

**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, AC, BH, VY, PR, DS, LF & Staff Examiners
FROM: Paul Woozley – Membership Development Manager
DATE: 28th July 2009
RE: **Member benefit – Garmin**

For those who have not met me yet my name is Paul Woozley and I have recently joined the IAM as Membership Development Manager responsible for acquiring and retaining members as well as enhancing our member benefit programme.

Garmin have just provided us with very attractive new discounts on four of their most popular units. These prices will be valid through until Christmas and will be revised in the event that Garmin alter their own pricing in that time.

Please feature these offers in your Group communications to members. Take a look at the models and offer details by visiting www.garmin.com/iam (you will need to create a simple Garmin account first if you have not already done so).

<u>Model</u>	<u>RRP</u>	<u>IAM price</u>	<u>Saving</u>
Nuvi 1210 (portable, slim, Bluetooth, safety cameras, AA City Xplorer, UK and Ireland maps)	£159.99	£99.99	£60 (37%)
Nuvi 1240 (enhanced version of the 1210 with European maps)	£159.99	£109.99	£50 (31%)
Nuvi 1340 (4.3 inch widescreen, lane assist, optional AA maps and xplorer, Ecoroutes, UK maps)	£189.99	£129.99	£60 (31%)
Nuvi 13 (enhanced version of the 1340 with Bluetooth, European maps and Euro traffic alerts and junction view)	£259.99	£189.99	£70 (27%)

Please note that the Garmin site has an error on the 1210 details and link. This will be corrected as soon as they can but may still be visible when you visit the site.

Any feedback, comments or experiences regarding this offer are always welcomed to enable me to continually improve the member benefits.
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