

## PRESS RELEASE

September 19, 2025

### INSURERS TAKE ACTION AGAINST BIKE THEFT WITH THE LAUNCH OF THE NEW "VÉLO SRA" LABEL

- Every year, around 500,000 bicycles are stolen in France, the equivalent of one every minute. For insurers, combating bike theft has therefore become a top priority.
- To address this, SRA, an association affiliated with France Assureurs, is launching the "Vélo SRA" label, which certifies and rates the most effective bike locks on the market, tested under CNPP's rigorous laboratory protocol.
- So far, thirteen bike locks from four different manufacturers have been certified with the "Vélo SRA" label.

In 2024, the cycling market recorded a turnover of €3.2 billion, a 5.9% decline compared with 2023. In terms of volume, nearly 2 million bicycles were sold, representing a 12% annual drop. This downturn largely stems from economic uncertainty, leading consumers to postpone their purchases<sup>1</sup>. Even with this decline, a comparison with 2019 shows that the cycling market has seen a 33% increase in revenue, confirming its quality upgrading and promotion: electric-assisted bicycles now account for nearly one in three bicycles sold, with an average price of €2,045. The average price of bicycles in general have jumped 79% (€452) since 2019, reaching €1,024.

In such context, about 500,000 bicycles are stolen each year in France, the equivalent of one every minute<sup>2</sup>. The French Academy of Active Mobility (ADMA) notes that most thefts occur in September and October, with incidents happening fairly evenly throughout the day: 48.1% of thefts occur between 8 a.m. and 6 p.m., and 51.9% between 6 p.m. and 8 a.m. After concerns related to travel safety, bicycle theft ranks as the second major barrier to cycling, according to cyclists and experts. Experiencing a theft discourages about one-quarter to one-third of victims from cycling again. Bike theft is thus a significant obstacle to the development of cycling in France.

Consequently, SRA, an association affiliated with France Assureurs, provides cyclists with a clear, reliable, and professionally recognised reference system, known as the "Vélo SRA" label, to help them choose the most effective bike locks on the market. This certification follows on from the "Classe SRA" label for motorised two-wheelers.

<sup>1</sup> Source: [annual study by L'Observatoire du Cycle of Union Sport & Cycle \(the French cycle industry federation\)](#)

<sup>2</sup> Source: [study by the French Academy of Active Mobility \(April 2023\)](#)

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The certification procedure relies on a strict protocol involving numerous laboratory tests carried out by CNPP. These tests assess the resistance of locks in near-real conditions by simulating theft attempts through:

- Non-destructive tests, such as picking various types of locks, in order to assess the resistance of internal mechanisms.
- Destructive tests, such as sawing, twisting with a crowbar, using bolt cutter, hammer crushing, cylinder drilling, and more.

Certified locks are required to show strong resistance against all types of attacks. The measures are complemented by an annual mandatory audit of production sites, which guarantees the lasting quality of "Vélo SRA"-certified locks. So far, 13 locks from four different brands have already been certified.

In addition to choosing a high-quality lock certified with the "Vélo SRA" label, adopting several best practices can further reduce the risk of theft:

- Locking your bike to a fixed structure in busy areas.
- Using two "Vélo SRA" locks.
- Always locking both the frame and the wheels.

**Mrs Florence Lustman, President of France Assureurs:** *"Every year, hundreds of thousands of cyclists have to deal with their bikes being stolen. Beyond the financial burden on victims, this widespread phenomenon hinders the development of soft mobility. By launching the "Vélo SRA" label, we demonstrate our joint and tangible commitment to protecting French citizens' property and supporting sustainable mobility."*

**Rodolphe Povreau, Director of SRA:** *"After the "Classe SRA" label for motorised two-wheelers, this new ranking for bicycles locks is yet another step in SRA's mission to combat vehicle theft. Our association thus helps better control the number and costs of claims, in the interest of policyholders."*

**Guillaume Savornin, Managing Director of CNPP:** *"Combating malicious acts, such as theft, is the very core of CNPP's DNA as a reference organisation in risk prevention and management. As an independent laboratory, we carry out product tests with full impartiality, enabling them to obtain the label in accordance with the specific classification rules defined in a dedicated procedure."*

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## About France Assureurs

France Assureurs is the used name of the Fédération Française de l'Assurance, that gathers 253 insurance and reinsurance companies representing 99% of the market for companies regulated under the French Insurance Code.

Insurance is central to many societal challenges. For this reason, France Assureurs is committed to playing an active role in public debates. It is the preferred interlocutor of public authorities, administrations and media on insurance-related matters both in France and abroad, encompassing prevention, protection, investment or employment issues. The statistical data it centralises, and its expertise enable France Assureurs to assist its members in navigating changes within the sector. France Assureurs relies on a network of correspondents throughout the entire French territory to assist local leaders during major events, to promote careers in insurance or to relay the sector's positions.

"Mobilising all the resources of insurance to move society forward confidently" is the purpose of France Assureurs.

France Assureurs—Move society forward confidently—is a brand of the Fédération Française de l'Assurance.

## About SRA:

Founded in 1977 under France's 1901 Association Law, SRA is a professional organisation that counts most insurance companies among its members.

SRA's goal is to provide, within the sector and in partnership with mobility sector stakeholders, studies and initiatives to reduce not only the number of claims but also their cost, in the interest of policyholders.

SRA's missions include:

- Sharing information on vehicles
- Promoting safety
- Combating vehicle theft
- Helping to control claim frequency and costs

## About CNPP:

Guided by its mission to "create a climate of trust for all", CNPP is recognised internationally as a reference in risk prevention and management. It provides its clients with a broad and diversified range of services, including Consulting & Training, Testing – Inspection – Certification, Publishing and Press. The group operates in the fields of cybersecurity, security, climate & environment, occupational health & security, and fire & explosion prevention. Located just an hour from Paris on a 240-hectare site unlike any other in Europe, CNPP brings together testing and experimentation laboratories and training facilities. With more than 450 employees in France and abroad, CNPP is committed to serving everyone.

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