

## PREPARING THE IAM FOR THE NEXT 60 YEARS

### Introducing IAM RoadSmart

By Sarah Sillars OBE, chief executive officer

Major changes have been taking place at the IAM in the past 12 months. We have increased our engagement with younger people and reviewed our relevance in an ever changing world.



The logo features the word 'iam' in a large, blue, lowercase, rounded font. Below it, the word 'RoadSmart' is written in a dark blue, bold, italicized sans-serif font.



Through Insight I have informed you about our standards review, changes to regional structuring, review of our products and examining in detail the customer experience.

#### Introducing IAM RoadSmart

We are now ready to announce the biggest change the IAM will undertake in its 60-year history – a change of name to IAM RoadSmart and a new look for our organisation. Employees apart, our group network are the first to be informed.

This new IAM RoadSmart logo will replace the existing IAM Driving Road Safety logo as well as all other company logos. The red, green and blue roundel badges defining full membership will remain as part of our new identity.

As you will see and hear at the forthcoming Spring Forums, The Institute of Advanced Motorists will still be the heart and soul of the new identity. Our 92,000 strong membership and our 5,000 local group volunteers will remain a core part of what IAM

RoadSmart does. The 202 strong local IAM volunteer affiliated groups will continue to be our lifeblood and will benefit enormously from this new identity and visibility for the IAM RoadSmart brand.

There are several reasons for this change. Firstly the IAM uses a number of different names for its companies, products and services such as IAM Drive & Survive, Skill for Life, Driver Retraining Academy and Professional Driver Services. Now is the time to bring



them under one defining umbrella – to build a ‘branded house’ not ‘a house of brands’. IAM RoadSmart will be the single trading name for every part of our organisation whether volunteer or commercially driven.

### Launching on the 4 April

On 4 April we will launch a new identity for the organisation to represent this change, which will replace the red-and-white block-letter logo. The existing red, green and blue roundels will continue to be used to identify full members of the IAM.



Full IAM membership will continue to be identified by our suite of roundel logos.

We will be offering more membership options and further opportunities to develop road skills through a new range of practical online and on-road opportunities.

On my visits to local groups around the country you have told me of the need to attract a younger audience. This is a large part of the reason for the changes. It is not just a new look, but a new attitude to go with it.

### Why a new attitude?

In the past the IAM has perhaps been seen as too prescriptive and even daunting and unapproachable. We want people to see us and feel that they have a supportive organisation that will enable them to enjoy their driving and riding more by being more confident and safer.

With all parts of this great organisation displaying the same unifying brand we will have a significant impact and visibility to the driving, riding, training and road safety communities.

### Find our more at the upcoming Spring Forums

As I’ve stressed, this will only succeed with your support. We want you involved every step of the way. You will be kept informed with all developments through Insight every month, IAM Inform: Weekly News and through the Spring Forums.

### Full support and help for our group network

A complete range of new supporting materials such as our brand guidelines and the Little Blue Book, a handy guide

to integrating the new style to your own material and communications, will be available to help apply the new identity.

During April our online group marketing toolkit will be stocked with a full range of newly branded clothing, literature, posters, banners, bags and all manner of the support materials that you require. As ever please do let us know if there are any other items that we could offer that would make the local group function more effectively.

I personally am very excited at this bright new era for the IAM and I certainly hope you are too.

SARAH

### Spring Forum Venues

27th February

North East The Lodge at Leeming Bar DL8 1DT

Central East The Obelisk, Obelisk Rise Northampton NN2 8SA

5th March

South West Fingle Glen Golf Hotel, Tedburn, Nr. Exeter, Devon EX6 6AF

NI & ROI Lodge Hotel, Coleraine BT52 1NF

12th March

South East Denbies Wine Estate, London Rd, Dorking, Surrey RH5 6AA

Central West West Mercia Police HQ, Hindlip WR3 8SP

19th March

North West Macdonald Portal Hotel at Tarporley CW6 0DJ

Scotland Stirling Court Hotel, Stirling University FK9 4LA

Please ensure that your group has a place at your local Spring Forum.

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