**Draft press release template for Stakeholders**

***Subject*: XXX throws support behind *A Licence to Net Zero* campaign to get more people on smaller and lighter vehicles**

XXX has today thrown its support behind the Motorcycle Industry Association’s (MCIA) *A Licence to Net Zero* campaign. The campaign’s aim is to make acquiring a moped, motorcycle or other powered light vehicle (PLV) licence simpler, fairer, safer and more accessible for all, enabling a cleaner and greener future. The campaign calls on the Government to commit to a full-scale review of the current licensing regime.

**Commenting on *A Licence to Net Zero*, XXX said:**

Mopeds, motorcycles and other PLVs offer versatile solutions to transportation challenges, including emission reductions, congestion relief, and the provision of affordable transport for individuals and businesses.

The PLV sector’s key role in reducing emissions was recognised in the Government’s [2021 Transport Decarbonisation Plan](https://www.gov.uk/government/publications/transport-decarbonisation-plan) which tasked MCIA to produce a Joint Action Plan for the sector. MCIA published its landmark [Action Plan: Realising the Full Potential of Zero Emission Powered Light Vehicles](https://www.mcia.co.uk/plv-action-plan) in February 2022, underscoring its commitment to a greener future. The Action Plan identifies the barriers the sector must overcome and the opportunities it must harness, together with the Government, if its full potential is to be realised.

Improving access to the sector via a review of the current licensing regime is essential to this transformation. The current regime has and will continue to deter potential new users from embracing mopeds and motorcycles as a cheaper and greener alternative to single occupancy cars and lightly ladened vans.

It is essential the Government now delivers on the Action Plan to create thousands of well-paid, high-skilled jobs throughout the country by nurturing the industry’s manufacturing base and supply chain.

*A Licence to Net Zero* is central to turning this vision into a reality through improved access and, in turn, increased uptake of the sector’s vehicles. Failure to deliver on the Action Plan and the recommended licensing review within it, will mean reaching net zero, reducing congestion and improving the quality of our urban and sub urban centres will be thwarted.

**MCIA CEO, Tony Campbell, said:**

"The time has come for a comprehensive review of licensing requirements, and I am excited to launch *A Licence to Net Zero* today. The Government's recognition of our sector's pivotal role in decarbonising transportation and shaping future journeys is commendable. It's now imperative it equips us with the necessary tools to turn this vision into reality.

MCIA fully aligns with the Government's ambitious goals for our sector and is committed to propelling the industry towards these objectives. However, for our industry to thrive in the future, we must shed outdated regulations of the past.

Undoubtedly, the licensing regime stands as the most significant hurdle in encouraging wider adoption of our vehicles. Its complexity and burdensome nature have not only hindered growth but also failed to curtail casualties over the last decade.

Our mission is to simplify sector access, promoting both accessibility and road safety."

**ENDS**

**Notes for Editors:**

MCIA represents over 90% of the supply side of the industry; the manufacturers and importers of powered two wheelers (PTWs) and other PLVs (or L-Category vehicles), accessory and component suppliers and companies providing associated services. For more information about MCIA or to interview Tony Campbell, CEO, please call 07795 844779 or email [t.campbell@mcia.co.uk](mailto:t.campbell@mcia.co.uk).

[**You can read MCIA’s proposals here.**](https://www.mcia.co.uk/licence-to-net-zero)

**Follow MCIA on X:** [**@MCIATweets**](https://twitter.com/MCIATweets)

**Follow MCIA on LinkedIn** [**@MCIA UK**](https://www.linkedin.com/company/35602519/admin/feed/posts/)

Examples and definitions of the different L-Category Vehicles (L1 to L7) can be found [here](https://www.mcia.co.uk/about).

For further information, please contact:

***XXXX, Stakeholders office details***

***Sean Waters, MCIA Public Affairs Manager,*** [***s.waters@mcia.co.uk***](mailto:s.waters@mcia.co.uk)