

**28 April 2010**

## **Cyclists: take prime position, says IAM book**

The IAM (Institute of Advanced Motorists) is urging cyclists to “claim their lane”, in *How to be a better cyclist*, a practical guide to cycling, launched in London today.

The new guide provides comprehensive advice for safer cycling and is aimed at current and would-be cyclists of any level of experience. It also champions the idea of cyclists taking up a primary position on the road.

Duncan Pickering, IAM Cycling Development Manager, said: “Many cyclists are unsure whether to stick to the kerb or push out into the road when riding in towns. *How to be a better cyclist* advises cyclists to stay nearer but not close to the kerb on long, even stretches, but where safe and appropriate to do so, to assert themselves (such as when approaching a side road), pushing out into the road and making themselves visible to drivers.”

*How to be a better cyclist* is the third book in a series from the IAM, promoting proven cognitive road safety methods such as anticipation, self awareness and reaction, applying them to drivers, motorcyclists and cyclists. The new book can be used for personal study or in conjunction with training to the National Cycle Training standard.

Steered by advice from cycling expert John Franklin, *How to be a better cyclist* not only offers advice on staying safe on the roads, it explores techniques that allow cyclists to better integrate with traffic, react dynamically to changing situations and make better progress. In short, to make cycling a more satisfying and enjoyable experience.

Simon Best, IAM Chief Executive, says: “The IAM hopes that people of any age will use *How to be a better cyclist* to get the most out of their cycle journeys, whether in the town or the country, and that the book will reach those who could benefit from our knowledge and experience.”

*How to be a better cyclist* can be ordered online at the IAM website, [iam.org.uk](http://iam.org.uk), at £9.99 plus postage and packaging.

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1. The IAM (Institute of Advanced Motorists) directly influences the driving and riding of more than 100,000 full members in the UK and Ireland. Established in 1956, the IAM is today best known for the advanced driving test and the advanced driving course, which is available to car, motorcycle and commercial licence holders. The IAM has grown to become the UK's largest independent road safety charity, dedicated to raising driving standards, engaging with the road-using public and influencing road safety policy. The commercial division of the IAM operates through the occupational driver training company IAM Drive & Survive.

2. A 2006 report by Brunel University, following an 18 month study, concluded that “advanced driver training produces safer drivers and lower accident involvement”, with measurable improvements in knowledge, skills and attitude.

3. In January 2007, the IAM established the Policy and Research Division to undertake research, promote practical policies, act as an advocate for safer roads, safer drivers and safer vehicles and encourage responsible motoring through education and training.

