

# I AM

**IAM**  
DRIVING ROAD SAFETY

# a better driver



Skill for Life Programme

For only  
**£139**  
become an  
advanced  
driver

And great savings on car insurance too!

**WIN** one of three half-day  
PalmerSport track experiences

A Skill for Life



# A skill for life...

Our Skill for Life programme will help make you a safer, more responsible driver and save you money too.

Sign up to a **Skill for Life** course before 1 May 2012, for your chance to **Win one of three half-day PalmerSport track experiences**



On average, over 80 people a day are killed or seriously injured in road accidents. The majority of these accidents are not caused by the vehicle, the road or the conditions but by bad driving. Don't become part of that statistic – take the IAM's **Skill for Life** programme today.

**Here are just some of the ways you'll benefit by taking the Skill for Life programme:**

## Lower insurance premiums



**SURETY**

Many insurers recognise the IAM's **Skill for Life** programme and offer reduced insurance costs.

IAM Surety\* offers insurance to members at discounted market rates.

## Save you money



### **Skill for Life**

drivers are taught how to drive better using less fuel and reducing wear and tear on mechanical components.

## Help avoid penalty points



Taking the **Skill for Life** programme can make you less likely to incur points and unnecessary fines for bad driving.

## Protect the planet



**Skill for Life** drivers help to protect the environment by using less fuel and reducing CO2 emissions.

## Be a safer driver



Almost 70%\*\* of **Skill for Life** drivers demonstrated safer driving – keeping both them and their passengers safer on the road.

\* IAM Surety is a trading brand of Adelaide Insurance Services Ltd.  
IAM is an Introducer Appointed Representative of Adelaide Insurance.

\*\* Brunel University 2006

## Skill, control and thinking ahead...

Better driving is not about driving slower, it's about helping you to stay one step ahead of other road users.

Knowing how to safely predict hazards, anticipate other drivers' behaviour and accurately assess road and traffic conditions will help you to become a more controlled, confident, and ultimately, a better driver.



### How do I apply for the Skill for Life driving programme?

The **Skill for Life** programme is available throughout the UK, delivered locally by a nationwide network of IAM Groups. You can apply by following any of these easy steps:

- Complete and return this form to the following address:  
**IAM, FREEPOST LON16420, London, W4 5BR**
- Visit our website **[www.iam.org.uk](http://www.iam.org.uk)** and complete the simple online application form
- Call **0845 126 8600** where one of our **Skill for Life** specialists will be on hand to give you all the information you need

### Can anyone apply?

Yes – as long as you've held a driving licence for at least three months.

At the IAM we believe you're never too young, or too old to be a better driver - so there's no age limit.

### What if I have previous motoring convictions?

We understand that some people don't have a clean driving licence.

This doesn't mean you can't take advantage of our **Skill for Life** programme. It may even help you avoid motoring penalties in the future.

If you have a pending court case relating to a driving offence, you will have to wait until the legal process is finalised before you can apply for the course.

### How long does it take?

A typical driver will have approximately eight sessions with a volunteer observer, although this can vary according to individual needs.

### How much does it cost?

The IAM Skill for Life course costs just £139. This includes your initial assessment, IAM manual, course fees, test and even your first year's associate membership.

### Is there a faster route to the test?

Yes. If time is limited, IAM **Fast Track** – a programme which aims to prepare drivers for the Advanced Test in a matter of weeks – could be the answer. **Fast Track** is an intensive one-to-one road-based training course with a specialist instructor, taken over two half-days.

Your training, the Test and Associate's fee (valid 1 year) costs just £249\*.

### And that's not all...

As an IAM associate member, you'll benefit from some fantastic discounts. From AA breakdown cover, to new tyres and windscreen repairs, the IAM helps you to save money.

You'll also receive regular issues of our 'Advanced Driving' magazine plus our e-newsletter for associates 'Driving Ambition' to keep you up-to-date with the latest motoring deals and issues.

Be confident, be in control... be part of the IAM.

\* Prices valid at time of printing and may be subject to alteration. Full terms and condition available upon request and on the IAM website.



The IAM also run programmes and products for motorcyclists and cyclists. For more details visit our website **[www.iam.org.uk](http://www.iam.org.uk)**



# Win

palmer  
SPORT

## one of three half-day PalmerSport track experiences

To promote our **Skill for Life programme**, we're offering drivers the chance to win one of three half-day PalmerSport track experiences.

For your chance **to win one of these fantastic prizes**, just sign up to an IAM Skill for Life programme before 1 May 2012 and you will be entered into the prize draw.

There are three sessions you can choose from:

- PalmerSport Formula
- PalmerSport GT
- PalmerSport Evening

All programmes will include a meal, prize giving and a chance to drive some fantastic cars including the Formula Jaguar single-seater.

To find out more visit [www.iam.org.uk/jp](http://www.iam.org.uk/jp)

Terms and conditions apply  
see website for details.



## IAM

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As the UK's leading independent road safety charity, the IAM supports the raising of driving and riding standards and campaigns for **increased skills** for all road users.

Our **'Skill for Life'** programmes are specifically designed to help you learn and apply the essential ingredients of advanced motoring. You'll immediately notice a real difference and so will your passengers!

The IAM is dedicated to **raising standards** and **helping save lives** on our roads.

The Skill for Life programme is delivered via a network of over 200 local IAM groups across the UK. Run by volunteers, they represent a unique resource with unparalleled experience and expertise to share.

In addition, they provide a forum where members can share ideas and contribute to the IAM's important work in developing and promoting innovative road safety strategies. The local groups also provide a social focus, where members can meet and enjoy the company of fellow driving enthusiasts.

**To find out how you can become a better driver contact your local IAM Group:**

