



Institute of Advanced Motorists

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Fact Sheet 10/001

MEMBERSHIP INFORMATION

- **The Institute of Advanced Motorists** aims to raise the standard of driving by increasing the skill and competence of drivers. The result of a Transport Research Laboratory Report showed that Advanced Motorists have between a 50% and 75% lower accident rate. This is the main, and most significant, benefit of passing the Advanced Driving/Motorcycling Test.
- Once drivers have passed the Test, services available to Members include motor insurance, through the IAM Select Insurance scheme. There are also special offers such as the IAM Car Purchase Plan, breakdown and recovery insurance, an IAM credit card, personal loans, car hire, and household and travel insurance amongst others.
- Members also receive a copy of the colour magazine 'Advanced Driving', published three times a year, which has interesting features on driving and other topics, as well as News from the Institute, and special offers for Members.
- Membership of the Institute currently stands at over 100,000. Nearly 10,000 people successfully take the Advanced Driving/Motorcycling Test every year. There are also 200 local Groups in the UK who provide a course of preparation, events for their Members, and promote the Institute in their locality, offering the Skill for Life Full Driving/Motorcycling Programme.
- The Institute has, since it was founded more than forty years ago, given hundreds of thousands of motorists and motorcyclists the opportunity to check whether they have the qualities to be better and safer drivers. This has made them more aware, helping them to deal with increasingly difficult situations on today's roads, as well as giving extra protection to themselves and to their passengers, with the added touch of enjoying their driving/riding more.