

INSTITUTE OF ADVANCED MOTORISTS

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New Chairman wants IAM to take the lead on driver and rider safety

Alistair Cheyne OBE, a former Deputy Managing Director of the AA, has taken over as Chairman of the IAM (Institute of Advanced Motorists). Previously IAM Vice Chairman, Alistair, 65, succeeds David Kenworthy.

On taking up his new role, Alistair said: "There is no greater contribution to road safety than helping drivers and motorbike riders to maintain and develop their road skills. And no one has a better claim than the IAM to lead the campaign for 'safer driving and riding'.

"We have an unmatched, UK-wide pool of advanced driving groups, a respected policy and research operation and a revitalised commercial arm, providing occupational driver training to industry. They form a unique combination capable of making an outstanding and practical contribution to road safety. I see it as my job to ensure that they do just that."

Alistair hails originally from Aberdeen and now lives in Hampshire. He enjoyed a long and successful career with the AA, where he worked his way up from office boy to Deputy Managing Director.

He had substantial experience of administration both operational and commercial at the AA, as well as the core business, Roadside Services in which he made his greatest contribution. During his time, the AA saw a steep rise in membership, as well as in member and staff satisfaction.

Alistair Cheyne is an Honorary Life Governor of BEN, the motor trade charity, and he is active in the Rotary Club. He was awarded an OBE in 1997 for services to motoring.

Supporting Alistair are two new IAM Vice Chairmen:

David Jamieson is a former Road Safety Minister with many years' road safety policy experience. During his time as a Government Minister, David saw through legislation to make driving with handheld phone an endorsable offence, and the introduction of the Highways Agency Traffic Officers (HATOs).

Colin Skeen trained originally as a barrister but spent much of his career at the AA, where he was Managing Director of member services and a member of the AA Committee, the AA's governing body.

ENDS

Notes to editors

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Low-res pictures of Alistair Cheyne, David Jamieson and Colin Skeen are available from the IAM website:

<http://www.iam.org.uk/NR/exeres/A00F57F2-B2A2-4F67-B64D-D13B61AFF088.frameless.htm?NRMODE=Published>

For high resolution images, please contact the IAM press office on the number above.

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 occupational driver training companies IAM Fleet UK, Drive & Survive and IAM Fleet Ireland.

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 Motoring Trust was established as 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.

