was the difficulty to find sponsors because when I was in the GP and it was so difficult to always find the money. I had a lot of problems like in the first year of GP, I was racing for Aprilia, for a German team and in the middle of the season they ran out of money and they kicked me out in the middle of the season and then in the summer I had to look for another team. All the others made a little holiday and relaxed a bit and I was really working hard looking for another team. Then, I signed with Honda a 3 years contract and after six months, again they ran out of money. I always had bad luck. I always signed with teams that were almost out of money. They all thought that if they signed with Katja then the money would come, the sponsors would give a lot of money because she is a girl. Unfortunately it was not like this and then after a half year they were out of money again and they kicked me out again. This was really difficult. I couldn't concentrate on racing. I wanted to only think about my racing and not my money and all the other stuff. This made it very difficult. This made me also tired in those 3 years in GP to think about all this and then I got the offer from German television and they made me a really good offer. This was not only a chance for me it is also a very good chance for bike sport in Germany to become bigger because RTL is one of the biggest channels. I thought it was a good time and a good chance to make a change. At the moment it is not sure if RTL is going on with the show. They will soon make a decision as they have a new boss and the new boss is not so much a motorcycle fan. If RTL goes</p> |
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| | <p>on, I will still be in the show.</p> |
| <p>Definition of the expectations of women towards the different stakeholders of motorcycling sport</p> | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to infrastructure and equipment?</p> <p><i>The needs of women are in the form that the bike is not so high; that the seat is not so high. As a woman, when you are not so tall, you feel very unsafe when you can only put one leg on the ground. It would be important for them to make some bikes which you can change from a high position to a low position. Apart from that we do not need anything special. There is no girl bike and men bikes, just bikes. I used to ride a 1000cc bike and I feel that I had enough strength to handle the bike. There are a lot of technical skills required and it is not just physical strength. Of course when I look back, I recall that always in the rain I was always much better than most of the guys, because in the rain it's not so hard. You don't break so hard, you don't accelerate so hard. It was for me much easier in the rain to become or to finish first that in the dry. Of course the 1000cc bike is a quite heavy bike. For me to ride it. It was OK but I couldn't push it. When I had to push it backwards, I always let my mechanics do it because they had the required strength. When I crashed it was also impossible for me to lift it up again.</i></p> |

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| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to practice conditions?</p> <p><i>No there are too little rider training programs track days etc. This is also something that I would like to do. I would like to give more possibilities to women but also to men to learn how to ride a bike and to learn to push a bike: everything about the bikes. I wanted to start this but it is also not so easy. Many people say they want to do them but when they should pay the fee, it is a little problem. In the end, you sit there, you have a race track, and you have a doctor but not enough people to participate. This is because the tracks are so expensive. If we would have little tracks or have the possibility to go on go-cart tracks that are not so expensive to rent, it would be easier.</i></p> |
| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to recognition?</p> <p><i>I can tell you only from my personal experience. When I was racing in the World Championship, many, many people around the world were very happy that a girl was in the 250cc GP but it was so difficult for me to find the money to race in the World Championship. I had always problems in these 3 years. One sponsor wouldn't pay and then always money problems. This was also a reason why I quit racing. I couldn't understand why everybody is happy but nobody really helps. Sometime when I look back, I feel like may be the industry like Honda or Aprilia, may be they didn't really want me to be on the top. May be it is a bad commercial for the bike. I always had a bike but I never really had a good bike. It was always hard for me to get good tires. It was very, very difficult for me. Sometime I had the feeling that they make it extremely difficult for me to get good stuff. The people on TV or in the public they always thought she must have a lot of money, a very fast bike. The truth was that I didn't have a lot of money. At the end I could live from my racing but at the end of the year there was no money left. I didn't race for money of course, I raced for fun. Sometime I thought why don't they help me more? Everybody says they are so happy that I am in the GP but when I asked for money, it was always difficult for money and I didn't understand. Now I think that may be they wanted a girl to participate but not to finish in the top five. I didn't have the feeling that anybody made it easy for me. I know also that the other guys (of course the top five riders they have good material, they have enough money, they have enough practice and training days) but all the other 40 guys they had not much like me. I had more stress with the press. For me a racing week-end was not just racing. It was press-conference here, photo shooting there, and interview here. I had a lot of tress. For that, I didn't get enough reward.</i></p> |

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| | <p><i>What wishes would you like to formulate towards the leading instances of motorcycling sport at international level in order to promote this practice in an efficient way?</i></p> <p><i>I think that for many women it would easier to start racing it here would be a women only class. For me, for example, I liked to race with the men and I did some races in Italy where I raced only with women but I was already racing since two years with the guys when I started racing with the girls and for me it was fun to race with the girls but it was not that difficult and there was not that much competition because I learnt to race with the guys. If I would have started with the girls, then it would have been perfect but like more to race with the guys because it was harder. In the girl's races in Italy, I always won or sometimes I crashed. It was much more difficult with the men and for me much more fun. But now, for women who start racing it would of course be much easier if there would be a girl's class. This would definitely make it easier.</i></p> |
| <p>Difficulties encountered in the research of information</p> | <p>What steps have you taken in order to obtain information about the existing infrastructures able to help your in your motivation to practice motorcycle sport?</p> <p><i>There is clearly not enough information. I get many e-mails that I get from young people, boys and girls, and they ask me what can I do? how can I start racing? I tell them just give a call to the ADAC and ask them about the junior's cup. There is not enough information, I would say. It is difficult to find out for the young guys and girls where to start or how to start racing or what they need. I think there could be more. I started in the ADAC junior championship and they run a junior championship. This is why I would direct them to the ADAC. If the< are very young, I would direct them to the pocket bike racing.</i></p> |
| <p><i>The information</i></p> <p><i>The structures</i></p> | <p>What difficulties did you encounter in the research of information?</p> <p>What was the information that you were looking for?</p> <p>What was the information by order of priority?</p> |

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| <p><i>Costs</i></p> | <p>Expensive or inexpensive? For that cost, what service would you expect? With regards to the price paid, do you believe that the same services are offered to you as to men?</p> |
| <p><i>The service (product)</i></p> | <p>Of course, to start racing is expensive. The money question has always been dealt with by my dad.</p> |

INTERVIEW 2

Interview grid for female competitors:

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| <p>Identity</p> <p>Factors influencing their behaviour</p> | <p>Age: 42</p> <p>Marital status (married/single): living with partner, one 14 year old son</p> <p>Place of residence (town/country): Parisian suburbs</p> <p>Type of housing (house with garden, apartment, etc.) detached house</p> <p>Social status</p> <p>Professional status: employee (make-up artist) ("les motesses" - promotional agency for female motorcyclists - Le Mans pressroom)</p> <p>Husband's profession: chief mechanic with Godier-Genoud and now self-employed - performance tuner of Eliane Pscherrer motorbikes</p> <p>Profession of parents: not available</p> <p>Husband's nationality: French</p> <p>Parents' nationality: French</p> <p>Do any family members practice motorcycling sport?: not at all - a real enthusiast</p> |
| <p>Involvement in the practice of motorcycling sport</p> | <p>How to you view motorcycling sport?</p> <p>I had a friend who set up the pressroom at Le Mans at the time of the old stands. At that time, the pressroom was more like a large trestle table in a big tent and the day after the major renovations at the Le Mans circuit in 1991, there was a position to be filled and for the last 15 years we have manned the pressroom with this person on three weekends each year. We man the pressroom for the 24-hour car racing event, the 2-hour Le Mans motorcycling event and the French GP. As a result, I was very familiar with the motorcycling environment before I started to ride. Since I was a little girl, I have always loved speed and motorcycles. I don't come from a family that was heavily involved in motorcycling or motor sports. It is my own personal passion. I got involved myself, obtaining information from photos and press coverage. It is marvellous to watch a motorcycle, especially a speedbike, go past. I have never been into motocross. My elder brother had a motorbike licence and at the time I pestered him to take me for a ride on his 125cc Yamaha. It was a true passion. At 23, I was fairly late getting my motorbike licence and I passed my driving test six months later. For me, a motorbike represents true freedom. Although it is difficult to get around Paris nowadays, even on two wheels, it is more difficult than in the past because more and more people are riding two-wheeled vehicles. I do however think it is extremely practical in cities.</p> |

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| | <p>When you are riding, do you think of it as a leisure pursuit or a sport?</p> <p>Both but mainly a sport in its own right. I am extremely hard on myself, however. It's all very well being an enthusiast and liking motorcycling but I really prefer the sport. I have been lucky and I tell myself that I am extremely privileged to have been able to practice this sport, although I am no longer able to do so because of my job. I am really very busy at work at the moment. Every time I got on my bike I reminded myself how lucky I was to be able to do so because it really is not an easy sport to get into. It is not a very well-known sport. The situation is starting to change slightly and this is a reason why your thesis is of interest. I got my licence when I was about 23 and I immediately set my sights on competition and I had no idea which doors to knock on. It didn't even occur to me to telephone a federation, you know. That shows you how bad communication is in motorcycling sport. Things are slightly better now. Firstly, you see more women riding bikes on a daily basis and you also see more people, including a lot of young girls, riding 125cc bikes. My instructor tells me that 50% of his female customers pass their test. This is virtually the same number as men. Perhaps this is because it is the Paris region. Things change fast in Paris. I was really completely at a loss and I wondered what I should do. I did nothing because I was completely clueless. At the "les motesses" agency, there were a few girls who were acquainted with two or three people who competed at the time and I contacted them but they had given it up in the meantime and I heard of a cup called the Dream Cup ("moto rêve) and I went to a dinner to learn a bit about it and I didn't much like the atmosphere among the women. I arrived full of enthusiasm and didn't really get a very warm welcome. All I wanted to do was ride my bike and enter competitions, take part in the sport, but I didn't really like it so off I went again on my Goldwin, because at the time I was riding a GoldWin. I did however buy myself a racing bike and told myself that there were championships to enter but in the meantime I fell pregnant and I sold my bike, until the day when Fabienne Lerousic and I were VIP hostesses at the Bol d'Or for National Motos. This was a friend who had 25 year's experience of endurance motorcycling who said to me "listen, Honda is organising a brands cup and I am sure that you and your friend have been longing to do this for a long time and this is how we got involved in the CB500cup. I was riding a Kawa and a Goldwing and didn't have any idea what a CB 500 looked like. When I saw it in the press, I wondered what it was. I thought it was a bike from a motorcycling school. This was in September. In November he phoned me again and told me that Honda was prepared to lend us bikes because all dealers had to be involved. Nevertheless they had had 474 registration applications from riders.</p> |
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That's a huge number. I was 33 years old and my inner voice was telling me I was going too far but deep down I was desperate to take part. I got hold of Fabienne, who is nine years younger than me, and told her there was an opportunity to be seized, that it was a brands cup, not a championship which requires a huge outlay in the technical preparations. The bikes are all the same and we are being lent them so let's go for it. Fabienne, a computer graphics designer, put together a press file for us and within two months we had sent off about two or three press files and had got the go-ahead. You needed an association and within a month we had set everything up. It all happened very quickly. We were true novices. We got into it because there was a beginners' challenge. Out of about 115 to 120 selected, there were about 50 beginners, in other words at first national licence level. We took part in a training morning in Carole where they taught us the basics and then the afternoon was free. We were not very confident but we told ourselves that we would go to the Magny-Cours which was three weeks later. We went and it was superb. We were proud of ourselves and the thrill was immense. Three weeks later we were on a huge track, an F1 circuit, at Magny-Cours and the rest is history.

Do you think that the majority of women who ride motorbikes do it with a view to taking part in the sport one day?

So far as city girls are concerned, those who ride motorbikes do it for practical reasons. In my motorcycling club, anyone who approaches me wants to take part in the sport. There are of course touring clubs in France. I make it very clear that mine is not a touring club. We are not going to meet up every weekend for touring events. Those who knock on my door are genuinely very interested in taking part in the sport, firstly through training or, for those who have already competed in trials, getting into French championships. They are true enthusiasts. In any case, our website makes it very clear that we are not a touring club. It's a racing club, period. Although still in the minority, each year we have more and more people contacting us via the internet. Nowadays more and more people have access to the Internet and use it to communicate. It is really snowballing. Before this we relied on word of mouth at the circuits. This is how we made contact with a lot of the girls who signed up with us when we set up the club. This is how it all gelled but these were people who had already come, who had made the effort to come to a motorcycling track. Via the website we reach people who haven't set foot on a racing circuit at all but who have it in their blood and have used a search engine called "Octopuss". It's a very good way to attract members. There are really a lot of people who contact us via the site. In France, perhaps fewer than 1% of all competitors are women.

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| | <p>In your case, what prompted you to make the move from recreational motorcycling to motorcycling sport?</p> <p>First and foremost I took up motorcycling because I enjoyed getting around on two wheels but it was also the fastest way to access the circuits. I had had it in my blood since I was very little. I was not really immersed in the environment. I didn't do the rounds of the motocross circuits when I was a little girl, I did other sports. As soon as I could afford to take my licence independently I was asking how to get into competitive motorcycling?</p> <p>Do you think that all women practice motorcycling sport for the same reasons and in the same way? Are there any differences you can describe?</p> <p>Some certainly use it as a way to excel. It is the very essence of the sport. I myself like the speed and I tell the girls, in France we are constantly up against repression, repression, repression, so in some ways we are afraid to say that we like speed. You get onto your own bike and you ride around Paris. I have had two speeding tickets and I wasn't going really fast. You really are outlawed for the slightest little thing. Of course the streets are not a racing circuit and if you love speed and you see all these machines, where are you going to go to let off steam? The circuit is really the only place where you can let off steam. I encourage them all the way to do the circuits. I have quite a few involved in championships. Some are taking their CSAMs so they can enter competitions and others take CSAMs for training because they like speed, they like riding their little 125ccs on the circuits and you really need a smooth circuit for that.</p> <p>How much importance does your family attach to sport and motorbikes (information on parents practicing the sport: frequency, level)</p> <p>My Dad had a motorbike when he was in the army and that's all. There is no real tradition of motor sports in our family.</p> |
| | <p>What motivated you to take up motorcycling sport?</p> <p>Investigate the need: fulfilment, respect from others, belonging to a group, provocation, feminism, having a role in society, physique, taking risks?</p> <p>I certainly have a taste for risk. It is no longer important for me to prove I can do it as well as the men. It's not something that comes to mind. I like sport first and foremost and especially thrill sports.</p> <p>Has your motivation changed over time?</p> <p>Well, circumstances dictate that I cannot ride. We had achieved quite a</p> |

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| | <p>good international standard for a young team and we were on the verge of going semi-professional but the climate prevented us from doing so. Budgets and a good few partners were unable to keep up the pace in 2002. I personally could have tried to find some wheels to enable me to ride with other teams but I wasn't interested in doing so. For me it was the endurance team I had set up with Fabienne, something we set up ourselves. We made a name for ourselves in motorcycling sport and were proud of it so I couldn't go off applying for another team when we had created our own stable from scratch. I do still deal with Octopuss, however, and follow some female riders. A woman was entered in the 125cc open. I still follow the Octopuss women in the various championships. If [only] tomorrow I were to ride again, if I really had the funds to train and take the sport up seriously again. I'm not saying that riding for pleasure without entering major championships such as world championships is not serious but I don't really want to do it. I have no desire to get on a bike and do a few circuits at Carole. That doesn't interest me. It's something I have done but I want to go back to the sport within my own structure, or recreate it with other people because most of them are volunteers so there is a lot of movement, they are always coming and going. If I were to ride again, I would be demanding of myself and the people I rode with. All in all, if I were to take up the sport again, I would do it seriously.</p> <p>Prompt, what really led you to take up motorcycling and then competitive motorcycling (following a role model, influenced by parents or friends, personal choice (why?))</p> <p>What do you like about motorcycling sport?</p> <p>What motivated you to practice within a club?</p> <p>I took an interest in an association which was organising a cup for young women. I really went there out of curiosity but I lasted for one dinner and that was enough. I decided that if I were to enter competitions I did not want to ride with women. The atmosphere really was not very great. Octopuss promotes women in sport but we have 3 or 4 young men, in other words 20 to 30% male members.</p> |
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| | <p>What expectations motivated you? (escaping from everyday worries, meeting people with the same passion, socialising, improving your technique)</p> <p><i>Certainly improving my technique. There is nothing more satisfying than professional riders paying you compliments after a few trials or races and giving you advice. That is terrific.</i></p> |
| <p>Identifying the obstacles to be overcome</p> | <p>In your opinion, what are the main obstacles standing in the way of women who wish to practice motorcycling sport?</p> <p><i>There are many. I was discussing this again on Saturday night with some members of my club. I would say that, as a general rule, not many women compete in motor sports as yet because it is something quite new. They are not afraid of motor sports or the speed aspect but all the nonsense that goes with it and this is the main thing I am trying to combat. These received ideas that the sport is dangerous for women and for as long as men believe this and women hear it, and it is repeated over and over again in the media or in discussion or interviews... This is always the first thing you hear. Is it not a dangerous sport for a girl? In other words it's not a sport for you because you are a girl. You hear it over and over again. There has not been much advancement as yet. There are more and more women coming into motorcycling sport and those who have joined believe it would be better if they ride amongst themselves. This is not even what they want but subconsciously they have this nonsense in their heads. They have been told categorically that it's not for them. Men's attitudes have not evolved and as the girls have been hearing this for years, and I mean years, they imagine they are not capable. It is up to us to work on this and tell them yes, yes, yes, you are perfectly capable. I don't believe there is any need to separate the girls from the boys in this sport but there are a good few people who resent me for saying this. Apart from that there is the financial aspect of course. This is not something specific to motorcycling. Car racing is extortionate. I have a couple of friends involved in go-karting. The FIA licences are outrageously expensive and it costs much more than motorcycling. Of course, when you look at the registration fees for the 24-hour car and motorcycling, there is no comparison. Motor sports are, as a general rule, expensive. Besides the risk factor and everything else, there is the financial side which can put you off. Then there is the practical side. In tennis, you just take your raquet and you play a game but when you practice a sport which needs equipment, you have the same old problem, it ends up costing a lot of money. It would be nice if a few more circuits were to be opened up in France but we are quite well provided for compared to countries such as Belgium which are geographically much smaller but where they don't practice on circuits, they call these zone 1s. I have two Belgian girls who come to ride in</i></p> |

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| | <p><i>France because it is really too dangerous in their counry. There are deaths every weekend. They ride on circuits marked out by bales of hay in the streets. Being Belgian and a rider is not a good combination. They come to France. The same applies to the Swiss. I have known a lot of structures, a lot of Germans and Swiss who organise training runs similar to those organised throughout Europe. In the Paris region we have Carole, le Mans is two hours from Paris and Magny-Cours is two and a half hours from Paris. Those living in the centre of France are the best served, whilst the Bretons have the fewest circuits.</i></p> |
| <p>Identifying what women expect from the various players in motorcycling sport</p> | <p>In your opinion, what expectations do women wishing to practice motorcycling sport have of the infrastructures and equipment?</p> <p><i>I think attitudes are changing and people are making more and more effort when it comes to communication and in certain clubs. At one time the Carole circuit was raising awareness amongst women, encouraging them to come to sessions specially organised for them during quiet times on Sundays. I would say that manufacturers have made a huge effort to adapt their equipment to the female form. The Germans were the first to try this. They are moving in the right direction but they need to keep it up. There is so, so much work to be done in this respect that now is not the time to throw in the towel. As regards motorcycling sport in France, there are approximately three womens' clubs, including mine. A good few touring clubs have been set up but I think my club is the only racing club. There was a Trial club but this focussed on Trial.</i></p> |

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| | <p>In your opinion, what expectations do women wishing to practice motorcycling sport have of the practicalities involved?</p> <p>Progress is being made. There has been a recent development. We began holding women-only courses in 1996 and we saw things start to move forward a bit from around 1998. There are some licenced women riders and organisations who realised there was a gap to be filled. There are more and more women entering competitions. We would like to encourage a few more to do so and they themselves have organised initiation, training, initiation and advanced courses. The ACO in Le Mans organises those fairly regularly. There is quite a bit of movement. We are now starting to see bike maintenance courses. This is a move in the right direction but we really must work on making the sport accessible to women. We really have our work cut out. The message should be "why do you feel that the only route into motorcycling sport is via women-only races?" Sport is sport and a motorbike is a motorbike. It's only a motorbike, after all.</p> |
| | <p>In your opinion, what expectations do women wishing to practice motorcycling sport have in terms of recognition?</p> <p>The Dream Cup is not taking place this year due to a lack of entrants. I have nothing against ad hoc operations being organised here and there but I really don't see the need to have a championship. This would completely undo all the work we have done over the years. We are looking for full recognition as riders and sportswomen and not merely girls who "ride" a motorcycle. There is a huge amount of work still to be done. There are a lot of people who think that we girls have no problem attracting sponsors. I tell them that, of course, it is easy the first time round but now that we are starting to achieve results and to aim at bigger competitions, which require larger budgets, they are not so forthcoming. I'm not really talking about sponsors outside sport. From a communication point of view, these are still the easiest to win over and maintain, If you do your job properly, this happens of its own accord, unless market conditions dictate otherwise. This is what happened to me in 2002. Nowadays it is those already involved in motorcycling sport, the manufacturers and even the federations, who are finding it most difficult to offer long-term sponsorship for large projects. I'm not saying that they are not taking us seriously. Given there are so few of us, perhaps we are still to prove ourselves at a sufficiently high standard to gain credibility in the long term. The real problem is long-term credibility. There are not sufficient numbers of us to be able to say, "look how things have moved forward over so many years. Progress has been made and is here to stay." I have problems holding onto women riders. That's life. I followed the career of Aurélie Brestoli, an exceptional rider, from its early stages but she had to give up last year for personal reasons. It's a pity but that's how it is. It would have been good to be able to hold onto her and a few others. A few years ago I suggested forming a French womens speed team. I was told that it was a little too soon yet now they are starting to realise that there are a lot of changes taking place. The real problem is money. There is a huge</p> |

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| | <p>financial issue. For me, finding financial sponsors, apart from my endurance activities, the Speed open and the grand prix, travelling to the events is very expensive and sponsors are reluctant to place their money on a girl. We're talking about long-term investments and big money and we are still finding it difficult getting ourselves heard. There is a tendency to place more confidence in a young male rider than a young female rider. For the time being. I understand it, even although it saddens me. The fact of the matter is that there are not enough of us. We do not even account for 1% of all licensed drivers in France. We cannot compare ourselves with them. We fall way behind in the registered rider stakes so obviously you very rarely see women finishing in the top positions at national level. Aurélie Brestoli ranked among the top ten in open championships, which is an exceptional result. Oh well, she was a real gem among so many others. Just a drop in the ocean and we have a long way to go before this drop in the ocean becomes something bigger. She had personal problems and had to end her career but she could have become a professional. We could have entered her into the GPs. She was 20 years old, was making constant progress, always qualified and never did the repechages, even when she was starting out in the Junior Cup. She did the Promosport, the Junior Cup and then the open. She was a very interesting person because she was constantly making progress but she knew how to listen, which is a rare quality. As a person, she was also very interesting. She was very hard on herself. She was a true rider. She was tempted by the GPs, she completed a round of trials at Assen at the start of the GP two years ago. Aurélie really did go off down there to take part in a trial. Had she had a more powerful bike, she would have made it easily. I think we were already having trouble making ends meet to enable us to continue the season and find a good, reliable team, because here again it is not easy to find a good team that has confidence in a young female rider. It is a huge challenge to find this because there are a lot of cowboys about.</p> |
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| | <p>What would you like to ask the international motorcycling bodies to do to ensure effective promotion of the sport</p> <p>We are going to organise a big, big weekend for women and motorcycling, not just for the sport but really focussing on motorcycling and women. It will not only be for women, but will really be open to all. I must insist on this point. In this way, boys can come along and see how women are true enthusiasts and just as attracted to two-wheeled vehicles as them, whether it be for the city, recreational riding, touring or at competitive level. We would really like to use this project to raise awareness by organising motorcycling trials and initiation into the sport, if the women want this. There will be all sorts of motorbikes there and they will be able to have a go at Trial, Quad and old-fashioned bikes and it should really reach out to all ages. The youngest member of my club is 14 and I am the oldest. Trying also to reach out to sponsors involved in female products, sponsors outside the sport, womens magazines. I think we will be able to raise awareness much more effectively by organising a big weekend and events such as this, rather than fighting body and soul on the odd occasion as women riders in a championship. I have not as yet requested support from the French Federation but I think they may be interested in this. Anything which is good for them is good for us.</p> <p>The federations need to bring about changes in French law. I'm coming back to money. This is the hardest thing of all. When it comes to sponsorship, I don't think companies receive adequate tax relief on the subsidies they give us. The State doesn't offer them sufficient incentives. Appropriate tax measures are needed because currently these are not attractive enough for them.</p> |
| <p>Problems encountered when seeking information</p> | <p>How did you go about getting information about existing structures that could help you in your quest to practice motorcycling sport?</p> <p>The Internet has changed everything completely. I have girls contacting us who don't even know what the CASM is but who are interested in motorcycling and fell upon our website by chance and were able to obtain information about our club and other clubs.</p> <p>Did you actively go seeking the information or did the information come to you?</p> <p>You need to go and get the information. It is not circulated. Just about everybody circulates information on an ad hoc, disordered basis. Those already operating in motorcycling circles use word of mouth for the moment. Now, if more and more events such as bike maintenance courses are arranged, this may or may not be well accepted but promotions and events connected with motorcycling in general could be good. When they come to us they will discover other things. "Perhaps I could take it up as a sport after all?" We really need to organise more and more motorcycling access events. After that, lots of avenues open up - you</p> |

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| | <p>can use your bike to fetch the bread or enter GPs. First and foremost, we need to promote motorcycling and women. Then it is up to us to develop it. This could involve cooperation between various clubs. Girls can ride together and train together but not in official competitions. If they want to ride together, I have nothing against it. They can do that at girl-only weekends, training course and even friendly competitions but when it comes to official placings, I don't agree with it. These really need to be mixed because if you start to go along these lines, you are helping to further the nonsense that women do not yet have a place alongside the men. They need to go off and ride amongst themselves and when we think they are big enough and courageous enough, we will be happy for them to join us. No, this is progress but it is frankly not helping us. Given that we still have a long way to go, it could even hold us back in the long term. Not all of them understand this approach. I tell them to ride with other women but not to organise women-only championships. Those with potential, or even those who want to see how they fare against others or even just practice the sport, will still be in the same position and won't be able to get their voice heard or achieve recognition as sportswomen in their own right. That is what I want.</p> |
| <p><i>Information</i></p> <p>The structures</p> | <p>Problems encountered when seeking information?</p> <p>It wasn't a case of information being held back. People, whether riders, participants in motorcycling sport or motorcyclists in general, opened up and discussed things with us. I think it is our approach to the subject, which determines whether they want to respond, or not. There are now people who hate us because we ride motorbikes; obviously there is a lot of jealousy too. We shouldn't take any notice of it. On the contrary, I think relations are good between the girls and the boys. They are happy to respond provided they can see you are serious when you bring up the subject. Any who don't reply are real idiots.</p> |

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| <p><i>The cost</i></p> <p><i>The service (product)</i></p> | <p>Is it or is it not expensive?</p> <p>Registration fees are not the most expensive factor but can be a barrier when you are starting out. This is because people don't have big enough budgets. For example, for the Le Mans 24-hour motorcycling event, the registration fees include advances for some of the costs. Once you know this, you need to set aside a certain budget in advance. You need to look for sponsors at a given time in order to be ready to meet your commitments often a month or a month and a half before the event. You really need to get your sums right.</p> <p>At Octopuss, each of us is fairly independent. I personally still have my sponsors from the time we entered World Endurance Championships and I receive a subsidy from the General Council for the Val de Marne département for some of my riders. I now have one or two personal sponsors who are always happy to help Octopuss out, generally as a friendly gesture, but I don't have time to go looking for sponsors for my riders. It could be done but it would require a serious approach. If I were to tell you that it is really difficult to find money for female riders, add to this the fact that there are several of us, then you would really need a someone looking after that full-time and it takes up a lot of time. I am keeping my eye on developments and remain in contact with a very young female rider in Germany, with a few people in Italy and above all with my friend Jodie York in California.</p> |
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INTERVIEW 3

Interview grid for female competitors:

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| <p>Identity</p> <p>Factors influencing their behaviour</p> | <p>Age: 32</p> <p>Marital status: single</p> <p>Place of residence: Parisian suburbs</p> <p>Type of housing: owns her own apartment</p> <p>Social status: Not important. Motorcycling sport hasn't cost her any money</p> <p>Professional status: currently an employee but intends to set up on her own very shortly</p> <p>Husband's profession: not married</p> <p>Profession of parents: not important</p> <p>Husband's nationality: n/a</p> <p>Parents' nationality: French</p> <p>Do any family members practice motorcycling sport?: her brother but not competitively. No other influences from the family environment.</p> |
| <p>Involvement in the practice of motorcycling sport</p> | <p>How to you view motorcycling sport?</p> <p>When you are riding, do you think of it as a leisure pursuit or a sport? Took up motorcycling for practical reasons. Was looking for a practical means of getting around. She then started to enjoy it and had a desire to take up circuit racing.</p> <p>Do you think that the majority of women who ride motorbikes do it with a view to taking part in the sport one day? The majority of women who obtain their motorbike licence do so because they are passionate about motorbikes but they don't intend to practice the sport. This comes later through contacts in motorcycling circles.</p> <p>In your case, what prompted you to make the move from recreational motorcycling to motorcycling sport? Wanted to feel the thrill you get whilst riding circuits at high speeds with one knee on the ground. Once she had met a few people, the desire to move on came naturally.</p> <p>Do you think that all women practice motorcycling sport for the same reasons and in the same way? Are there any differences you can describe? All women practicing motorcycling sport do it out of passion and for the pleasure they get riding on the circuit, the adrenaline and the speed. Some of the slightly more cautious girls are more nervous about riding with the boys but the motivation is the same. Not attracted by the other disciplines in motorcycling sport. Motorcycling is more accessible than cars and the milieu is welcoming and more accessible to women than cars.</p> |

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| | <p>How much importance does your family attach to sport and motorbikes (information on parents practicing the sport: frequency, level)</p> <p>Besides my brother, who has a motorbike, none.</p> |
| <p>Motivations</p> | <p>What motivated you to take up motorcycling sport?</p> <p>Investigate the need: fulfilment, respect from others, belonging to a group, provocation, feminism, having a role in society, physique, taking risks?</p> <p>Has always been a bit of a tomboy when it comes to making life choices and didn't practice motorcycling sport out of provocation. Proving herself is merely the pleasure she gets from being on her bike and riding fast. The friendly atmosphere among motorcycling circles was not a determining factor because she didn't come across it until she started to frequent the paddocks.</p> <p>Has your motivation changed over time?</p> <p>Gave up competitions four years ago following some falls. Her dream had been to take part in the Bol d'or and the Le Mans 24-hour event. She took up the sport at the same time as Eliane Pscherrer and didn't really ride at great speeds. They practiced their riding skills until they were ready to go for the Bol d'or in 2000.</p> <p>Prompt, what really led you to take up motorcycling and then competitive motorcycling (following a role model, influenced by parents or friends, personal choice (why?))</p> <p>She wanted to copy the champions who put their knee on the ground</p> <p>What do you like about motorcycling sport?</p> <p>The speed</p> <p>What motivated you to practice independently of a club?</p> <p>They sat their licence through a motorcycling club but did not get involved in any aspects of the club structure. They were competing in the CB500 Cup category as the only two girls among 150 riders and they asked the boys for advice. They have not taken courses, have sought out their own sponsors and have not received any assistance.</p> |
| | <p>What expectations motivated you?</p> <p>Practicing her chosen sport for the huge thrill it gives</p> <p>How can you best fulfil your expectations when practicing the sport?</p> <p>Without a doubt on the circuits</p> |

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| <p>Identifying the obstacles to be overcome</p> | <p>In your opinion, what are the main obstacles standing in the way of women who wish to practice motorcycling sport?</p> <p><i>She doesn't really see any obstacles in practical terms. You cannot be afraid of speed. You must really want to do it. There is a bit of male chauvinism but it soon disappears when they see that you are there for the same reasons as them, that you like what you are doing and are there for the same things as them. They want to be seen as riders and not girls.</i></p> |
| <p>Identifying the expectations women have of the various players in motorcycling sport</p> | <p>In your opinion, what expectations do women wishing to practice motorcycling sport have of the infrastructures and equipment?</p> <p><i>What stops girls' taking up competitive motorcycling is that they don't see many girls doing it, although there has been a lot of changes since the early days in 1996. Numbers have more than doubled. Now there is a women's motorcycling club, lots of women are joining up. In 2004, around 15 licensed riders. They want to compete in the same categories as the men, on the same circuits, on the same bikes, on equal terms. They are not looking for any special treatment. Women are disadvantaged by their fear of falling off, of injuring themselves, their instinct of self-preservation, their fear of the men who have a more aggressive style of riding but strength is not a factor.</i></p> |

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| | <p>In your opinion, what expectations do women wishing to practice motorcycling sport have of the practicalities involved?</p> <p>There is nothing in the world of motorcycling which is specially aimed at women. If a woman wants to take an interest in competitive motorcycling, do training courses or anything like that, she needs to do it with the boys. She is going to organise a weekend of practice runs for women in 2005 and 2006. Doing things among women can in fact help them. There is currently nothing aimed specifically at women except the Dream Cup, that is all.</p> |
| | <p>In your opinion, what expectations do women wishing to practice motorcycling sport have of the practicalities involved?</p> <p>No, I don't think so. Women-only competitions bring with them very little recognition because the standard isn't very high and there is no motivation to progress. Once we started taking part in the CB500 cup, where the standard is very high, within a year our riding technique had changed completely and progressed. If you consider the Dream Cup, there are three or four girls in front who are going fast and behind them the standard is not of much interest. In a competition where the standard isn't very high, you don't make any progress. It is not very interesting for the spectators and as a rider, I don't personally find it interesting, so you are unable to gain recognition at national level in the press or in the world of motorcycling. There is no need to go down the route of women's trials. This is not necessary. All you need to do is to train a bit before embarking on competitions. The only difference with the boys is that they are less fearful of falling off. Motorcycling is a sport which requires concentration rather than strength. There are so few girls practicing this sport that, if we were to organise women-only races, it would be the equivalent of only 30 boys practicing competitive motorcycling in France and organising motorcycling competitions with these 30 boys. It would not be interesting. By the law of averages, there would be three fast riders, three average ones and three poor ones.</p> |
| | <p>What would you like to ask the international motorcycling bodies to do to ensure effective promotion of the sport?</p> <p>No, it's perhaps just a question of encouraging women by telling them that motorcycling sport is not just for men but, apart from that, I don't see what else we could do because I am not really in favour of women-only races so I can't really tell the FIM to organise women's races. Just to promote motorcycling sport for women. She is very definitely not in favour of quotas because that would lead to problems between the men and the women because the men would start to say that women had no right to be there and would pinch our place. It has to be handled above board on a day-to-day basis.</p> |

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| <p>Problems encountered when seeking information</p> | <p>How did you go about getting information about existing structures that could help you in your quest to practice motorcycling sport?</p> <p>No particular problems finding information. The FIM has a list of motorcycling clubs.</p> |
| <p><i>Information</i></p> <p>The structures</p> | <p>Problems encountered whilst looking for information? What information were you looking for? What information was the most important?</p> <p>No particular problem was encountered</p> <p>On what factors did you base your judgement of the appropriateness of the structure and the quality of service offered (label)?</p> <p>Are you satisfied with the structure within which you practice the sport? They set up their own structure And the services? Do they actually deliver what they promise (determining factor of the activity):</p> <ul style="list-style-type: none"> • Equipment |
| <p><i>Cost</i></p> <p><i>The service (product)</i></p> | <p>Is it or is it not expensive? What would you like to get for your money? For the price that you pay, do you think you have access to the same services as the men?</p> <p>Are you satisfied with the way your club, federation or association promotes itself? What would you like it to do to improve the situation? What would you like it to differently when promoting motorcycling sport for women?</p> <p>Does not apply because they have progressed within a club they themselves set up.</p> |

Interview Nr. 4

Interview grid for interviews with women practicing motorcycling sport:

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| <p>Identification</p> <p>characteristics influencing the comportment</p> | <p>Age: 29</p> <p>Personal status: single</p> <p>Living environment: suburbs of Vancouver</p> <p>Type of housing: suite in an apartment</p> <p>Social status: middle class</p> <p>Professional status: independent business focused on free lance writing of articles, test riding and motorcycle teaching</p> <p>Professional status of the fiancé: motorcycling teaching and racing</p> <p>Profession status of the parents: marketing consultant and artist</p> <p>Nationality of the fiancé: American</p> <p>Nationality of the parents: Canadian</p> <p>Does a member of the family practice motorcycle sport: no</p> |
| <p>Representation of the practice of motorcycling sport</p> | <p>According to your own perception what does motorcycling sport mean?</p> <p>By riding a motorcycle do you feel you practice a leisure activity or do you practice a sport?</p> <p>No I definitely think it is a sport. When I started off I didn't expect to go right into racing but event when I first started it was more of a sport to me than a leisurely ride. We went on group fast rides and it was our week-end activity. At first it was fast rides on the street.</p> <p>Do you believe that a majority of women ride a motorcycle in order to be able one day to compete in motorcycling races?</p> <p>I think the majority do it for leisure.</p> <p>What gave in your case the impulse to evolve from leisure motorcycling to motorcycle racing?</p> <p>I went down to Seattle to watch my first race and I got to take my street bike out on the track for a couple of laps and that made me want to try racing right then and there. The spectators could pay US\$ 20 to take their bike on the track. It was just a leisurely ride on the track, but I was hooked right away. It was organized by a motorcycle racing club from Washington.</p> <p>Do you believe that all women practice motorcycle sport for the same reasons and in the same way? Can you describe their differences?</p> <p>This question was not asked to Misti Hurst</p> <p>And in your family, what place does sport take and what place does motorcycling take?</p> <p>Just my fiancé.</p> |

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| <p>the motivations</p> | <p>What motivated you to practice motorcycling sport?</p> <p><i>I think it was just personal accomplishment. I have always just tried everything in life, so I wanted to try it and I loved it.</i></p> <p>Did this motivation evolve over time?</p> <p><i>It is still personal accomplishment for me. It is seeing how far I can go with it. So it went from riding fast on the street to racing, from being a faster racer, then being a teacher and now a journalist and test rider. Due to financial restrictions, I am racing less. If I had more money, I would absolutely be racing more.</i></p> <p>What did concretely drive you to practice motorcycling and later motorcycling sport (model to be followed, influence of parents or friends, personal choice (reasons why?))</p> <p>Personal accomplishment</p> <p>What do you really like in motorcycling sport?</p> <p>This question was not asked</p> <p>Do you practice motorcycling within a club? If not, for what reasons did you chose to practice outside of a club?</p> <p><i>Yes, there was a group of riders in Victoria and we rode all the time and Friday and Saturday nights we watched motorcycling videos so that was the group of people I hang up with. So that was the riding club. It wasn't a women only club but I was one of the only girls initially and as the years went on more and more girls started joining. I think initially our club had a rare occurrence of quite a few females but more and more I see it happening everywhere. There are more girls riding in all clubs now.</i></p> |
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| | <p>What were your expectations towards this motivation? <i>Seeing how far I can go.</i></p> <p>What is the best way to practice this sport to meet expectations? <i>The natural progression would be to find other people to ride with initially, be it in organized clubs or just a group of people and then from there the best bet is to take like a riding training school or some kind of skills school and then some kind of racing school to get your license. From there go on into an actual racing club if the final outcome is to become a racer. The process should be the same for boys and girls. I personally have never had an issue with being the only girl in a group or with riding with mostly guys but I do know that a lot of girls do feel intimidated and so designing a school specifically for women or track days specifically for women or racing clubs for women is probably a good way to include a lot more females in the sport because I know that a lot are too intimidated. It is a hard point for me because being in my position I feel it almost like a step backwards to have strictly women's only racing or women's only clubs because I enjoy racing with the guys and I find it very challenging however a lot of girls do feel it is a step in the right direction to have women's only races to help more girls feel more comfortable. I also think most other sports in the world are segregated. So if we had enough women racers that were accomplished enough may be that should be the trend that we should have our own groups but I am kind up in the air right know because I enjoy my position of racing against the guys. I thing there is becoming more and more possibilities of having enough women to do like a motorcycle school for women or like a track day but there is definitely not enough women in racing clubs to do like women's only races. In some of the clubs I have been in, it's me or me and another girl. But in some cases there are enough girls to have an event with six women racers or something.</i></p> |
| <p>Definition of the obstacles to overcome</p> | <p>What are in your opinion the major obstacles that women encounter when they intend to ride?</p> <p><i>There is some physical barriers that we have to overcome at first. Like I am not very tall at all. So initially getting on the bike and feeling comfortable, you know parking it, moving it around the pits, those kinds of issues were intimidating at first but once you become more accomplished rider that doesn't matter anymore. So, I think height and size and weight and strength all play some role. Some of the physical boundaries and barriers that we may have. Once I would decide that I would have children it would probably take me out of the racing scene but it is not something I think about, protecting myself or my body. That's a personality type of thing. Women that are kind of more risk takers don't tend to think about those things initially. You definitely need that type of personality.</i></p> |
| <p>Definition of the expectations of women towards the different stakeholders of motorcycling sport</p> | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to infrastructure and equipment?</p> <p><i>I think that the trends are definitely changing. When I first started racing I couldn't even get racing boots or gloves or leathers to fit me and even now I wear men's gloves which are too big. They don't make a solid women's racing gloves. I thing that they are starting to make more equipment and more changes for women and they are trying to gear bikes and brands and makes to women. I think it has been a positive change in the industry as a whole. It needs to step it up a little bit.</i></p> |

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| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to practice conditions?</p> <p><i>I think that again that the trends are changing and that people are offering women's only track days and women's only training school but I don't think that it is quite enough and I don't think that it is presented well enough and marketed well enough to that target group. A lot of time women aren't aware of certain options they may have. It start at the schools if the decide to have am women's event it should be up to them to market their product successfully but I think it could go up the levels so that the motorcycle federations could take on a role of helping to promote it or to my make it more visible as well. I think that the national federations don't do enough of it. I have been involved in the sport for quite some time and I don't really see a presence at all. The only reason I know about the CMA is because I have to buy my race license through them. But if I didn't have to buy my license I wouldn't know anything about it.</i></p> |
| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to recognition?</p> <p><i>I actually find that there has been a huge movement in the press as a whole. They jump on the band wagon and they are promoting women in the sport quite regularly. Here in Canada we had tons of articles come out about the number of women that are riding and there have been features in some of the local papers. There was a discovery documentary show and myself I have been in countless press and media articles so I think that the press overall is very interested and very willing to help promote women in the industry. Now I think that some of the other stakeholders like the manufacturers and the some of the accessory companies I think they have been a little bit slower. You don't see a lot of sales and marketing pitches geared towards women. It is slowly evolving. I think that is where they could do a bunch more. Recently BMW has come out with some really good ads for showing women riding their own bikes and I think they ere te first manufacturer to actually do so and that is something that impressed me much and I haven't seen it in any of the other companies at all. I have only been riding for around five years and I have seen the hugest increase in like the last year. All of a sudden it became really trendy to be a girl on a bike here. I went to Italy and Europe and it was interesting to see the industry over there. It seemed that it's not as unique and not as different there. It's like women have been riding bikes for transportation and for leisure for quite some time, while here in Canada it's kind of trendy.</i></p> |
| | <p>What wishes would you like to formulate towards the leading instances of motorcycling sport at international level in order to promote this practice in an efficient way?</p> <p><i>I don't' know. I feel the movement is going in that general direction. I have never been big on women only or girls only track days, I have never done any of that. I have the kind of personality that I have always been one of the guys so it's not a huge priority on my list. It's just I go about and do my own things and I am happy in that little world of being a little female in a male dominated sport so I am not in a hurry to change it all. I think it is going in that direction it is great. The more women we have riding it is</i></p> |

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| | <p><i>marvelous. But I personally don't see a need to make it so segregated.</i></p> |
| <p>Difficulties encountered in the research of information</p> | <p>What steps have you taken in order to obtain information about the existing infrastructures able to help your in your motivation to practice motorcycle sport?</p> <p><i>It was really difficult the only reason I even got involved in motorcycle racing is because a friend of mine he had been racing and I found out all the information from him, I learned everything from him and if I didn't know him I don't think that I would have found out about racing.</i></p> |
| <p><i>The information</i></p> <p><i>The structures</i></p> | <p>What difficulties did you encounter in the research of information?</p> <p>What was the information that you were looking for?</p> <p>What was the information by order of priority?</p> <p><i>Everybody utilizes different ways of getting information. It should be stepped up a little bit in all directions, website, leaflets, press articles etc.</i></p> <p>Are you satisfied with the structure in which you currently practice? And of the services offered?</p> <p><i>Yes, it was very basic. Nothing fancy with the club that I first started with. All of us were there from hauling our way through the whole racing thing.</i></p> |
| <p><i>Costs</i></p> | <p>Expensive or inexpensive?</p> <p><i>I think women have a huge advantage over men in getting sponsorship because we still are unique in the field and we stand out more than just another guy racer. Sponsorship opportunities are more available to us. On that note I find that racing, specially in Canada, s for one, nt very popular not very well known there s not a lot of money involved in the sport and we do not have very many tracks. On the West Coast we have one track in Vancouver which is very small and the next one is in Edmonton which is like 18 hours drive away. Motorcycle racing is not huge in Canada so that is a problem in itself in terms of getting sponsorship funds. The fact that I also competing in the US is helping a bit and opening new doors. I finance approximately between half and three quarters of the costs of my season through sponsorship income. But my situation is somewhat unique because I started teaching approximately 70 days during the year.</i></p> |

Interview Nr. 5

Interview grid for interviews with women practicing motorcycling sport:

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| <p>Identification characteristics influencing the comportment</p> | <p>Age: not ready to provide this information Personal status: married, 2 children 2 and 11 Living environment: close to the beach, 60 miles South of Los Angeles and 60 miles North of San Diego Type of housing: 5 bedroom house Social status Professional status: hairstyling during the racing carrier. Retired from racing because she was having another baby. Had a bad accident on a dirt bike and smashed the left hip. Has to plates and ten pins in the left hip. Was in a wheelchair for 3 months. Professional status of the husband Profession status of the parents Nationality of the husband: English Nationality of the parents: English Does a member of the family practice motorcycle sport: The parents had a farm in England with horses. Her sister's boyfriend had a motorcycle and she started to ride that bike at the age of 9.</p> |
| <p>Representation of the practice of motorcycling sport</p> | <p>According to your own perception what does motorcycling sport mean? By riding a motorcycle do you feel you practice a leisure activity or do you practice a « real » sport? I always did it for the sport. Very rarely for leisure. In school I did track and field and it was always the race which was the most important part. Do you believe that a majority of women ride a motorcycle in order to be able one day to compete in motorcycling races? Very few women do race. Most women enjoy leisure riding of motorcycles. What gave in your case the impulse to evolve from leisure motorcycling to motorcycle racing? I was attracted by competition from the very beginning Do you believe that all women practice motorcycle sport for the same reasons and in the same way? Can you describe their differences? I think a lot of women would like to be good at it. The ones who are racing absolutely want to win but I think that a lot of them don't have what it takes mentally. For Road Racing it is mentally that some women don't have the necessary skills. Motocross is more physical. I think that women have a disadvantage because it is so physical. This is why there are more women in Road Racing than in Motocross, especially on the smaller bikes. And in your family, what place does sport take and what place does motorcycling take? We have street bikes and sometimes go rider over the mountains. My</p> |

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| | <p>son who is eleven has a dirt bike and we take him out and he rides around the track. I think he wants to play American football and is more attracted by football than motorcycling at this moment. I think that my 2 years old might want to race.</p> |
| <p>the motivations</p> | <p>What motivated you to practice motorcycling sport?</p> <p>Personal accomplishment, esteem of the others, membership to a group, provocation, feminism, social role, physical performance, risk exposure? Personal goals. Enjoying what I was doing. I enjoyed racing and I enjoyed riding. Personally I wanted to be the best.</p> <p>Did this motivation evolve over time? When I was 10, I started Trials riding. I enjoyed riding the motorcycle but the challenge wasn't as high. Then _I started Motocross and I enjoyed the challenge of the starting line and the race and being in close racing. When I started racing I was 15. From then on, every race was as exciting. Without my accident, I would have continued motocross. My husband took me to a road race event to watch and I didn't care for it. Then he bought me a bike and then I was riding it and within 3 months I was very good at it and enjoyed it more and more every time I raced.</p> <p>What de you really like in motorcycling sport? Being faster than men. Everything about it. The people you meet, the friends you make, the competition, the motorcycle itself, being in control. When you are winning a race, it's like slow motion, it's like magic. An adrenaline rush.</p> <p>Do you practice motorcycling within a club? If not, for what reasons did you chose to practice outside of a club? Yes. A lot of clubs in lots of different clubs. They were never women only clubs. There were mostly men, very few women. It is slowly growing. I don't know how far it will go. More and more women are riding motorcycles.</p> |

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| | <p>What were your expectations towards this motivation? (to evade myself from my daily problems, meet people who have the same passion as I, socializing, improve my technical skills)</p> <p>What is the best way to practice this sport to meet expectations? Being a member of a club and tack days which they do at a lot of places those tack days. You take your bike and you ride around the track. Just riding on the street. There are lots of people meeting on the Sunday morning. Mainly the clubs.</p> |
| <p>Definition of the obstacles to overcome</p> | <p>What are in your opinion the major obstacles that women encounter when they intend to ride?</p> <p>A lot of the bikes are very tall. Women usually are not very tall. That is one of the obstacles. A lot of women feel like outsiders because most of them are men. They have to not be shy or timid. You know, you have to go out there and be one of the guys. Sometimes women are not really welcome but you have to overcome that. Having children is hard at the track. I had to have a nanny with me. Sometime the baby would be crying when I am going out to race that's not good. Not having any family here in the US, I couldn't leave him behind. We flew the nanny to Daytona, everywhere. And the money. You have to have the money to cover all of that. We couldn't have done it without sponsors but we did out some of our own money in that too. Tires are very expensive even with the sponsors you use a lot of tire. You get allocated so many but you use more.</p> |
| <p>Definition of the expectations of women towards the different stakeholders of motorcycling sport</p> | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to infrastructure and equipment?</p> <p>I was an instructor at Freddie Spencer's and we had women only events and we would 20 or 30 women out there and we would teach tem. They would ride for two days around the tracks. It was the same course as for men but just all women class and I women instructor and also two men. I was also an instructor to men. It did cause a problem where I did it because it was our local club. As I was a national champion and they all watched I had a lot of respect there. The championship was a mixed championship and we were 3 women including myself and all the rest were men. This was in 2000. I think about coming back a lot but I think that my children are more important at the moment. Having been in a wheelchair for three months and my son was 3 months old. A woman could go to any club and enter any track day just like a man can. We have quite a lot of circuits but you have to travel. Our closest is about two and a half hours away and we would go once a month and spend the whole week-end there for 5 years. When I was doing the Nationals we flew everywhere. Most of them were out of the State so we would fly. Obviously they are not as close as they are in</p> |

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| | <p>Europe and they are not as good. Most of them are car tracks.</p> |
| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to practice conditions?</p> <p>Rider safety training on roads, circuits, off road, knowledge of basic repairs, training on how to handle heavy bikes, internal competitions among girls and women, internal competitions among boys (men) and girls (women)</p> |
| | <p>What are in your opinion the expectations of women wishing to practice motorcycling sport with regards to recognition?</p> <p>There can always be more done to advertise. You read any motorcycle magazine and it is oriented to men not women. They do have a women's motorcycle magazine. There is only one in America. Women read all the others because all the information is in there.</p> |
| | <p>What wishes would you like to formulate towards the leading instances of motorcycling sport at international level in order to promote this practice in an efficient way?</p> <p>I have always, even in Motocross, very rarely raced just with women because there were not enough but may be there are nowadays. Exhibition races could be a start. May be a good event and get as money women together as they can and have a show, an exhibition. When I was racing there were never enough women to do that. If there would have been, I would probably have done both anyway. To win in a minority is not good. To win in a majority is better.</p> |
| <p>Difficulties encountered in the research of information</p> | <p>What steps have you taken in order to obtain information about the existing infrastructures able to help your in your motivation to practice motorcycle sport?</p> <p>There is not a wealth of information no. There could be at the women's magazines even. If women don't know about it, they won't think about it and they don't know about it. Again, you just join a local club and the information grows from there. Clubs, talking to people, motorcycle new, the Internet.</p> <p>Did you deliberately research the information or did the information come to you?</p> |

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| | <p>I had to deliberately research the information and being a member of the AMA also helped. The AMA is doing nothing at all to help women, as they dropped the 125cc class; then they dropped the 250cc class. Now they just have the 4 stroke. It's not oriented to new riders. 600cc is now the smallest road race type of bikes in the US. It is difficult to have that as your first bike to go straight in and ride. In Europe, as you know, you start on small bikes. Here not anymore. They stopped all that. In small clubs there are some smaller bikes races but nothing to build up from that. This is no good for bringing in young riders. I used to ride with John Hopkins all over the place, That's how he became a great rider was riding a 125cc in fact I beat him a lot of times. There used to be an AMA 125cc and 250CC but not now. Ask the AMA how you bring in new talents.</p> |
| <p><i>Costs</i></p> <p><i>The service (product)</i></p> | <p>Expensive or inexpensive?</p> <p>The entry fees are acceptable but then you also have your air flights, your hotels, if you are flying out of the state or event if you are riding in a two days track day anyway you need a hotel room.</p> <p>Tell the girls that if they want they can do it. It is just a matter of will power and personality. I was a guest speaker at the women's conference two or 3 years ago. They are very, very good. They promote women only. People bring bikes in and they have demo rides. In the UK, it is pretty much the same as here. Road Racing is a little bit more popular. They do ride the smaller bikes there. I don't know that there are any good women racing over there but it is available. Here in the US Motocross is the biggest and Road Racing is very small compared to Europe. I think the country is so big and in Europe the travel is easier and people are more oriented to motorcycles in Europe. Everybody when they leave school here they get a car. Very few buy a motorcycle at young age. In Europe, my first transport was the moped because at 16 you can ride a motorcycle and cannot drive a car until you are 17. So you want to be free you buy a motorcycle and it already gets in your blood. Every family has 2 or 3 cars but no motorcycles.</p> |

INTERVIEW 6

Questions to be raised during the interviews with key officials of the FIM

1. Are you satisfied with the plans put in place by our federation to encourage women's motorcycling competitions? If so, which ones in particular? If not, why not?

I must say that I am not completely satisfied because I think that the question is very, very interesting, as we have not done everything required to interest the federations. We have to push the federations more because we cannot bring out completely new projects. No, we need to have a foundation already and the foundation originates in the federations. In my opinion, something must be done to push the federations to draw up plans to promote our sport for women.

2. Does our federation have any specific projects in the foreseeable future to promote women's motorcycling sport at the global level? If so, which ones? If not, why not?

We should, in my opinion, draw up projects to push our federations. It's still not very clear to me how we should proceed. But I'm sure that the only way to succeed is to go through the federations.

3. What changes need to be made in order that in the foreseeable future, our federation would be interested in more actively promoting women's participation in motorcycling sport at the global level?

If you like, I'll make a sort of project for you. Above all, we need to consider how to introduce a project with the federations to develop women's sport in their federation. Then, we have to coordinate things. Next, we could imagine that the FIM sets up the Women's World Championships. We need to go step by step.

4. What changes need to be made at the local, regional, continental and international level for the relevant decision-making bodies to be inclined in the foreseeable future to welcome women competitors into their membership in greater numbers and to promote women's participation in motorcycling sport at all levels?

Today, we are coming to the end of the era that has only seen men in motorcycling sport. Changing a century-old situation where the motorbike was only for men - and for strong men with courage, is very difficult. In the past, it was not easy to convince women that it was also a sport for them. Women have been present in the sport for a number of years. Women have begun to practice dangerous sports. Not that our sport is any more dangerous, but it's a sport that up to now was a men's sport. It's just that it's not true that women are

integrated in all areas. It's true that they try to join in all areas, but they haven't yet succeeded.

5. In your opinion, why haven't women, as of today, not called more firmly or earlier for a better status in this sport? Do women sufficiently well possess the culture of mechanical sports?

It's starting. I must say that it's through motorcars that women began to gain confidence in motor sport. If you like, it's easier. Then, they went on to motorbikes as an adventure to be at the same level as men. I think that's normal, the normal way, as the motorcar is more stable. They went from four to two wheels and why shouldn't they move to Freestyle one day where they won't even be on one wheel?

6. In your opinion, is the fact that women have played a relatively discrete role in the practice of this sport for more than 60 years due exclusively to the place of women in society and in the family up to the late 1960s – when the women's lib movements started - or are there other reasons? If so, which ones?

Women will follow a path to get to the same level as men, but not because they are inferior. In fact, I feel that woman is superior to man in many areas. I think that up to now she was relegated to one area – her household. Once she started to venture out, she started to discover new horizons and she became interested in the more accessible sports and only then in the tougher sports like mechanical sports. This is an ongoing process that is totally irreversible. In other sports, in which mechanical means are not used, I think that men will always be stronger. However, I feel that there will be a time in our sport, perhaps in 5 or 8 or 10 years, when women will be superior to men or at least at the same level. I am sure that one day we shall see a woman World Champion in our flagship event, the MotoGP. I am also sure that women have the same potential as men but they don't have the masculine build. The build is not what is fundamental for mechanical sports. What is really of primary importance is intelligence and courage and women have these qualities. Women are less afraid of injury than men. Women are more logical than men and dominate their fear through reasoning. Men are more instinctive. Perhaps they are more courageous today. Usually, men are more courageous. Women assess more, through their reasoning, the consequences of injuries than men, but this is not fear; they fear the consequences but are not afraid of falling off.

7. In your opinion, why haven't the decision-making bodies – regional, national or international – attempted to more vigorously promote the sport of motorcycling with women up to now?

The times are changing. You saw that up to fifty years ago still, women were completely ignored in the entire world. Even now in

certain countries, women are not really considered as individuals. It's progress that is naturally going in this direction - we have to push. If we do nothing, it will take much more time but it will happen. At the level of the federations, it's the same problem. In a short space of time, women have proved that they have the same potential as men. If you look, it's not only in motorcycling. Looking at sport in general, there are many more men than women key officials in international sport. Most strange of all, it's even the case in sports where women are more important than men. Taking athletics as an example, many women practice this sport, but there are not many women amongst the key officials. This will also change, but more slowly because men put up a strong resistance, but it will also happen in this area. Men hold on to their positions!

8. In your opinion, what are the specific needs of women? Have these needs been sufficiently considered by the different actors? If so, in what way? If not, why not?

A woman starting in our sport meets more difficulties in the sport because she is practically alone, perhaps with one or two girl friends. The others – men – are everywhere. If we start to have three, four then there will soon be five, six and that will make things easier for the others in the future. Because they will already find something that had been put in place by those before them. The critical point is the beginning. Often, the beginning is the most important thing. Life has taught me that in any field the beginning is the most difficult thing and you have to make a good start to smooth the way. I am not in favour of quotas, for example in the number of key officials. If women are not ready and they are obliged to do something, then they will make more harm for themselves than good. She must succeed not because she is obliged to succeed but because she wants to succeed. Perhaps it's true that quotas could be a good thing to avoid male boycotts. It could be a good idea to make men give up their place, but one must be careful, as one cannot force women. It's like a medal with a positive side and a negative side. I think that we have to find a way to allow women to attain key posts, but without forcing them.

9. In your opinion, have the motorcycle industry and the accessory manufacturers in particular sufficiently taken into account the specific needs of women? If so, how? If not, why not?

You know that industry especially has the policy of supply and demand. If the demand increases, the factories, the industry are going to study how to sell more motorbikes. I already saw in Italy, about ten years ago, a major fashion designer created a motorbike specifically for women with special colours, a special saddle etc. But at that time the market wasn't big enough and he grew weary and abandoned his project. But if there's a market, it's the industry that

will go and find its market. Nevertheless, one has to prove that the market exists. If the supply were there, perhaps the demand would increase in its turn. But in the case of the fashion designer, it was too early. I think that it would work today. True industrials have to move forward and have to develop today what the market wants tomorrow. In that case things would go more quickly. Look at the motorcar. Look at the motorcar. For car interiors, in most cases it's the woman who decides. That's probably what happens with you too. Once the demand starts, the supply will follow.

10. In your opinion, which strategies should the FIM, together with all the national federations, conduct to give a jump-start to women's involvement in the sport?

You know that I often say that money is the key. If we could provide financial assistance to the federation hosting the best women's championship, perhaps that would be an idea. You need financial assistance. For example, the Management Commission could decide in June that in 2006 the FIM would give CHF 20,000, CHF 15,000 and CHF 10,000 to the three federations that had hosted the best women's championship. That could be a stimulus. One must not be discouraged. One has to help financially. The financial aid must be linked to something already on the table, for example the direct payments. But the federations have to do something to promote women's involvement. Why not make the financial aid from the FIM contingent on the promotional efforts of the National Federations? That could be an idea.

11. In your opinion, have some countries better succeeded than others in promoting women's motorcycling sport? If so, why?

If you look at those countries, which have most succeeded, they are countries, which are the most advanced in all areas concerning woman. Germany, France, USA, Italy in part, Norway; wherever you find the feminine question to be the most developed, you will find women's activity the most developed. We're coming back to what was said at the beginning – it's a question of mentalities.

12. In your opinion, is it wise that the FIM totally delegates the development and the grass roots promotion of the sport to its national federations? Shouldn't our federation take charge of these developments and this promotion by delegating the execution of the promotional and developmental efforts, notably concerning women's participation, to its national federations? If so, what promotional efforts should the FIM itself, take on board?

It's the only way. But we have to be actively involved in this project. We mustn't simply wait for the federations to do things. We have to push in order to make the federations do things. We mentioned prizes

before. We mentioned financial aid. That is the role of the FIM. The FIM must do that. As far as ideas are concerned, I think that the FIM should stimulate, collaborate, push but through the federations. One must do everything possible to make the federations act.

13. If our federation itself organised the grass roots promotion and development of women's motorcycling sport, how do you think these efforts should be structured? By championships, specifically reserved for women or by increasing the presence of women in open championships open to men and women, as in horse riding?

Women have to start their basic apprenticeship in a women's championship organised by the federations. It's normal that to begin with men are the strongest. But afterwards, with experience and familiarisation, women can become as good as, if not better than men. Because women also have fantasy. In our sport, one needs not only courage but also fantasy. Look at Biaggi and Rossi. For me, Biaggi is the greatest professional in professional motorcycling sport. But Rossi is an artist, he has something extra. It's composure.

14. Very few women occupy positions of responsibility in the sporting federations, at any level at all. What are your ambitions for the FIM or its national federations in relation to women's representation in the executive bodies? Are you in favour of installing quotas to increase women's representation? Do you think that the representation could be increased without quotas?

If possible, quotas are better avoided. Maybe it's possible to have a small quota to begin with. You know that I'm always in favour of the policy of the small countries. If you have a dyke that holds back the water and you make a hole. Little by little the hole becomes bigger until the dyke gives way. I am not in favour of imposing but rather setting an objective like that of the IOC for all the federations. To say we will look with a marked interest and generosity at the federations, which have at least 5%. 10% or 20% of women in their agencies. Concerning the question of a women's commission, I must add that I did this in the Italian Federation. Unfortunately, it disappeared after I had left. I am in favour of creating a women's commission for the promotion of women's sport. You remind me of the old times. I created a wholly feminine commission exactly 18 years ago in Italy. I created a wholly feminine commission for women's sport. However, according to my idea, this is valid only at the beginning. This commission must help women enter other commissions. They should not stay in the women's commission. The women's commission must be a way of opening the door for them into other commissions. Objectively, when there are 3 or 4 women in the Motocross, the same in racing, then one could dissolve the women's commission.

15. Would you be in favour of an improvement in female representation in our sport, either as competitors or as key officials of the international federations of sport?

I am in favour of both increasing female representation and for creating a women's commission. For the FIM, I am more in favour of creating a women's commission. If I were President of a National Federation, I would say all two of them. Speaking for the International Federation, I say that we can immediately create a women's commission. For those who practice the sport, we need the National Federations, as this promotion is outside of our control. We should have already created the Women's Commission yesterday. In all areas of motorcycling, the more women that we enter in the whole of the areas of motorcycling, the more positive it will be for those women who are going to compete.

16. Would you be in favour of an improvement in female representation in our sport, by speaking up to the promoters and urging them to promote women's sporting activity by encouraging them to link the World Championship events with exclusively female events?

Not yet. Because you saw in the past that two women riders, a German and a Finn, entered the category 250cc. They are no longer there because they became discouraged. At the present time, men are better. You have to start at the base. If you can send one hundred women riders who win at the World Championship, at the Grand Prix, then you can choose one who will be about at the same level as the men. But, if one gets through because there are 3 or 15 in the national championships, that's not enough. We have to reach the critical mass. When I said that if we increase the female presence among the race officials, the key officials, all the other areas, then the number of riders will increase and we will find the rider who will be able to challenge the men. It's a natural percentage.

17. Do you think that the promoters are interested in promoting women's sporting activity? Do you know if certain promoters have already carried out market studies concerning the viability of promoting women's competitions?

Maybe for some Grand Prix, in some Superbike races, in some World Championship events, we'll only be able to have one women's race, but in my opinion it's rather limiting. It's true that it will be a promotion, but perhaps it will also be discouraging. If you draw the comparison between the performances of women and men today, you could think that it's not worth watching them. That could be counterproductive. We have to be very careful in this area. You could think that it's promotional but in fact it could be perceived as discouraging. It's not sure that it would be discouraging but it's possible. So, we have to bear this in mind. There's the possibility of

having a promotional event in the context of a Grand Prix or a Superbike, but not as a race.

18. In numerous countries, there are isolated groups who are making considerable efforts to federate women participants – as no federative structure is effectively providing them with the support they need. In my opinion, it would be wise to create a commission “Women and Motorcycling” in order to federate their isolated efforts. Would you, yourself, be in favour of becoming involved in the creation of a commission “Women and Motorcycling” in the FIM? If so, when would this be politically possible; if not, why not?

See the answers to question 14, where this point was already discussed.

19. Do you think that all the sporting disciplines of the FIM lend themselves identically to be practiced by women, or do you think that some disciplines should be favoured in an initial phase? If so, which ones and why? If not, why not?

Some disciplines lend themselves better than others. Some disciplines lend themselves better than others, but no discipline prevents women from participating and finishing in a good position. Even Motocross. Watch out for the speed trials; when the race is finished you can see that the riders are extremely tired. 80 or 100 kilometres at full speed, it's not only physical, it's also a mental effort. You don't feel it the same way. In any respect, and I repeat what I said, my feeling is that there are no disciplines where women are unable to participate with the same possibilities as the men. I don't think that the big bikes are reserved for men and the small bikes for women. Pedrosa isn't a giant and he's thinking of taking up the 1000 cc MotoGP. Also, someone came to tell me that the FIM should impose a weight limit. If a rider is too light, that gives him or her an advantage. So women would have an advantage.

Thank you very much for having made the time for this interview.

INTERVIEW 7

Questions to be raised during the interviews with key officials of the FIM

1. Are you satisfied with the plans put in place by our federation to encourage women's motorcycling competitions? If so, which ones in particular? If not, why not?

I can't say that I am satisfied. The measures that we've taken up to now haven't been sufficient. They have to be treated at greater length. I'm satisfied to see that we have started to set up women's championships – that's the case for Trial and Motocross. I have also noted that some of our Continental Unions, particularly the EUM, are even considering having a European Women's Championship for road races; it's still at a discussion stage, but that's going in the right direction, it's positive, but in any respect we can't just stop there.

2. Does our federation have any specific projects in the foreseeable future to promote women's motorcycling sport at the global level? If so, which ones? If not, why not?

Our projects materialise in the shape of championships, set up for Trial and Motocross, but at present, there are no FIM projects to promote women's motorcycling sport, as the FIM always deals with projects emanating from the base, from our National Federations; these projects, on coming to the FIM are handled by the FIM who deals with them and puts them on a sound footing on a global basis and at the international level. I would say that that is how we have worked in our federation up to now concerning project management, but I think that for projects such as these – promoting women's sport – it will require a combined effort, both from management and impetus from the FIM, which connect up with the initiatives emanating from the National Federations. For this particular case, we can't simply wait for all the initiatives and projects to happen first at the national level.

3. What changes need to be made in order that in the foreseeable future, our federation would be interested in more actively promoting women's participation in motorcycling sport at the global level?

Changes have to be made and first of all changes in mental attitude. Of course this leads me to state that motosport is evidently seen at the moment as a virile sport targeted essentially at males. It's this concept where there has to be a profound change in mental attitude. I think we have the same problem as other sports – we are not the only sport confronted with this situation – I would say that sports like rugby or boxing, to only name two, are in the same situation. These are sports, which are cut off from half their potential competitors or

their potential clientele and there is an enormous amount of work required to convince the present competitors, the key officials and also the public and the media that these sports should also be open to women to turn them into universal sports. How can you expect the sports practiced by only half the world to have the ambition to become a universal sport? It's completely unthinkable.

4. What changes need to be made at the local, regional, continental and international level for the relevant decision-making bodies to be inclined in the foreseeable future to welcome women competitors into their membership in greater numbers and to promote women's participation in motorcycling sport at all levels?

I think that all the traditional promotion campaigns could be used, in other words create demonstration events to which women riders could be invited from various countries where women's motorcycling sport is already practiced, and organise demonstrations of these disciplines in countries where there's a potential that we know or that we've identified. I think that's one possible method and I return to what I said concerning mental attitudes, why not force each of our clubs, each of our regional leagues, by obliging them, within a given time frame to have a certain quota of events purely aimed at women or systematically little by little opened up to women within the totality of the events organised by these clubs or regions. Out of principle, I do not like the quota solution, but I think that there's something positive in imposing a quota in the sense that if nobody starts the ball rolling, nothing will happen. Therefore, at a certain moment, perhaps we have to be coercive. So why not consider it? Clearly, this could provoke some extremely negative reactions. I think that in the long term it could produce some positive results.

5. In your opinion, why haven't women, as of today, not called more firmly or earlier for a better status in this sport? Do women sufficiently well possess the culture of mechanical sports?

No, evidently not. It's a masculine sport perceived as a masculine sport with all the segregations and all the ostracism that go along with this type of perception, that is to say that it has probably been repeated so much that it's a dangerous and virile sport that in some way everything has been done to discourage women from participating in this type of sport. I also think that among the arguments which have been put forward to make women unwelcome, the fact that woman is still too often regarded as the mother figure who must be protected, the female body must be protected, and mechanical sports are perceived as sports which can be physically dangerous for the individual. Therefore from that point of view you are asking the right questions but I'm asking myself if it would not be wise to also ask the question to women, particularly as it is they who have to be able to answer precisely this question. Why aren't women

interested or attracted by these sports, even though we know very well that among the spectators of these sports there is a growing proportion of women aged between 20 and 35 and who are interested and follow our races either as spectators who attend the races or by watching the races on television? This proportion is by far not as high for the off-road, motocross disciplines etc.

6. In your opinion, is the fact that women have played a relatively discrete role in the practice of this sport for more than 60 years due exclusively to the place of women in society and in the family up to the late 1960s – when the women's lib movements started - or are there other reasons? If so, which ones?

No, in actual fact I think it's clear that it has to do with women's emancipation and I think that we could draw some interesting parallels between the percentage of women in the executive committees and the national or even regional legislatures and the so-called virile sports. Here, I'd like to extend this acceptance to other sports than the mechanical sports. Take the example of football, which was previously a male bastion and which, thanks to concerted efforts – and I insist on the term concerted – of the international and national federations, as well as the direct demands of women who were passionate about competing in their sport, we see today that women's football exists and has its place in the media, as we can see periodically on television, and has an enthusiastic following.

7. In your opinion, why haven't the decision-making bodies – regional, national or international – attempted to more vigorously promote the sport of motorcycling with women up to now?

I hope that it's not out of ignorance. But I would say that because sport also has more and more an economic dimension, it's completely economic nonsense to imagine that we can ignore half of the potential clientele that the sport offers. Which business would deliberately give up a sizable part of its clientele? It's absurd. It's not only absurd on financial grounds, it's absurd on human grounds, but that's evident. I cited a certain number of reasons earlier and I think that there's a lot of work to be done at the mental level, but that must be a concerted effort. Neither the international federation nor the National Federations nor our clubs by themselves can do anything to turn this trend around. There have to be concerted efforts not only from women but also from our natural partners. Our sport is one that can only be practiced with the help of a very large number of partners. To practice motorsports, one needs a motorbike and therefore constructors; one needs equipment and therefore the manufacturers must themselves consent to a certain number of efforts to produce products adapted for and targeted to women.

8. Don't you also have the impression somewhat that in our sport, the decision-making bodies, whether at the national or international level have been very occupied over the last years by the boom in the sport, in the administration of the sport, the administration of the existing events, all of which has contributed to their neglecting promotional efforts? I'm thinking mainly about efforts for promoting the sport to women, but not only that. Also promotion to the youth or to the public in general and which requires development efforts.

Yes, you are right, but I think that in hindsight, now I would even say that it's a poor excuse. It's easy, one is always more intelligent after the fact, but when I see the efforts of the other federations who were also confronted with growth problems, with organisational problems relating to this growth and development, these federations included these projects in their development programme. I would also underline the fact, even though it's also a poor excuse, that the available equipment is not adapted to women and that slowed down the progress in development and the arrival of women to our sport. This is in contrast to other sports where the equipment is less important. I cited football earlier, there are less problems with equipment to outfit women footballers.

9. In your opinion, what are the specific needs of women? Have these needs been sufficiently considered by the different actors? If so, in what way? If not, why not?

No, these needs have not been sufficiently considered by the different actors, that's clear. Take the example of the bike. About 90% of bikes available on the market have not been adapted to the female morphology. Simply take the question of the height of the saddle; most bikes have saddle heights that are not adapted to women, and I'm talking here of current practice, not even about competition bikes. Take the helmets. It's very difficult to adapt a helmet for a woman without creating difficulties in relation to her hairstyle. Certain hairstyles do not adapt to helmets and so on. I would say that there are great efforts required to morphologically adapt the practice of motorcycling, particularly competitive motorcycling to the female morphology. So why? I have already told you. For me there are certainly some very, very poor excuses, but there's the apparently absurd refusal, economically at least, especially of the constructors and those who market the products to carry out marketing studies to adapt their products to the female public. I think that the reasons underlying these economic decisions have to be found in the mentalities. They are convinced that women are not interested in this sport, that women must be protected and must not be exposed to it. I think there are also reasons linked to public relations – imagine the impact of injuries. The impact of an injured rider is already a negative one for the sport, for the federation and also for the constructor. But just imagine if the rider is a woman; the

media impact would certainly be regarded, wrongly, as catastrophic even though no one is up in arms about the fact that both men and women riders are injured in traffic accidents

10. In your opinion, which strategies should the FIM, together with all the national federations, conduct to give a jump-start to women's involvement in the sport?

My idea is that we have to start, I would say humbly, by organising the dialogue, by setting up groups, why not a commission where we instigate a dialogue directly with the interested women motorcyclists? I think that no promotional strategy to develop women's motorcycling sport can be made to work without the active participation of women. I would like women themselves to take charge of this development, as no one but them knows exactly what they need, what they want and we can only, in my opinion, advise them by bringing to them our extensive experience gained over the years. However, I'm not sure that our own methods are valid and can simply be applied in a simplistic way to what could be achieved for women.

11. Would you be in favour of granting a statute of specialised associations, for example to certain associations which try to promote competitive women's motorcycling, to open the door to the system of our motorcycling decision-making bodies for them?

I would prefer a solution wherein women existed as themselves in our organisation. I am afraid, though, it's true, that this is a question perhaps in the political dimension. I think a solution such as the one you suggested carries the risk of a scission, a solution where we would have a male entity and a female entity, which would not coexist in the same organisation. I see rather some centrifugal effects. I think that our federation, as other sporting federations, can exist for men and women, to practice sport for men and to practice sport for women.

12. In your opinion, have some countries better succeeded than others in promoting women's motorcycling sport? If so, what were the reasons of success for those countries, which succeeded the best?

The reasons for success – what do we see? We see that in certain Scandinavian countries where traditionally the emancipation of women is the most advanced, I think this is the case in Norway; motorcycling sport exists and is institutionalised. Curiously, one would like to say that in Latin countries, therefore more macho, in these countries women would perhaps be more ostracised, that there are less women who participate in the motorcycling movement. It is not the case, as we know very well that in Spain, in Italy particularly,

to only cite these two countries, there are championships dedicated to women. Thus, I think that this can be explained by the fact that these two particular countries have a great tradition of motorcycling sport and that women are automatically more called on than in other countries where there is less interest in the sport, and are more attracted to practice the sport, which is very widespread in their country. It's very reassuring to think that in these Latin countries, women enjoy the possibility of championships and to be able to participate in these championships.

13. In your opinion, is it wise that the FIM totally delegates the development and the grass roots promotion of the sport to its national federations? Shouldn't our federation take charge of these developments and this promotion by delegating the execution of the promotional and developmental efforts, notably concerning women's participation, to its national federations? If so, what promotional efforts should the FIM itself, take on board?

I think that in the same way that the FIM has a certain number of demands in relation to its National Federations, financially and in regard to what a National Federation must do to obtain and then retain its statute of affiliated federation, we ask, for example that the federation acts as the governing body, that the National Federation is also interested in other aspects, apart from the sport, that the federation also looks after tourism and defends the interests of motorcycle road users, in the same way that we have these demands, we could very well demand that our National Federations draw up plans to implement the wishes of the FIM to see women participate more actively in this sport. Demand that our National Federations have a feminine movement. That they organise, for example, a minimum number of races or even championships reserved for or open to women. Demand also, I spoke of quotas and I don't know how that could be set up, but demand that the FMI says, "Hey, listen! We want you to have a minimum number of women members, licences which are granted to women." Therefore, I believe that the FIM can do a lot by imposing top-down, being well aware that if what comes from the top doesn't also meet impetus and initiatives coming from the base, it will be destined to fail. There have to be movements that meld with each other.

14. If our federation itself organised the grass roots promotion and development of women's motorcycling sport, how do you think these efforts should be structured? By championships, specifically reserved for women or by increasing the presence of women in open championships open to men and women, as in horse riding?

I personally think that there are disciplines that are absolutely ready for joint participation of men and women. In particular, I'm thinking that Trial could be a joint discipline with joint championships.

However, that's only my opinion and on this subject, we must ask women what they think. They have to tell us what they think about it. The great handicap is that they are starting out in this sport with in some cases 80 or 90 years delay. The handicap is at the level of the apprenticeship, practice, but I'm convinced that talent, skill, courage, physical strength – because in certain cases one needs physical fitness that shows itself as endurance – all exist in women just as in men.

15. Very few women occupy positions of responsibility in the sporting federations, at any level at all. What are your ambitions for the FIM or its national federations in relation to women's representation in the executive bodies? Are you in favour of installing quotas to increase women's representation? Do you think that the representation could be increased without quotas?

Well, I told you of what I thought of quotas, both good and bad. In any event, they can only be provisional solutions, incentives, but in the long term I don't think that it's a definitive solution. But effectively, how can a sport that is truly open to women, both in its management and supervision, have women excluded from these positions? It's unthinkable. Therefore, I fully agree with the wishes and efforts of the IOC in particular, to insist, to ask, to recommend very strongly to the international federations to open their Governing Body and their management executive to women. I think that it's indispensable. How do we go about it? Wait until our National Federations send us some candidates? I think we would be perhaps waiting for a long time. I think that we have to find incentive methods for our National Federations to do it, to find the way. I think that it needs courage. Having courage in an international federation is to accept to go against the current and to say things that don't necessarily please. To bring up troublesome subjects. I have no ready-made solutions, but I think it's possible. I think that saying there are no women candidates is a poor excuse. As soon as we've set up some incentive measures, we'll see with astonishment that candidates exist. I must say that we have had women and we have women now. Some women, not enough women. Those we have, have demonstrated an exceptional level of competence.

16. Would you be in favour of an improvement in female representation in our sport, either as competitors or as key officials of the international federations of sport?

Of course, I encouraged our Financial Director to choose the subject of women in motorcycling sport as the theme of his research. Absolutely, I am convinced that the future of our sport depends on women – but I would gladly say that a certain form of renewal of our sport will happen once we will be able to open it to active female

participation, both at the level of the competition and in the management of the international federation.

17. Would you be in favour of an improvement in female representation in our sport, by speaking up to the promoters and urging them to promote women's sporting activity by encouraging them to link the World Championship events with exclusively female events?

Of course. At the end of the day, our promoters are only the commercial arm of the FIM and in principle are bound to accept the decisions taken by FIM concerning sporting rules and techniques. If I only consider the purely commercial aspect, I think that our promoters would be wrong were they not to also encourage the arrival of female participation in our sport. It can only be beneficial for them, for the mediatisation of the sport and for the commercialisation. Think of the number of products for women and which would merit being part of our sponsors, sponsors who want to target women by promoting feminine products and who would pose less problems than certain other sponsors who will remain nameless.

18. Do you think that the promoters are interested in promoting women's sporting activity? Do you know if certain promoters have already carried out market studies concerning the viability of promoting women's competitions?

I do not know if any market studies have been carried out. I seem to recall the case of the German rider Katja Poensgen who was very much welcomed in the class 250 of the GP Speed event. I know that the promoter was absolutely thrilled to be able to count on the presence of a woman among the riders and who was very welcome, of course.

19. In numerous countries, there are isolated groups who are making considerable efforts to federate women participants – as no federative structure is effectively providing them with the support they need. In my opinion, it would be wise to create a commission “Women and Motorcycling” in order to federate their isolated efforts. Would you, yourself, be in favour of becoming involved in the creation of a commission “Women and Motorcycling” in the FIM? If so, when would this be politically possible; if not, why not?

Yes, I'm entirely in favour of the idea of creating a commission Women and Motorcycling. I think that this could be done immediately. I see absolutely no obstacle to it. There will be, as always, perhaps some reluctance expressed more or less strongly or below the surface, like every time something new is proposed. We know the restraints and the misgivings to change, but I don't see any major obstacle. I believe that this will be an extremely welcome initiative. I think that contrary to other commissions that already

exist, I believe that we shouldn't – and I'm anticipating of course – assign objectives, which are too precise too quickly to this commission. I think that we should admit that this commission has to open a dialogue. By saying dialogue, we mean this will take time. It is a commission, which should take its time to basically catch up on tens of lost years and to make up for lost time.

20. Do you think that all the sporting disciplines of the FIM lend themselves identically to be practiced by women, or do you think that some disciplines should be favoured in an initial phase? If so, which ones and why? If not, why not?

I can tell you frankly that I don't see any difficulty preventing women from acceding to all the disciplines in motorcycling sport. It's a question of time, practice and training. Like in other sports, in other fields, we will have pioneers. Remember the first crossing of the Atlantic by a woman – she died just a few days ago – she became a heroine. Sport needs heroes and heroines.

21. As you know, in 2006, the American Federation is organising an International Conference “Women and Motorcycling”. One working hypothesis under consideration is to propose to the FIM to declare the year 2006 the “World Year of Women’s Motorcycling” in order to make a promotional and awareness campaign. Do you think that the FIM could consider such a measure and are the deadlines not too short?

I very much like the idea of declaring a year the “Year of Women’s Motorcycling”. Personally, I think that 2006 is too soon. I think that it's something we have to plan in advance for the year, which will perhaps be declared the “Year of Women’s Motorcycling”. We have to foresee a whole series of measures that I consider as being more pressing, in particular setting up this commission, draw the first conclusions and recommendations of this commission. The sole fact that our American Federation is organising an international conference along these lines does not seem to be sufficient reason for choosing 2006 as the year. However, personally, I like this idea and I think that we should be able to organise it before 2010. But 2006 seems to me to be too premature.

Interview Nr. 8

Questions to be addressed during the interviews with key officials of FIM Promoters of FIM World Championships

1. Do promotion and development plans to encourage the participation of women in the FIM World Championships for which the rights were delegated to your company exist? If so which ones? If not, why?

First of all, let's say that I believe that the European Superstock Championship has been one of the first road racing championship to have a female rider that was by the way very competitive. You remember for sure Katja Poensgen. Katja Poensgen started to race in the Superstock championship in the year 2000 and she was very fast at that time. We don't have any specific let's say initiative or plan to promote female participation but I think that I can give you an interesting information because you know that we have launched for next year (the 2005 season) a new category which is the Superstock 600cc which is reserved to very very young riders. In fact you must not be older than 20 years old to compete in this category and we will have two girls riding in Superstock 600cc one is from Italy, she is 19 years old and she is called Alessia Paulita and the other one is from Czech Republic and she is seventeen years old and she is called Marketa Janakova and they will both race on a Suzuki 600cc and I think it will be very interesting because this championship has been created to incite new riders to participate. So I am quite happy to say that event two girls will be on the grid next year.

2. Does your company have any specific plans in a foreseeable future in the field of the promotion and development of motorcycle racing for women? If so which ones? If not, why not?

To be sincere, we don't have specific plans. I would say that because the Superbike series which is the top category that we manage at the moment is really a category where you need a very strong body to manage the bike. The bike is 170kg with 220hp so it can be very difficult for a woman, as we saw, even with Katja, at the end to ride such a bike. So really for us, the female participation is not at the moment a key element unless we will be proved to be wrong by these girls that will be lining-up for the 600CC Superstock. So in that case we would be very happy. Of course, talking about women on motorbikes, what we have experienced is that they can be a very good tool of communication. For instance Katja Poensgen was a good rider, a very good looking girl and really this was quite significant in our communication, especially in Germany, because she is German. So to be sincere, I would be quite happy to have more girls on the grid. I am not sure whether our bikes would be suitable for the girls just like may be other categories like Trial or others let's say even Supermoto can be more in line with the bodies of girls.

3. What changes need to take place in order for your company to be interested in a foreseeable future to actively promote the participation of women in the FIM World Championships for which the rights were delegated to your company?

If we had 125cc or 250cc we could have more women riders. At the end, there is a physical limit in Superbike, even for some men. At this stage, of course we speak about an average kind of body and clearly a woman has more difficulty to manage such big machines.

4. In your opinion, what changes need to take place at local, regional, national, continental and international level, for the different stakeholders to be more inclined in a foreseeable future to welcome women in their membership base and to promote the sporting activity for women?

In my opinion, there can be improvements. This is from two aspects. If you consider the women in their role of riders, in my experience what we are seeing in the last ten years. There are a growing number of females that are attracted by riding a big bike, sport bike, not necessarily for racing but on the street or sometimes on the track with an instructor, just experiencing the emotion of the track. This is definitely a growing number of people. In my opinion, it would be important for everybody to start thinking about the fact that we have a new category of users and that this category of users should be let's say considered just like the other categories of people who are more stable in the demographics of motorcycling. Secondly, the other element that I think we should consider and that we try to consider when we promote our events is that very often women are companions of the men who come to the circuits and we should think about how to entertain those women who don't necessarily like the races but may be like the bikes. That's why we generate a paddock where you can even have fashion shows inside or can even have the possibility to save some time even if you don't watch the race, which is happening. So from one point of view this is addressed not necessarily to the women who ride the bike. In any case this is important, if they are happy to go to the events, they will not prevent that their boyfriends and husbands will go to the events. This is something we always try to consider and this is mainly done through creating element of interest in the paddock. Of course this is what we can afford to do but in our opinion, if there will be more funds and more partners available we would like to develop various initiatives to keep people and especially women happy during World Superbike events in a circuit. Everything has to do with entertainment and comfort of the venues. These are the areas where we try to focus our attention.

5. In your opinion, for which main reasons did women, as of today, not call more firmly or earlier for a better status in this sport?

I can tell you that our demographics are quite stable. I can tell you about the last 4 or 5 years. Normally, in the spectators' survey we have about 67% males and 33% females. This is a number which did not change significantly in the last 5 years. In my opinion this number is quite high. The percentage of female spectators in Superbike is quite significant. To be sincere, I just find this number quite impressive. I wouldn't expect a significant change of this number in a near future because this would be revolutionary. That's why we also think about the women who take their boyfriends or go with their

boyfriends to the events, without being a passionate of motorcycling but we have to keep them happy anyway. So that's why we think about the entertainment ingredient which goes beyond the race itself.

6. In your opinion, for which main reasons did the regional, national and international governing bodies of this sport, so far, not promote the practice of this sport by women with more conviction and more actively?

This question was not asked

7. In your opinion, what are the major specific needs of women in terms of motorcycle racing? Have these needs enough been taken into consideration by the different stakeholders? If not, why not?

This question was not asked

8. In your opinion, what is the main reason why women have not called for a better status in this sport before?

To be sincere, I think that the cultural element is the most relevant element in this situation. Motor sports and not just motorcycling but also car racing have been traditionally a male activity. So no surprise, in my opinion, if even today, we are in front of a situation where male participants are definitely the vast majority compared to women. What we are seeing is of course that this is changing. It is changing slowly and for small percentages. This is due, in my opinion, to a strong and consolidated tradition where normally the young guys are the ones who like motorcycles and fast cars etc, that at the end of the day you really find a so consolidated situation that it is difficult to change.

9. In your opinion, do the motorcycling industry and the accessory manufacturers sufficiently take into consideration the specific needs of women? If so, how? If not, why not?

It would in my opinion be a very good idea to be suggested to some manufacturers to produce a smaller type of production bike, for instance a 350cc. Clearly, it would be very important to attract more active participation from young women. To do this, clearly I think that a specific and customized bike would be important. If someone would be successful in doing this it could be a relevant element to conquer immediately a new portion of spectators, viewers, motorcyclists which would be women of course. We feel that together with the FIM and the federations our role is not only to manage what we have to manage but to promote the image of the sport and really to increase the number of not only participants but interested people. So if we had the chance to create a new interest or to involve more people then we would be interested whatever bike would be used at the end.

Of course the gear in motorcycling is important. When you use a motorcycle, you need a proper gear. We know very well how important it is for safety, comfort, the general feeling you have when you ride a bike. From that point of view I am quite surprised that no one has created a female line of products. If I were the owner of one of the companies who produce leather, helmets, gloves, I would have already done that. It is not only about racing but you can really sell your products to a vast number of women who use the bikes today. They use it to go to the office or to have fun on Saturday or Sunday but it is not a very small number. It is becoming a relevant number.

Today, especially in the big towns, the big scooter, the bikes have become a mean of transportation. It is not just something to have fun on the week-end. Of course young women they have to go to the university, to work etc and most of them use a bike to do that.

10. In your opinion, which strategies should the FIM conduct, together with the promoters and national federations in order to speed-up the practice of motorcycling sport by women?

In my opinion that has a lot to do with testimonials. In fact when we had Katja, we always tried to show her without helmet, to show that she is a woman, by the way she was very good looking which proves that you don't have to be ugly to ride a bike, but unfortunately she had a very short career partly due to the problems with the sponsors etc, as soon as there will become a public icon, that will in my opinion be the turning point in my opinion. I know it is not easy but I think that sooner or later, let's say in the next 10 years, this will happen because there are more and more girls that approach motorcycle racing. That will be the moment when many people will start to think about this in a different way.

11. In your opinion, did certain countries better succeed than others in the promotion of motorcycling sport for women? If so, why?

I would say probably the United States. When I go to Laguna Seca, I see very many women who ride their own bikes. To be sincere the country that impressed me most from that point of view. I don't know if this is because it was better promoted or if it is because the culture is different. I cannot really answer this question but, for sure, when you see the public enter the circuit, you see a higher percentage of women riding their own bikes in the US than in any other country. In –America they do a lot of tourism but at least in attending the events, I had that feeling. Then whether there are many women racing on the track, that is another thing. I don't think that either Europe or US have any significant number to provide in this respect. You know that in Italy last year it has been organized a female cup of road racing, it was not done by ourselves – will you speak with the Italian Federation – they will tell you. I think it is the first time they had a female only cup in Italy. There were many participants. This is something to follow because it will also give a good name and image. I believe that Alessia Paulita the girl that will race in 23005 with us comes from that cup.

12. Would your company be prepared to promote the grass root development of the sport for women, as some promoters did in some countries for men? If so, in which form?

This question was not addressed

13. Would your company be prepared to promote a “women-only” championship held together with the FIM World Championships to benefit from the existing infrastructure and synergies?

Well, you know of course we have a very limited space to use beyond the Superbike, Supersport and Superstock which are our basic categories but we are always looking for initiatives which can increase the interest of our events toward the public. So, if we felt that we could generate interest with a female cup, then we would definitely be inclined to include it. It's always a question of feasibility and interest but there is really nothing that would stop us in advance from doing that.

14. Do you agree that the promotion of a women only championship would allow your company to attract new sponsors who would normally not be attracted by motorcycling sport?

Absolutely, this is totally true. The point would be to provide for enough awareness and visibility to this category. If this becomes possible, this opens a lot of new opportunities exactly because you start to touch people that you didn't touch until now or that you touched very partially until now.

15. Do you have an idea if the young girls attracted by motorcycling sport correspond to a specific profile? Do you believe that most of them got attracted as a result of a member of the family or a friend who is already involved in motorcycling?

To be sincere we didn't make a scientific profile of these aspects. Traditionally the motor sports passion very often comes from the family. For example talking about this young rider Alessia Paulita, she is the sister of a Supersport rider. So her family is definitely into motorcycling. Really, I think to properly answer that question, we should make a demographic analysis which to be sincere in this specific point of view we didn't make until now. We have made some market research but have made no specific market research oriented to answer the question of women in motorcycling sport.

I thank you very much for having taken the time and the trouble to respond to my questions.

Interview Nr. 9

Questions to be addressed during the interviews with key officials of FIM Promoters of FIM World Championships

1. Do promotion and development plans to encourage the participation of women in the FIM World Championships for which the rights were delegated to your company exist? If so which ones? If not, why?

Yes, we want to open our sports to women... already 2 years ago a lady participated in SuperMoto. Together with the Team JK Racing, we have a plan to enter a woman in the MX1 class, she has already had good results in USA.

2. Does your company have any specific plans in a foreseeable future in the field of the promotion and development of motorcycle racing for women? If so which ones? If not, why not?

We have the plan to hold a Women's World Cup together with a round of the FIM MX1/MX2 World Championship. We know that there are already many women racing Motocross over the world and we believe that with a World Cup we can launch even more interest

3. What changes need to take place in order for your company to be interested in a foreseeable future to actively promote the participation of women in the FIM World Championships for which the rights were delegated to your company?

I believe the changes must begin from the base...from the National Federations, because to be able to participate in a World Championship riders must already be outstanding. To arrive to this, it needs to be built over a long time at a lower level. It's clear once the women riders are of a high level, we will be interested to manage the rights.

4. In your opinion, what changes need to take place at local, regional, national, continental and international level, for the different stakeholders to be more inclined in a foreseeable future to welcome women in their membership base and to promote the sporting activity for women?

I believe that on a local level when they are children (8 – 12 years) everybody can ride together. After that age, there needs to be a separate class created only for women.

5. In your opinion, for which main reasons did women, as of today, not call more firmly or earlier for a better status in this sport?

I think the tradition is that motorsport in general is more of a man's sport, now it is starting to have more of an open mentality...but I really think it is down to the way of thinking.

6. In your opinion, for which main reasons did the regional, national and international governing bodies of this sport, so far, not promote the practice of this sport by women with more conviction and more actively?

It is basically down to the mentality and when you see how many women are actively involved in the federations it is easy to understand. There are too many old people in the Federations with power and their minds are stuck in the 1950s.

7. In your opinion, what are the major specific needs of women in terms of motorcycle racing? Have these needs enough been taken into consideration by the different stakeholders? If not, why not?

Sports like Road Racing, SuperMoto and Trial are sports where women can perform at a very high level. Other sports such as Motocross and Enduro are more difficult because they demand much more physical power.

8. In your opinion, what is the main reason why women have not called for a better status in this sport before?

Clearly the women and society and women and sport are closely linked to the development of the women's role in society over the last 30 years. I think women are ready to take part in our sports, but maybe the political system of our sports is still not ready for them. In order for this to work there needs to be a strong political wish from the FIM and all the FMNs, and for them to give the signal to push in this direction.

9. In your opinion, do the motorcycling industry and the accessory manufacturers sufficiently take into consideration the specific needs of women? If so, how? If not, why not?

I think they are starting, but manufacturers are always interested in the market and until women do not represent a substantial part of the market then the manufacturers will not do anything special for them.

10. In your opinion, which strategies should the FIM conduct, together with the promoters and national federations in order to speed-up the practice of motorcycling sport by women?

This needs to be seen in 2 levels:

- For the World Championship events: FIM together with the promoter and teams can support and enter at least one women wild card rider for every event, they can try to create a star from her, using media support we can show it is possible for women and this will help other women to follow her.*
- An example of a second option: we will organize 1 Woman's World Cup together with one MX1 Grand Prix.*

The most complicated is to create a base with the National Federations. I believe the only way to do it is with an FIM working group, then after it is important the Federations follow the FIM suggestions.

11. In your opinion, did certain countries better succeed than others in the promotion of motorcycling sport for women? If so, why?

I know in the USA they started, in Japan also they care about women in motorcycling. It will be important when every country's National Federation makes a Women's Championship.

12. Would your company be prepared to promote the grass root development of the sport for women, as some promoters did in some countries for men? If so, in which form?

Yes, like a mentioned earlier, we want to organize a Women's World Cup together with a MXI Grand Prix. There is already interest around this idea and in addition we have an agreement with the Team JK Racing to enter a woman rider in every MXI Grand Prix as a wild card rider....we will bring the media and television to focus on this.

13. Would your company be prepared to promote a "women-only" championship held together with the FIM World Championships to benefit from the existing infrastructure and synergies?

Yes.

14. Do you agree that the promotion of a women only championship would allow your company to attract new sponsors who would normally not be attracted by motorcycling sport?

Not at the moment as the market is still too small, but maybe with time it could be possible. At the moment we will only be investing in this.

15. Do you have an idea if the young girls attracted by motorcycling sport correspond to a specific profile? Do you believe that most of them got attracted as a result of a member of the family or a friend who is already involved in motorcycling?

I don't think girls are attracted to motorcycling sports through the family, I think it is more through pure passion...but I am not well enough informed to be very clear on this point.

I thank you very much for having taken the time and the trouble to respond to my questions.

Interview Nr. 10

Questions to be addressed during the interviews with key officials of FIM Promoters of FIM World Championships

1. Do promotion and development plans to encourage the participation of women in the FIM World Championships for which the rights were delegated to your company exist? If so which ones? If not, why?

For us it would be ideal from a world point of view and from a point of view of negotiating sponsorship things etc that those women could be at the same level as men at the world championship level. The problem that we see is that from a world championship view to encourage that it is difficult. For a World Championship, we must have the best riders and at this moment the way it works is that mostly all of the good of the world riders are men. At any time that we could see that a woman could be at a level, lets say not the best one but at a certain level similar to the level of other riders that compete in our championship, in this case MotoGP, we have invited them to participate. We still think that there is a lot to do to encourage them from a local and national level. The level that Katja Poensgen had was a level, lets' say among the last five on the grid. Of course what we can do is to support her to be in the championship. But to be honest is a World Championship you cannot do anything else than that: to try to support them and to encourage them to participate. If she is not able to do it better at that moment we cannot do anything else that if after she participated in 3 or 4 seasons if there is not anybody interested in hiring her to participate with one team, she will then have to leave the championship.

2. Does your company have any specific plans in a foreseeable future in the field of the promotion and development of motorcycle racing for women? If so which ones? If not, why not?

On the short term, we see nobody who could have the potential to succeed against men in the World Championship. We are following it, we are following of course the European and the National Championships but we cannot see anybody at this moment that could be of the level to be on a World Championship. Therefore what we think is that the encouragement has to come from a local and then from a national level so as to be able to raise people with enough capacity to be able to compete with men on a World Championship.

3. What changes need to take place in order for your company to be interested in a foreseeable future to actively promote the participation of women in the FIM World Championships for which the rights were delegated to your company?

It is not only a question of a question of what we are able to do but I have to take into consideration that when we do the selection of the riders with IRTA they have to be the best ones. We cannot do different because she is a woman or because he is black or whatever. We have to try to have the best riders. Of course we try that they are from all parts of the world. But at the end we take

the best riders. What we can do is to try to encourage and to explain to the national federations and to local promoters of events is that a woman can be something attractive to everybody, but it has to begin from the beginning, not directly from a World Championship level. As far as I know IRTA is not doing anything special at the moment to encourage women. As I said it has to come from the national federations or even below the local federations.

4. In your opinion, what changes need to take place at local, regional, national, continental and international level, for the different stakeholders to be more inclined in a foreseeable future to welcome women in their membership base and to promote the sporting activity for women?

Of course I am not an expert but I think first that may be the possibility at the first level to create a women only championship. We need to differentiate at the first level to have women competing just among themselves and to have the possibility of having more women to compete at the initial level. And then at a certain age or at a certain level to mix with men so that there is really just a world or other joint championship. But I think that at the first level there is may be a possibility to have different championship for men and women so there can be more women to participate. That is one of the ideas that I think may work. The work to be done here is what you say. The most important thing that a federation has to do is for the sport is attractive from a mass point of view. Once you get that there is a lot of possibilities that you can get the right person that can be World Champion. The first thing you need to have a big mass of people that are able to know the product and to compete with it. At this moment I think that event if the ones that compete say don't separate I think that women have to be attracted is that they compete among them so that they see that they can win, even at the beginning.

5. In your opinion, for which main reasons did women, as of today, not call more firmly or earlier for a better status in this sport?

Well, I think that this is related to history and culture. The people who have been used to ride bikes let's say traditionally have been men and this has created a culture that only men could ride bikes. From at least a road racing point of view that is completely silly. In the 125cc and 250cc categories, we don't see that it has to be just men who are able to ride correctly a bike. Therefore we think it has been influenced a lot by history and culture. The mentality is that women have to stay at home or do other kind of activities. The first reaction that we have seen is that women can study in the same way as men or even better that they could be doing a lot of different kind of jobs but riding bikes it has been seen as something that is just for men. I that is something that has to change I think. In MotoGP it can be much more difficult. There could be a woman who has the necessary strength. It has been seen on golf where we are beginning to see women hitting the ball as hard or similar as men. Here it happens the same. In principle it is not a question of the sex but a question of the strength of the person and we can see with some riders of the type of Pedrosa sometimes the strength can also be challenged if your capacity of knowing how to ride a bike and the technique of doing it can also help a lot. The good thing of our championship

is that they are prototypes. If you want you can make a prototype somewhat lighter or whatever. This is something that the manufacturers have to deal with but I am sure, as they are prototypes, they can be champions that are not as big and strong as they have been in the past.

6. In your opinion, for which main reasons did the regional, national and international governing bodies of this sport, so far, not promote the practice of this sport by women with more conviction and more actively?

My opinion is that the manufacturers, if they will find someone with enough capacities to win or to at least one of the best riders, they will build a bike for him. They will not build a bike for someone that does not exist yet. I am sure if they see that for someone the only problem that he has is his capacity or the strength that he has to have, that they can build a bike for him to be enough competitive so as to compete for a World Championship. But before that, what you have to do is build from the base these people.

7. In your opinion, what are the major specific needs of women in terms of motorcycle racing? Have these needs enough been taken into consideration by the different stakeholders? If not, why not?

This question was answered together with others_

8. In your opinion, is the relatively discrete role played by women in the practice of this sport for over 60 years exclusively due to the role of de women within the family up to the late sixties when the women's lib movements started or are there other main reasons? If so, which ones?

Exactly, it is completely true. I think it would help a lot the situation when we begin to see also women on the first step even before going from a point of view of racing, just in the street with the scooters. Once we see that women who go to work can also go on a scooter, that we see them normally something that anyone can do, this will help a lot to change this culture. I am sure that there is a link between women on the street and women racing. It is very normal when we see someone who has never been on a bike that if his son or his daughter says I want to ride a bank the answer is no, it is too dangerous. If you have been able to have been on a scooter and you understand how it is and what happens and the risk that you take, it might be easier that you permit your son or daughter to also do it. It will also be the same reaction if they ask you to go to a circuit or something similar, to make a racing.

9. In your opinion, do the motorcycling industry and the accessory manufacturers sufficiently take into consideration the specific needs of women? If so, how? If not, why not?

My opinion is that we have to thing that manufacturers make bikes that they can sell. They ask themselves the question what is at the moment the objective of the normal people who will buy these bikes. These are men. What they do is they understand what is the normal size of men, what is their

weight and they make bikes for the average men that they can find in the street. This is normal. They do it because they know it is easier to sell bikes like that. Once they will see that women begin to ride even scooters, we will see that there will be a change and they will begin to adapt those changes even to street bikes. If the demand increases the offer will follow.

10. In your opinion, which strategies should the FIM conduct, together with the promoters and national federations in order to speed-up the practice of motorcycling sport by women?

Well, basically this is what we said at the beginning. May be one idea is to create that championship for women that may help that competing one against the other that there is a real competition and that they can fight between them and really see that they can be on the first positions also. Once you say let's permit a woman to participate in a local championship and they always finish last because they have never tried it before, they will say I will never do it again. If they can find that they can win even at the first levels, it will give a lot more comfort and support to go even further. The way to encourage them is to help them at the beginning, doing championships just for women.

11. In your opinion, did certain countries better succeed than others in the promotion of motorcycling sport for women? If so, why?

There has not been enough support from the origin and I see no country that stands out.

12. Would your company be prepared to promote the grass root development of the sport for women, as some promoters did in some countries for men? If so, in which form?

We can try to help at the lower level with some federations but it is a question of a job where you have to be in the place. We can do it here in Spain but if we have to do it in Germany, it is better done by the German federation.

13. Would your company be prepared to promote a “women-only” championship held together with the FIM World Championships to benefit from the existing infrastructure and synergies?

At this moment we would not be interest in integrating a women only race in the GP events. We think that to become a World Championship it needs to be something that is supported from local capacity. I think that to mix something that does not have the culture of a World Championship would be difficult. Firs the proof must be made on local and national level. When you go to the television and you offer them a product, they need to see that there is a history that is something that really represents the world. It's got to be working on a national level.

14. Do you agree that the promotion of a women only championship would allow your company to attract new sponsors who would normally not be attracted by motorcycling sport?

Let's be honest I think so but not at the first moment. It is very difficult to find a sponsor who would be supporting from the beginning this type of woman only activity. The sponsors tell you tell me once you have the product I will go with you but not from the beginning.

15. Do you have an idea if the young girls attracted by motorcycling sport correspond to a specific profile? Do you believe that most of them got attracted as a result of a member of the family or a friend who is already involved in motorcycling?

As we said, the basic one is the parents try to protect the sons and the daughters. If the father has already someone in the family or he has motorcycling experience it is much easier to permit his son to participate in motorcycle racing. Other things can help. What we see is that if local promoters at national level can show this is something safe, that of course there are risks but it is something that can be done by men and women, that there is a championship that permits that, this is also something that can help.

I thank you very much for having taken the time and the trouble to respond to my questions.

Interview Nr. 11

Questions to be addressed during the interviews with key officials of FIM Promoters of FIM World Championships

1. What are your views on the promotion of Speedway for women in the Scandinavian countries?

10 to 15 years back, there was interest from women riders to come into the Speedway sport and we did have some in Sweden and in Denmark that were competing in. Obviously being a very much male dominated sport it did generate some problems. Some of the competitors were very good and they were very keen on doing things. It did create some problems in the way women are built and the strength they have, because we use very powerful machines. Having said that, if you go further down the line, you know we have the small kids in micro Speedway, which are kids from sort of five years up to ten which is the 50cc like the Motocross machines. They run them on a small Speedway track and there they have a lot of girls. There are a lot of small girls. They come in and they are more like kids and it does matter so much if they are boys or girls. They are more divided by age group. It is OK to be in there. They are all accepted in the same way and they do quite well. Then, we come on to the next step which is the 80cc which are a little bit bigger motorcycles like we have the small ones, then we have the 80cc and then the 500cc. They are like a moped type of thing. Then they tend to lose out a little bit because it gets a little bit too competitive and they do not seem to have the same strength to do the last little bit like to boys have. From 5 to 10 they compete on the 50cc, from 10 to 16 on the 80cc which is a miniature of the Speedway bike and it is actually like a Yamaha 80cc or Motocross bikes engines they put into this miniature of a Speedway bike. While the 50cc is like you buy the little Motocross bike so it is easy to get for the parents to go and buy one and take the kids. Both of them can ride, if there is a boy and a girl. They all like to have all the things on. I feel though, because they are kids, it needs to be controlled very hard, because there is a lot of risks with them in the way they are riding. It is done under the DMU although they didn't want to have too much to do with it at the beginning but is growing so much that they are letting them more. But it is done under the DMU and they are getting a little license and they get things like that. So, it is run under them and the 80cc tracks, which is a track that is about 110 to 180 metres long where the Speedway is from 300 to 400 metres long and they have a league running so they compete in the league. I could find out how many girls are competing in these categories but I think that you are talking about maybe 20 or 25 people. I think that Sweden, Norway and Finland have similar activities taking place. They are coming along with the little ones. It does generate a new generation getting into the sport at an early stage, which is very good. I believe, may be that one should have a little bit more women classes for the girls. You could divide them up a little bit as they get on later and that may generate a little bit of interest, because then they are more competing on the same level.

At the moment they don't have a cross Scandinavian championship because it is obviously the costs and the travel with the parents and that. It is more based on the National Federations and the Tracks. Now, it has been on for some years. It is coming on and it has been growing very much. I see a very important trend in that because it is a lot of times the father who is really interested in motorcycle sports and he takes the boys to watch the Speedway or Motocross. Then he like the mechanics a little bit and then the mother she likes to do all the coffee and the bread and they go out for the Sunday and they tune the bikes and they like to put the helmets on, cleaning the leather so the whole family is involved. So it is a real family activity, which makes it very important. When you get up a little bit further, it tends to grow away with the father and then the sun take over but the sisters and mothers are still watching him how he is doing but at this early stage they both can be involved in it, competing. I see that becoming a spring board for the 500cc. I see that because we have seen this with a lot of people but also I see a little bit of risk in it sometimes because when these people get into their eighteens or so, they have been going on for thirteen years with the sport already and I mean I was in it for 22 years as a professional but, at that time when they are 18, they have already been in it for 13 years in the motorcycle sport. Sometimes if I don't achieve something then, I let go of it. They have a good time to start up with and I think I have always said that a motorcycle is the best tool you can give to a young boy or a young girl because they have got to do it themselves. There is nobody to ask down in the first corner. What shall I do here Dad. They've got to get the feel of it. We are not very good anywhere although in Denmark we are trying but we are far from good at recruiting or taking new members into our clubs and things like that. We don't have a very good scheme. All the federations should concentrate a lot more on grass root development and a welcome pack. At each club you should have somebody, if I came or somebody and his little boy who wants to ride a motorcycle. So what does he do? So he turns up to this club, nobody does anything for him. He has just got to find out everything from himself. You could have a folder what can motorcycle sport do for you? Who do you contact? You sit down, you bring your mom, your dad, with the two boys and you are sitting down with an official of the club and tell them look this is how we run it and you have got to have a licence, and you have got to have this and this is what the cost is going to be and I think we would attract a lot more members. If you look at the DMU if I may give you an example, in 1967 I went to England there were 6 senior licences in Speedway. In 1970 there were 1860 members in the DMU total. Then I was World Champion in 1971 and this grew up to 8800 members. We had 14 tracks built in that time and since then, we had World Champions we won everything, the mini-sports started in 1973 we started that on the small tracks 50cc it was at that time and then it became 80cc and the micro started in the late 80s and despite all these things we didn't attract any new members, we went down in the number of members, because the 500cc did get less and less and less. Because we are getting these new ones in we keep the status quo. But we don't get new members in and that is why all federations have got to look for new members. You go here and look at the CCP tomorrow on the agenda with 15 people there is 2 things on the agenda. There is nothing on how do we improve the sport? What do we go for? What is the vision? That is where I

think that we have a very big thing to do with Federations around. We need to help the federations with ideas like this. Listen to kids programs, how do we get girls and the families involved in the sport? How do we do the facilities? Also what we forget in many countries: our season starts in April and it finishes in September. From September to April, nobody sees anybody. We have got to have activities in the winter, for movies nights and bowling or fitness test so we involve them in the clubs all year round. That is where the big task lies and nobody is listening to it. It will have to come slowly because we are a minority sport and we have got to look at ways of attracting new people. g We don't have yet good training academies. People like me are starting, training the instructors and coaching. We are supported by the government now through the sports federations. We get money for the elite but also to support them further down to help them through clubs but again that has helped us a lot and a lot of sports in Denmark because all of a sudden, there are responsibilities that have to be fulfilled and someone is checking you. We have got team Denmark. They are looking after the elite. Every time they invest one Crown the government gives them two. This money is being divided to the athletes. That's where for instance Speedway we are in here because we are doing so well and are such a popular sport. They are getting about 200K Crowns from them together with Handball, swimming etc. they look after the elite. But under them they are saying the federations must also invest additional money. Like the DMU and they say they must have all the training facilities and they must do more for the bottom bit to generate activities or systemise training and things like that. So they are coming into things like that. It is a very interesting system. England and other countries are all looking at it because it is a very interesting system. The way the government organises it and supports it. It come from the lotto money and everything. A small federation has a very good chance here if they want to. But the federations got to do something themselves. That is where they are a little bit slow at the moment. It is no good for them to have a sleeping bag and to say well we're just getting it from them. If the DMU says we want to do that, we want to train, we want to do that, will you help us. They will say yes, this how we are going to do that. We will support that. When the DMU keep cutting down and say we don't want that anymore, then they cut themselves up. They use the elevator principle. You are here but you need a little bit of money, you need y bit of support or something, so we lift you up to that level and when you can start supporting yourself then we drop out of it and lift somebody else up. That's how they are working. See like my son was supported for two or three years by them and he was going to the Sports Council and he would say we have got a really good talent here but he hasn't got much money but he needs a mechanic to help him so they would say we will pay for a mechanic or we will buy two engines for him thing like that so he has got the best equipment. But by doing that, they also need to have papers on exactly what to do, goals setting all the time. They need to have the training in the winter and why didn't you reach what you were saying that you were going to do. I mean that is on the elite level but we have to do more at the ground, early on.

In terms of officials, what would be the percentage of women officials in Speedway in Scandinavia?

We have quite a few of them but I never thought what the percentage was. The majority are men but there are a lot of women. In Scandinavia and particularly in Sweden I think they've got a very good mentality for club culture. They have pensioners who look after the catering and they are working together and the father is in the pitch. It's a family activity. It's a good get together. They are also very well supported by councils and government. Lot of women come to watch the events. I would say that the percentage would be around 60% men and 40% women. Speedway is a family sport. People come with the kids. Unfortunately we need them to be a little bit younger because we are on the heavy side of the ages in our sport.

2. In your opinion, what changes need to take place at local, regional, national, continental and international level, for the different stakeholders to be more inclined in a foreseeable future to welcome women in their membership base and to promote the sporting activity for women?

I think that I see it for a better opportunity for FIM or federations or whatever to have a separate class because it will attract more women to do it because they compete on the same level. We are all equal between men and women but there are things that they can't do in the same way. And also you don't push a girl up into the fence. They are tough but their structure, their muscles is not the same as men. But they are very skilful and they are very keen. You see it in Road racing as well and in Trial I would see a lot of women in World Championships. Although we have changed the format of Speedway as we run 20 heats this year, so they all meet each other, it would be difficult for women to compete in the same category as men. You could still have it and we have seen it. A former Swedish World Champion, his sister was riding and she was very good for many years but never really made the real top. But I think that if you have a real World Championship like in Trial, if you had that in Speedway or Motocross I think it would be interesting for a lot of women. Of course you would need a critical mass but if you would start it off as a women championship, they would automatically come. I think if you are going to any sport or take judo or whatever, we have got the girls and they are competing. It is mouth to mouth and you talk and it is really good fun. Why don't you try Etc? A lot of people like riding bikes. It is something about riding bikes and also women. When you get on them it's like I am in power. It is quite powerful. It is a good feeling when you can do it and there are a lot of women astronauts or pilots.

3. In the clubs, if you take the board of the clubs or of the DMU for instance what is the women representation?

There are no women in the board of the DMU and they would need a few more that could think a bit better. No, but there are no women. There are a few in the boards of the clubs and some of them are very good. There are some Presidents as well. A lot of these systems I think for clubs and all that particularly in Denmark it is a very old type of system. The way you get into these things is no good anymore. For instance in Denmark you have the main land and sea land where Copenhagen is and another one. To have a

member on the Board, like a Track Racing Commission, they say they are biggest over here so they've got to have 2 members, they've to have one on the board, and those got to have one on the board. So you are dividing all these things up because they always got to have everything the same, it's got to be equal. To get these clubs to be successful, you should choose a Chairman which the whole country accepts. He then selects his team. So you know that you can work with each other. You've got a bit of a vision. If after two years or 4 years whenever there is an election again, if they were not good why not just throw them out! Why should we have all these guys that are hanging around and every two years they are on and on again? It is a far too old system today. You want people who can work together. You don't want to see somebody who is sitting in here for 25 or 30 years and they have done nothing. All these systems need to change so it will attract better people.

4. In your opinion how do male riders accept female riders? Are they welcome?

They are welcome until they beat them and then they get a little bit concerned. We have had some race in Denmark where some of the girls have beaten the guys and it is not very good. They feel very sad. It's a day for the boy going home when a girl has beaten him. You know, it happens. Then all of a sudden you have 3 or 4 who are much respected. With have some like that at home. They mix well with the boys. One of the riders that I raced with, his daughter was riding as well. She just stopped last year. She was third in the Junior Championship. I think when it gets to that next step. They are good in the Juniors when they've got to go that last next little bit, they know something a little bit in the back of their mind that they can't do that. To be World Champion racing against all those guys I think there is like it blocks. We don't believe that but at one point in time, we thought that the world was flat also. If there was a Speedway World Championship for females in y I think they would continue. If you start up from the bottom and then they grow up with it of course they would continue. It would be fantastic for them to be World Champion. The feminine side of a woman is that if you had a crash or break your arm or your face is bad or you get knocked unconscious, the competitiveness, the very hard fighting, they don't really want. If you did regulations and ruling so that you control the horsepower so that they couldn't increase at Grand Prix level and that could make it interesting

I thank you very much for having taken the time and the trouble to respond to my questions.

Interview Nr. 12

Questions to be addressed during the interviews with key officials of national motorcycling federations

1. Does a promotion and development plan to encourage the participation of women in motorcycling competitions exist in your federation? If so which ones? If not, why?

The biggest problem that we have in South Africa is that we have a lot of women that are interested in motor sports. They are either interested in carting or in the admin side, like marshals, clerks of the course, stewards or thing like that. A lot of them are scared from the bikes and speed. Unfortunately our Presidents of the various commissions don't push them to become competitors. When they see that they want to become involved and when they see that they want to do admin they train them for admin but they won't say you try and ride why don't you try to become a competitor. It's very bad. They do exist in South Africa. Women are more interested in Motocross but we now have a couple, about 4 or 5, they will start the first week in May with trials because they have realized that this is not speed and that it looks interesting etc. But in think that they are more interested in Motocross and Road Racing. I think may be it is also the costs. There are no motorcycle manufacturers in South Africa. There are only importers. So they know that motorcycles are very expensive. So that is another factor. Motocross motorcycles are cheaper than road racing motorcycles. Costs of tires for one season represent about 50% of the costs of the motorcycle. Also protective clothing is much cheaper for Motocross. For one leather gear for road racing it would cost you about CHF 5'000. For Motocross it would cost you the same amount for the helmet, the protections, the gloves, boots not just the overall. The only way you can get money from the government, in South Africa when you talk about development, development means something completely different. It means to develop the previously disadvantaged communities. So what we are doing, we have two commissions, the Motocross and the Road Racing Commissions they have been to Sport Recreation South Africa. They train PDIs "Previously Disadvantaged Individuals" and we have 4 girls starting the course but all 4 are in Motocross. We are hoping by starting like that we will also involve other people, not what we call PDIs. The problem with them is that the parents are still poor. So you have to supply the bikes, you have to supply everything. They don't have sufficient funds to buy it themselves. We have to finance the whole exercise. In 90 % of the instances, they don't have transport from their house to get to the circuits or the tracks, so you do have to supply the transport etc. For the regular development of the sport, not the PDIs, we do now as well. We have got two girls in Motocross and what we do before every national championship event, they go around just like a demonstration run on the circuit and then they say meet me in the pits and we invite girls. We encourage girls to go there and to talk to them so that they can tell them it is not dangerous, especially to the parents. Because if you tell to a mother in South Africa let your daughter do Motocross, no she will do ballet, she will do classical music or tennis but not Motocross. So

when they speak to people who ride that are girls, and they realize and they see them and they see the protection that they have then they become interested. The girls come to the event and there is a big feminine crowd. Up until now and this is why we are pushing the riding side and not the admin side, up until now 80% of the girls that they have approached said yes they wanted to become involved but as marshals, scrutinisers anything but not the riding. So now we are not concentrating on the admin at all, we are only concentrating on the riding.

2. Does your federation have any specific plans in a foreseeable future in the field of the promotion and development of motorcycle racing for females in your country? If so which ones? If not, why not?

This question was already answered under point 1 above

3. What changes need to take place in order for your federation to be interested in a foreseeable future to actively promote the sporting activity for women in your country?

What we need and this is something that we are actively looking for is a sponsor so that we can also promote it in the newspapers and in the cinemas. We need more media support. Up until now because we only have two media female motor sport media people in the country, the other are all men. And it is very difficult to get a men media person to promote ladies into the sport. There are lots of media people but they do hockey or other sports. Because motor sports in South Africa is not the main sport. Football/soccer is number one, then rugby, then cricket then they have netball. Consequently, it does not get interest from general newspapers and it needs to attract specialised motor sports newspapers. It would definitely change the situation if we had more women in the media. The sad part is that we have only lady very active in the motor sports newspapers but she is not interested in anything but in rally because she used to navigate. So she will push motor sport but only rallying. Because you know, car people are car people and motorcycle people are motorcycle people. You know, we have spoken to her before and we said have you come and watch a motorcycle event etc, and we even put prizes up for them to get them to become more interested in motorcycling so that they can also acknowledge that we are not saying that they must ignore the other sports but we want them to acknowledge motorcycling. She came to one vent this year. She came to one two weeks ago. Paddy Venske our Motocross guy, he phoned me on the Mondays and he said you won't believe who was at the Motocross race this weekend, so she actually went to an event. May be is a good start.

4. What changes need to take place at local and regional level, for the clubs to be more inclined in a foreseeable future to welcome women in their membership base and to promote the sporting activity for women in your country?

I think what we are doing now through the clubs is to get the riders to the spectators, to talk to the mothers etc, because most of the clubs if you look at the membership base and because MSA is a section 21 company, they are

corporate members of the MSA, so we need their membership list at the end of every year to allow them to vote at our Annual General Meeting. In terms of the company's act they need to send us their membership list so that we can see the number of votes they will get, based on their membership base. If you look at their membership base it is fifty/fifty. This is why we can't understand why it is so; it is not if it were 90% men and 10% women. These are mainly racing clubs. In the Motocross side, and this is why there are more females and young girls in Motocross, when the brother participates, the mother goes along and their daughters don't want to stay home or she just becomes involved in it, and all four members of the family will belong to the club. They will go to every event. They will do lap scoring may be, secretary of the meeting, or stewards or clerks of the course, we have a lot of clerks of the course for Motocross that are women, but won't necessarily be racing. That is strange. In the admin side, across all disciplines I would say that 70% are women and 30% are men.

5. In your opinion, for which main reasons did women, as of today, not call more firmly or earlier for a better status in this sport?

I think it is first of all that they see it as a male sport. They don't associate motorcycle with women. A lot of girls still see it that way. The situation is improving because more girls are getting pocket bikes. So now, they can realise. Two girls of our staff come to work on their motorcycle too. And also I think that the cost factor and the fear of speed were other reasons. In leisure clubs the one that do just motorcycle rallies the participation there is 50% male and 50% females. But they like social rallies. They are not competitive ones. They go lets' say from here to I don't know Pretoria for 300 km or 500kms for the breakfast rallies. There could be for instance 7'000 or 8'000 bikes and 50% of them are women. The problem is just the competition side. I don't know what it is. It probably has something to do with the South African mentality. The situation of women in South Africa has changed because up until 1994 women in Parliament had no seats nothing. Up until 40 or 50 years ago women could not vote in South Africa, it was all male. The new government places a lot of emphasis on women and to get women into Parliament and into Cabinet etc. This has changed the mind set. A lot of the black ladies have now white friends. I have a lot of black friends, very, very good friends. This message is coming across to the whites but the whites are slower. The white women are slower in accepting this. The women participating in motorcycle racing are not necessarily the whites, they are blacks or Indians. We have a lot of Indians.

6. In your opinion, for which main reasons did the regional, national and international governing bodies of this sport, so far, not promote the practice of this sport by women with more conviction and more actively?

The international governing body like the FIM does a lot but I don't think that our local government does a lot to promote motor sport. Over the last two years they have, because there has been a change in office and the people who are involved now they have come to motor sport events and they enjoy it. They like it and they promote it but previously they only used to go

to soccer/football. Also from a sponsor's point of view like Coca Cola, Coca Cola is one of the biggest sponsors in South Africa and they only do mass sponsorship. This has slowly changed too. They come in because the government is changing; they are also coming into motor sports now. The quality of the World Championship events that we are hosting in South Africa has made a big, big difference. The trend will carry on and the momentum is too big. That's why we starting with the training things and getting the lady competitors to talk to the people at the events but they also do it at the schools. They go around to the schools. We arrange with the principals because you can't just arrive and take them out of the classroom. When they have a big competition at the school, let's say cricket, we arrange it with that school and while the sons are playing cricket they can train, because there is plenty ground at the schools. Because if we stopped, if we don't carry on promoting then it will just remain there and it will never grow. The MSA does all this promotion work through the clubs but we give financial assistance. We tell them what to do and we give them financial assistance. Unfortunately in South Africa, unless you pay them, nothing happens.

7. In your opinion, what are the major specific needs of women in terms of motorcycle racing? Have these needs enough been taken into consideration by the different stakeholders? If not, why not?

I think because there are not proper dedicated training academies. Like I said, they go to the schools, they do it at venues but there is not like a training school. There is no training academy. In South Africa you need one like in Cape Town, Port Elisabeth, Durban East London, Johannesburg etc. You need proper academies that are run full time by people. There are none. There are the circuits and things, we must have about 45 permanent motocross tracks around South Africa and there is a lot of training going on but for men and young boys. If we could use one day or two days a month or one week end a month and say that is only training academy for women, it would make a lot of difference. Every time men go and train the women are there as well. If it is a young guy, girl friends will be there as well. There are opportunities to do it and it doesn't get done. In South Africa women wouldn't want to race in separate championships. We tried to build-up a team. Have like in Motocross have three, three, three in each class and ride as a team. This would allow you to race with the men and you're your own championship. They said no, if we participate, we participate on the same level with them. If they can do it, we can do it. I think this also, unless a woman has a very strong will, the reason why they stopped because the guys are very selfish. This is a male sport. You want to do our sport, your bike falls or breaks, pick it up or fix it yourself. Don't come to us. You want to play, so the playing field must be level.

8. In your opinion, is the relatively discrete role played by women in the practice of this sport for over 60 years exclusively due to the role of the women within the family up to the late sixties with the women's lib or are there other main reasons? If so, which ones?

Yes, absolutely a 100%. The change will carry on, it won't stop.

9. In your opinion, do the motorcycling industry and the accessory manufacturers sufficiently take into consideration the specific needs of women? If so, how? If not, why not?

No, definitely not. I don't necessarily expect them to build different bikes but I think that, to attract them, maybe they should make some of the riding gear a little bit more feminine for those who want to ride but still remain women. I went the other day to BMW lifestyle and I asked where the ladies section was and they said it was the same. I said it can't be the same, the sizes and the things must be different. They said, yes we have smaller sizes and I looked at the jackets and it was the same as men. They said why should it be different? And I said why shouldn't it be different? If you want just a different colour just to say we are also doing this for you the ladies, it is not just for men. Then the guy who runs it he came out and he saw me. I know him because he one of the teams and he said what are you doing here and I said I am spying so I asked him and he said nobody has ever asked us. So I said why you didn't just do it. Everything is black or grey or blue. There is nothing that is feminine here. You know what amused me was that they had sun glasses and casual jerseys with the BMW logo on for ladies but that is just the jerseys and the sun glasses. But the riding gear or your boots they are male boots. Nobody wants to wear men shoes. Make them a little bit more feminine.

10. In your opinion, which strategies should the FIM conduct, together with the national federations in order to speed-up the practice of motorcycling sport by women?

You see, I think that the FIM does a lot worldwide but I think that it should go through the CONUs, because it is impossible for the FIM to do it as such to do it worldwide. To compete, you have to get women interested. The FIM already has the women trophies and the women championships and things etc in certain of the categories. But if I look at the AMU, there are maybe in Zimbabwe and in Namibia and Zambia a couple of lady competitors and girls in Motocross otherwise in the other countries they are all men, in the Committees, they are all men. So, I can't see them pushing it either. The national federations should be forced to. They are not going to volunteer for it. I think they should be forced to. It should be made compulsory. It is the quota system. You must have so many percent of women in racing, in the staff, in the Board of Directors. I don't agree with this philosophy but I have seen that it is the only philosophy that works in South Africa. With the new Government, when they came in, in 1994, they asked people to have more women in key positions etc and nothing happened. Then, they said to the companies, you will have so many women and the companies had no option, they had to and it works. Now, you no longer have to have it but the companies have realised that the women can do what they thought only men could do previously. So it was basically forced on them for approximately three years and the companies all realised that it is actually not a bad idea and it is not a bad solution. It was a solution to a lot of their problems. Now it becomes natural. In our offices, there are only six men the others are all

women on a total of 24. Out of 14 board members, I am the only woman. You know, for me it is very difficult to speak about it. In South Africa, the Annual General Meeting every year, the Directorship is on a rotation basis, people who are appointed are appointed on an annual basis, people who are elected are on a 3 years basis. Last year there was only one lady that was nominated and she was a qualified chartered accountant. I know her very well and she is involved in carting and the comments were what does a woman want to know about the running of a company and I said excuse me? But she was overlooked and there were about 17 other men nominations. She wouldn't come in and she got about 4% of the votes because she is a female. Because we have 308 clubs affiliated to the MSA and they have the voting rights and may be 20 of them, the Chairmen are women, the others the Chairmen are men. The Women will be the Vice-Chairmen, the Treasurer, the Secretary, everything else but not the Chairmen. You know, we have this FIM Centenary programme where MSA will offer as first prize one of these Tissot watches, second price ZAR 1'500 and third price ZAR 1'000. The one club has three branches, Road Racing, Motocross and has Off-Road and Enduro. Two of its branches pushed, pushed everything. They put like FIM "Friends in Motorcycling" and they had the logo up everywhere. Those two clubs which became first and second, those two Chairmen were women. They are mother and daughter. The mother runs one club and the daughter runs the other club. None of the other clubs did anything to deserve the price. I am very happy that it happened that way because it will show the other clubs that women can actually run the clubs properly and successfully. What we have also done, all the seminars that used to be held for clerks of the course were always men. We have got five or six women that are "A" grade in Road Racing and Motocross and they are excellent. MSA pays them but they are doing the seminars now. Because, I want the people who go to the seminars to see, that these women know more than them and that the women can do it and two of them are very good technically. They are very, very technically minded. So a lot of the delegates who attended the seminars started the first time asking technical questions and things and I knew where they were going was the Freestate where women must stay in the kitchen and that type of things and I sent them there and they could answer the questions. They asked them technical questions that the men didn't understand and I think this is the only way. You have to push it.

11. In your opinion, did certain countries better succeed than others in the promotion of motorcycling sport for women? If so, why?

You know, with South Africa being so far away, I can only see what the other countries do from what I read in the FIM Magazine or like American Motorcycle Magazine or the French or the Italian one too. I think, but I don't know how they manage to get it but I actually wanted to talk to the chap from the FMI. But they seem to have a lot of women riders, Spain too. I don't know how they went about it. Every other country that I can think of, have certainly done far more than South Africa. That shows you that some countries are very good in promoting it or in creating the Impression that they are doing a lot because if you read their newspapers, they are very clever in promoting it.

12. How is the grass root development of the sport organized in your country? Is your federation in charge of it or do you delegate it to another stakeholder? If so, which one?

We do it through the clubs. As a federation this is a requirement from "Sports and Recreation in South Africa" every federation has to promote and foster the sport at grass root level. We don't own our own circuits and don't own Motocross circuits; we can only do it through the clubs. The clubs own the circuits and are financing the construction of the circuits. They don't receive money from the government and they have to raise all the funds themselves. We provide a lot of financial assistance to the clubs. There is a club now in Natal and they want to build another circuit. They have fun days and we don't charge them anything and they raise the money that way. The Communities give a lot. The people who are involved in the sport will provide a lot of financial support to do it. Sport in South Africa is a centralized system. We have got six regions and each regional committee is responsible for ensuring that grass root level development is fostered there. They report to their national body and the national body reports directly to me at MSA on a monthly basis.

13. If your federation is organizing the grass root development in your country, are there any specific efforts that are being made in order to attract young girls to the practice of motorcycling sport? Have you seen a change in the number of young girls attracted to motorcycling sport over the last five to ten years, as a result of your development activities?

There is definitely an improving trend. In circuit racing there is always a lot of girls going around. They like to walk around the pits, with the riders and so. But in Motocross we see it more. There are really girls that are fanatic about Motocross and the trend has been upwards. In Road Racing we had up until 15 years ago, we had about 5 girls doing Road Racing. When the one stopped all the others stopped at the same time. And then, there was a slump. Now it is coming up again. We couldn't have a full grid for a women only category. Only in one class in junior Motocross, it is a quad class, we have got eighteen little girls and they make up their own class. The younger generation is more active in the sport.

14. Is the Ministry of Sport or any other governmental entity actively promoting gender balance in the practice of the different sports in your country? Does your federation also benefit from this governmental support? If so, in what form?

Yes they are. There is not much energy put into it. I had a long chat with the former Minister of Sports, and we visited them once a year, all federations have to go once a year and report to them what you are doing once a year. I said you are not doing anything for women in sport. He said what do you mean? Of course we do. We have got that basketball team and we have got that netball team. But I am talking sport and I am not talking one discipline of sport. Because those disciplines get hundreds of thousands ZAR from government and it is all women playing. What I mean is why you aren't you

promoting women in motor sport? I said you had the final of the soccer team, they have a ladies softball team, and they have a ladies rugby team, they have a ladies cricket team. That started but what are you doing for motor sports. It is a very soar point with us that the government is helping all the others and they don't see the importance of motor sports. It is only the last three years that they have really started seeing how money is really involved in the motor sports. It is an industry in South Africa. Motor sports provide work to a whole industry in South Africa. If Motor sports had stopped there would be thousands of people with a job either directly, accessory shops etc. Now they start acknowledging. Strange enough, there are three ladies in charge of what they call national development projects. There is one white lady and two black ladies and they are now pushing it and now because government also has to have 60% females and 40% men. So now that has changed and the women are now starting to concentrate and to pick out and asking why are there no females here why is it only men. So there will be in the future but up until 3 or 4 years ago they did very, very little. We are on the right track. Lets' hope.

15. Do the young girls attracted to motorcycling sport correspond to a specific profile? Do you believe that most of them got attracted as a result of a member of the family or a friend who is already involved in motorcycling?

Yes, definitely. We have also again in the Motocross. The father was a Motocross rider, and he had got married and they had two daughters and he got to train somebody else. Both his daughters are riding because the wife was always there when he participated so to the wife Motocross is the sport. So she was there and she did lap scoring. Their two daughters ride. The vast majority is because of the family. But you see, I always said when I retired MSDA one day, what I want to do is promote women in motor sport. Because it is a very soar point with me that nobody pushes women in motor sports. In circuit racing it is not the family so much. I think it is the glamour and the attraction and may be they go leisure riding and do other riding. But in Motocross I don't believe that you can just rely on the family members. This is why we have introduced the thing where they go to the schools. This thing about the schools has only been going on for 16 or 17 months. You cannot believe how many new competitors and females have come form that visiting the schools. The schools are 100% with us. We will know in about 3 or 4 months time but we applied for them to recognise us as a schools sport. Because if the recognise us as a schools sport you get money from the government for the promotion only at school level but they have to set aside days and all kids have to participate. Then it is not a question that I don't want to. Then, it becomes compulsory. This one will also be optional but they have got to give everyone a chance. What they do with every sport it becomes compulsory. All the principals and the teachers that we have spoken to, have said that the minute it becomes like law, we will find a lot of girls becoming involved in it because the parents will stop to mown, they cannot complain, it becomes compulsory for the child to decide what he wants to do and then it comes optional. But that time they will be so hooked on motorcycling and that is what we are hoping. It will be brilliant. We think that we have a 90% chance because we have passed all the first preliminary things. Because I think it about two years that we work on this project.

We are also working with the paraplegic association in South Africa because for stimulation you know they take children who are physically disabled on horses. It is very therapeutic for them. But some of children can't or don't like horses or are scared of animals. The one quad rider that we have, he had an accident in an event and he became paraplegic. And he said one day, doesn't MSA what to buy one or two quads. He wants to see if he cannot pack it to be used by paraplegics and we bought three Yamaha quads. He is going around to paraplegic homes. He has got now I think 36 paraplegic children who ride. These are about 50% boys and 50% girls. We have about 550 quad riders.

I thank you very much for having taken the time and the trouble to respond to my questions.

Interview Nr. 13

Questions to be addressed during the interviews with key officials of national motorcycling federations

1. Does a promotion and development plan to encourage the participation of women in motorcycling competitions exist in your federation? If so which ones? If not, why?

First of all, I must say that for the time that I have worked for the DMSB, I can talk for Road Racing only. My colleague can tell about off-road sport. In Road Racing we don't have more than 10 girls or women who are interested for road racing as a competition. The one who do it, they don't want an own women class. They want the competition with the men. In the 125cc class we see this spirit. They can fight against young boys and then, they go into the Supersport Class. We have one really fast girl in that class. She is every time between the 10th and 15th place and it is a hard race there. Then we have in the Red Bull cup three young girls and all of them come up to the 125cc class. In the past, we had a German rider, she was very well promoted, scored points in the GP class. I think that we have faster girls than she was. There are some girls in the German classes who are faster. As far as the off-road area is concerned the situation is as follows: In Trial and Enduro we have separate classes for women riders. We have some ladies who drive not fast but at a good level. In Enduro, they are very fast. We have it now for the second year. In Motocross, we now have this pilot project from the DSV which will be the first year but without licences. As there are International participants, we have no licences but we follow the FIM rules but no licences. The series was not inscribed in the FIM nor UEM calendar. The events are all held in Germany and we will see how many will participate. We see that many women start in Motocross and then move to Road Racing. May be Motocross is physically too hard for them. I think that Motocross requires more physical strength than Road Racing and this explains why some of the women change to Road Racing. In Enduro there are between 5 or 10 ladies. They are looking for the adventure. They want to ride the big rallies like the Paris-Dakar etc.

2. Does your federation have any specific plans in a foreseeable future in the field of the promotion and development of motorcycle racing for females in your country? If so which ones? If not, why not?

If you look at Enduro the class is now two years old. For Motocross, we have to see how many women come in this year for the pilot project. We don't really have a specific plan to attract them. Our problem is that we have to find a solution to find males and females for this sport. We don't really make a difference for men and female. We do have a problem to fin any kind gender to be interested in this sport. We have to find a solution to this problem. It is only the, that we will be in a position to formulate plans to create women classes. We are trying to find out how we can get more licensed riders into the organised motor sports. We are facing competition

from the “free scene” or “wild scene”. They are not organised by the DMSB, they do racing and training on their own. It is a purely commercial activity. They have race days, training days, racing week-end. It is a combination between sport and fun and adventure, party-time and there are a lot of women only trainings. The people behind these events are private organizers. Anybody could say I will do race training and rent a track and they can race. They use no licences, no rules; it is very far away from our principles. We are trying to find out how the federations can bridge the gap with these organizers. Usually, the people who organize and participate in these types of events, they don't want to be ruled. They just want to have fun. They train and then they have a party. More and more of these scenes are advertised in the motorcycling newspapers. They take place in Germany but also in Croatia, on the Netherlands, to Brno, Salzburg. This is normal, the tracks rent the tracks. The rent of the track is the only barrier. If you have enough money to rent the track, you can do whatever you want. You have no chance to control the track owners. All this game is really commercial. In Enduro sport they want a return for the money they have invested in their bikes. They would say “oh, it's nice weather today, now I will go to do an Enduro Race”. They don't want to register 10 days in advance, have to go through a technical or noise control. All they care about is to ride. We don't have the key today to open this door. But we think there must be a way in this area and then, we can find the way to the real women's only classes in Road Racing, because they are there. Usually they would organise party week-ends and then offer the chance to the participants, as beginners on a race bike or Supersport bike etc, to have training and sometimes a prominent woman rider would act as instructor for the women only class. They often have between 10 and 20% of the participants who are women, which is much more than what we have in our structured events. You can say that the women have to start early. They have to come from the Junior classes. In the past, I have never seen a girl come straight into the Supersport class. It is really needed if you want to reach the girls that you do it in the clubs who do the sport outside to bring them to the upper classes. We don't yet have plans with the clubs to do that promotion. The beginning of the carriers of ladies in motorcycle sport is Motocross or Enduro because Road Racing is so expensive. Children don't have to ride everyday on a track. For that reason we have children classes on Motocross and they will find young ladies. Later, when they are older, they will switch to Enduro, Road Racing or other disciplines. The small classes 50cc, 65cc, 80cc are covered in the clubs. They have their own tracks and they can ride every day if they want to. The construction of DMSB is complicated. We have three levels. The first level is called “clubsport” and it is in the hands of DMV, ADAC. They can build their own classes and championships for their area. The National championships are only managed by the DMSB. The “clubsport” do their own work to create young riders. The ADAC has Junior Cups in all disciplines. This is the best that one can do bring young riders to the motor sport but it is expensive. It is important because the daily training, the identification with the sport can only come from the clubs. They have friends in the club; they can give them all the information to them. This is much more appealing than the rules books to the small girls. They provide the training. They will help them meet other riders etc. I think that the DMSB

cannot do this because they cannot be at every place. The clubs are members of ADAC etc and if they feel they have enough members and don't want to recruit more members, there is nothing that we can do.

3. What changes need to take place in order for your federation to be interested in a foreseeable future to actively promote the sporting activity for women in your country?

We don't have women only clubs. These are motor sports clubs open to everyone. May be there are clubs or groups created by women themselves but they are more interested to be on the road and not for racing., to ride with each other to travel with the bikes and without men. In Germany, There are a lot of women only leisure motorcycling clubs. They have a structure, an agenda but they are not interested in racing.

4. What changes need to take place at local and regional level, for the clubs to be more inclined in a foreseeable future to welcome women in their membership base and to promote the sporting activity for women in your country?

This question was already answered under 3 above

5. In your opinion, for which main reasons did women, as of today, not call more firmly or earlier for a better status in this sport?

Firstly, it should be noted that it is exactly the same in car racing. Women in motorcycle sport are real women. In car racing a lot of women look like a man and they have behaviour like a man. In motorcycle sport, we have normal women. It seems that nobody has made any research on where they come from and how they come to the sport. The same is true in Road Racing. They all come from through the same path. They come from youth classes, then they move to the cups and then you can watch a typical way is that if they have success there, the teams come and push them forward into the next classes. All the others, you don't see them again in racing. This is the same with men but the critical mass for men is much bigger. Some teams realise that a fast women with an attractive shape is good for the advertising and promotion for the team. It is just so. Very often, I ask myself the question if it is the right way to go to separate men and women. If I speak to them, they don't want a separate women class in Road Racing. It is different from one discipline to the other. In off-road disciplines it would be a good solution to have women only classes at the beginning to help them.

6. In your opinion, for which main reasons did the regional, national and international governing bodies of this sport, so far, not promote the practice of this sport by women with more conviction and more actively?

This question was not asked to the DMSB

7. In your opinion, what are the major specific needs of women in terms of motorcycle racing? Have these needs enough been taken into consideration by the different stakeholders? If not, why not?

Women want to do the same as men. The biggest problem is that we should need to find a way to reach them at the youngest time. They don't need specific or different bikes. The car industry tried to find an answer to the same problem. They have tried to produce special models for girls. There are accessories manufacturers in Germany who produce a specific product line for women.

8. In your opinion, is the relatively discrete role played by women in the practice of this sport for over 60 years exclusively due to the role of the women within the family up to the late sixties with the women's liberation or are there other main reasons? If so, which ones?

It has all to do with the emancipation process of the society.

9. In your opinion, do the motorcycling industry and the accessory manufacturers sufficiently take into consideration the specific needs of women? If so, how? If not, why not?

This was already answered under point 7

10. In your opinion, which strategies should the FIM conduct, together with the national federations in order to speed-up the practice of motorcycling sport by women?

This is a very difficult question. I think it is too early to say something about that. We see that there is right now a new scene coming up and I think that within two or three years we will see the results also from our pilot project. By then, we will see how many ladies are really interested. For Germany, it is too early in the development process.

11. In your opinion, did certain countries better succeed than others in the promotion of motorcycling sport for women? If so, why?

It seems that in Italy they have a good scene for women racing. We can read about it in our magazines. The situation of women in Road Racing in Italy was advertised in the magazines not so long ago. The more I think about it, the answer I gave you at first, the women we asked, they are tough enough and strong enough to compete against men. It could be the reason we could have more girls who don't want to fight against the men. It may be that we asked the wrong ones.

12. How is the grass root development of the sport organized in your country? Is your federation in charge of it or do you delegate it to another stakeholder? If so, which one?

It is done through the clubs. In Germany it would be difficult to promote motorcycling at school. The parents have the idea that motorcycling is dangerous. They will want to bring the children to the clubs and look how it is organized. Sometimes the children would want themselves to practice the sport. Motor sport is not so present in the media. The distance from the clubs to the public is still very long. If someone is interested he should come to the clubs it is OK but the clubs will not do any acquisition efforts.

13. If your federation is organizing the grass root development in your country, are there any specific efforts that are being made in order to attract young girls to the practice of motorcycling sport? Have you seen a change in the number of young girls attracted to motorcycling sport over the last five to ten years, as a result of your development activities?

Already answered previously

14. Is the Ministry of Sport or any other governmental entity actively promoting gender balance in the practice of the different sports in your country? Does your federation also benefit from this governmental support? If so, in what form?

This is an interesting question. The popularity of sport is important. In the Eastern part of Germany a lot of people don't have a job and the government provides them with a job. At the Teutschenthal motocross race track, they have people who work the whole day on the track and the government is paying a salary for them. Otherwise, you have other areas they do absolutely nothing for motor sport. If you see, the Western part of Germany there is a big part where there is no infrastructure. In the East, they have a lot of tracks that the government has promoted. We don't receive any funding from the government. The German Sport Bund is the biggest organization. They receive money from the government and distribute it to the members. However they distribute the money exclusively to the Olympic sports. This is really a problem. Motor sports are not considered as a sport because they use engines. DSB is the main organization in Germany and they cover every sport. All federations are organized under the structure of the DSB. But only the federations looking after Olympic sports receive money. We are fighting against this and we have had a little success recently. We are accepted as a sport which is may be going to be considered in future as a sport. But today we don't receive a single cent. May be the World Games and the Trial sport can help us find a way to obtain a better status. We really have no status today.

15. Do the young girls attracted to motorcycling sport correspond to a specific profile? Do you believe that most of them got attracted as a result of a member of the family or a friend who is already involved in motorcycling?

I think the girls who come to the sport because of a member of their family or a friend represents the majority.

INTERVIEW 14

Questions for interviews with the directors of National Federations

1. Has your federation introduced a programme to encourage women to practice motorcycling sport at competitive level? If yes, what is it? If not, why not?

The only thing we have done over the last two years is the Spanish Women's Trial cup. We have two girls who wanted to compete in the European Championship and the World Championship and we asked the regional federation to handle the discipline. In disciplines other than Trial there are no Spanish women's championships. Only in Trial. In the other disciplines such as Speed, Motocross and Enduro, the girls take part in the men's championships but in some rounds there is also a special women's placing for that round. You might say that the girls are classed with the men in the scratch classes and there are women's classes, but only at event level.

2. Does your federation have any specific plans to promote motorcycling sport in your country in the not too distant future? If yes, what are they? If not, why not?

Already replied to this in question 1

3. What would need to change for your federation to take an interest in promoting women's motorcycling sport in your country in the not too distant future?

As I said, there is one obvious factor, which is tied in with Spanish sporting laws. All promotion must come direct from the regional federations. These regional federations are autonomous and have their own philosophy. As a result, we find it very difficult to impose anything on the regional federations. They come under local government, the government in the region. They are affiliated to the Spanish federation and they represent the Spanish federation in the region. They are fully independent and must account for all financial aid direct to the autonomous government. In other words, we can make recommendations, we can help them but they have full responsibility. We cannot impose anything on them.

4. What would need to change for clubs at local and regional level to encourage women members and promote women's motorcycling sport in your country in the not too distant future?

We can make recommendations. Each day that passes, there are more and more women in the clubs, acting as officials, holding positions on Management Boards and working as scouts in Trial motorcycling. Cooperation is good. Let me tell you, for example, that approximately 25% of those working in Trial are women and this is a fast-moving trend. Not so very long ago they were all men. Ten years ago there wasn't a single woman rider. For instance, when I took up Trial, and I was in the world of motorcycling until 1998 or 1999, I remember one girl who competed in Sidecar Trial and one girl in road races with small motorbikes and they were

viewed as freaks. If you take a look today you will see that there are quite a few. In Trial, for instance, there are a lot of female spectators riding Trial bikes between the sections. The number is gradually increasing.

5. In your opinion, what has been holding women back from making more forceful demands for better status in the sport?

Without a doubt you need help from your family to take up motorcycling. It is difficult to do it without this help, as a motorcycle is expensive. I think the situation we are in is similar to that of football. In the past, girls weren't able to play football. If a girl came home and said, "Daddy, I want to try football", it was viewed as disloyal. I think it is solely a question of attitude.

6. In your opinion, why have regional, national and international governing bodies for this sport as yet failed to promote it more vigorously to women?

I do think that in Spain, women's sport perhaps lags behind men's sport but women's sport has moved on quite a bit over the last few years. Spain's women's basketball teams and handball teams have reached a good standard and made it to the top 6 or 7 in the Olympic Games and the World Championships. This arouses interest from the media and spectators and things have moved forward. I think the government takes an interest but society's attitude towards certain sports does not encourage women.

7. In your opinion, what specific needs do women have? Have these needs been sufficiently catered for by the various players? If not, why not?

In my opinion, and in the world of motorcycling, motorbike manufacturers are obviously taking a real interest, perhaps because the motorbike market in the Western world has reached its peak. If women are coming into the sport, this opens up a new avenue that is very profitable for manufacturers. In all my discussions with the big manufacturers, Honda and the other Japanese manufacturers in particular, [I find] they are taking a real interest in women's trial, as are the small manufacturers. This is happening in all disciplines but perhaps Trial appears to be more accessible to families. There appears to be less risk involved. Trial is easier to sell to families. Apart from this, the other male riders are very happy to see women taking part in their discipline. Women are welcomed in Trial. There are no problems. In Trial, if a girl wins titles and is capable of competing alongside the men and is moving towards winning medals, she is going to attract attention and win respect.

8. Do you think that the relatively unobtrusive position assumed by women practicing this sport for almost 60 years is solely due to the place women occupied in the family unit until the 1960s, which set the scene for women's emancipation, or do you think there are other reasons for it? If yes, what are they?

I personally believe that the competition is a direct reflexion of the market. Around 50 years ago, perhaps one woman in every country was using a

motorbike. Nowadays, in some countries there are lots of women who go to work or university on scooters or motorbikes on a daily basis. This will ultimately lead to an increase. Competition clearly accounts for a percentage of the market in each discipline. We will get there in the end.

9. Do you think that the motorcycling industry, and accessory manufacturers in particular, have taken sufficient heed of the specific needs of women? If yes, how? If not, why not?

I imagine they have. In Trial, for instance, motorbikes are now so light. If women aren't able to use these bikes, they can always use 125cc bikes, which are even lighter, because these bikes demand an acceptable level of skill. The bikes are not a major handicap.

10. In your opinion, what strategies should the FIM, in conjunction with the National Federations, put in place in order to encourage more women to practice the sport?

Motorcycling schools for each discipline, in my opinion. In the West, there is no need to promote at school level because the disciplines are always shown on television. They need to take advantage of the fact they have two or three women who are of a good standard in order to set up schools in conjunction with the CONU and the National Federations. Currently, there are insufficient training and practice opportunities.

11. Why do you think that certain countries have been more successful than others in promoting women's motorcycling sport? And if they have, why do you think this has happened?

I believe, for instance, that Norway is the number one country for Trial. There is one person in this country who has done a lot of hard work. Furthermore, Norway is 15 to 20 years ahead of other countries in its attitude to women's sport. I think the position of women in Norway is way ahead of other countries, not only in sport. There are also some in Japan, France, Germany and Great Britain, in Italy and Spain but perhaps the Northern attitude is more accepting of women. In Latin America there are also young girls practicing Trial already. In Trial, there will be one problem when it comes to introducing young girls to the sport and that is the lack of small bikes. There are small Motocross bikes but no small bikes in Trial. There are 50cc bikes with small wheels.

12. How is the fundamental promotion and development of the sport organised in your country? Is your federation responsible for promotion and development or do you outsource this to third parties? If you do, who are these third parties?

I already answered this in question 1

13. If your federation is itself responsible for the promotion and development of motorcycling sport at fundamental level in your country, are any special efforts made to attract young girls to motorcycling sport? Have you noticed any change in

the number of young girls attracted to mototcycling sport over the last five years as a result of your promotional activities?

This is the responsibility of the independent federations.

14. In your country, does the Ministry for Sports or another government organisation take an active part in promoting sexual equality in sporting practices? If yes, does your federation also benefit from this support? If so, in what way?

They ask us to go down that route, to appoint a balance of male and female directors, but they don't impose any measures. I think we should get there in the end. It is not easy and something like this cannot be forced upon us. The suggestion is 50% women and 50% men but this is not compulsory. It is a long-term objective.

15. Do the young women attracted by motorcycling sport fall into a particular category? Do you think that most of them have been attracted to the sport because a family member or friend already practices it?

I think, and I don't think I am wrong, that at least 95% are daughters of people who practice, or have practiced, motorcycling sport. Otherwise it is really difficult. That is one of the problems of motorcycling sport. I remember, when I asked for a motorbike at home, for a whole year the motorbike was the subject of conversation at breakfast, lunch and supper, the motorbike and once again the motorbike, because my Mother didn't want me to have one. Once they had seen that there were no accidents, they did nothing to stop all my brothers getting motorbikes. My sister-in-laws ride bikes in Barcelona and my mother encourages my nephews to ride. It really is an attitude problem.

Thank you most sincerely for giving up your time to take part in this interview.