

**THE INSTITUTE OF ADVANCED MOTORISTS
510 CHISWICK HIGH ROAD
LONDON W4 5RG**

M E M O R A N D U M

TO: All Group Chairpersons and Secretaries

Cc: RCo's & RMA's, SB, BH, DS, VY, LF & Staff Examiners

FROM: Colin Paterson – Director of Marketing & Communications

DATE: 7th January 2010

RE: **FREE DRIVER ASSESSMENTS – NATIONAL PRESS ADVERTISING**

I wanted to make you aware, I was approached by an organisation called the ADI Network just before the Christmas break. They advertise free "L" driving lessons in the national press (and then contract out the lessons to local ADI's keen to secure the contact with the hope of getting further paid for business from the learner driver).

They approached me to feature the IAM for advanced driver observation in addition to their normal "L" driver lessons offer, with the offer of a free "DriveCheck" delivered via local group observers.

These ads will appear in certain national newspapers (certainly the Daily Star is one). I anticipate around 100 – 200 requests from this activity distributed around the country, so amongst the 200+ group network, not many on average per group.

Enquiries will be passed to me at IAM in Chiswick and we will distribute to relevant Groups, with their approval/acceptance, of course. The commitment is to offer a one hour "DriveCheck". The hope is that this contact may then develop into a further interest to consider taking the IAM Advanced Test and IAM membership.

I hope you will agree that this is a co-operation that gets the IAM free publicity in some national papers at a relatively slow time of the year.