

Employers Guide to the IAM Associate Scheme

Looking for new ways to motivate and reward your drivers while encouraging the development of advanced driving skills and higher safety standards?

Recognising that many Fleet training course participants would like to develop their driving skills and enjoy many of the benefits of IAM membership, without first passing the Advanced Driving Test all drivers who receive occupational driver training through IAM Fleet are invited to register as IAM Associates absolutely free for the first year. If they should then go on to take and pass the Advanced Driving Test they will have the further opportunity of becoming Members of the IAM.

Benefits to your organisation:

- provides a motivational tool that encourages the continuous improvement of driving skills and safety awareness both in and outside the work environment
- acknowledges drivers professionalism and helps promote pride in their work
- demonstrates your conformance with current health and safety legislation and your organisation's commitment to road safety

By helping your drivers to get more from their driving, the IAM's Associate initiative, also aims to improve driving skills and safety awareness leading to fewer traffic incidents, and reduced fuel and maintenance costs for fleet operators.

The advantages of becoming an IAM Associate

As IAM Associates, your drivers can enjoy a wide range of benefits and discounts designed to help them get more from their driving.

These include discounts on breakdown assistance and windscreen replacement; tyres, exhausts and brakes; car hire, hotels and airport parking, car purchase and financial services.

To help drivers keep up with the latest driving and road safety-related issues they will receive regular issues of our Advanced Driving magazine, as well as access to the IAM Driver Information Service.

During the year, IAM Members and Associates are invited to a wide range of events, including the Motor Show and, for example, days at Beaulieu and the Heritage Motor Museum, Gaydon. We also hold several dedicated Activity Days. Offered at specially negotiated rates, these popular and sometimes challenging days are a great opportunity for IAM Members and Associates to learn new techniques, on and off road, and to share their passion for driving and riding with fellow enthusiasts.

IAM Associates are also encouraged to continue developing their driving skills and, if they elect to prepare for the IAM's Advanced Driving Test via either a Skill for Life programme or Fast Track, are entitled to a discount on the cost of their course. However, until they have passed the Test, they are not entitled to negotiate reduced insurance premiums on the basis of having achieved the Advanced Test standard.

How much does registration cost?

Registration as an IAM Associate is free for the first twelve months from the first day of participation on an IAM Fleet training course.

In subsequent years, the renewal fee is £18 per driver.

This fee can be paid in full by your organisation, jointly by the organisation and employee, or entirely by the employee. However, by agreeing from the outset to pay the renewal fee in full you will not only enjoy a unique opportunity to motivate and reward your drivers, you will qualify for a 50% discount on IAM Safe Driving seminars during the first year of participation in the Associate scheme. In year 2 and beyond, we shall be offering further substantial discounts on IAM Fleet seminars for qualifying organisations and to those renewing subscriptions for 30 or more Associates and/or Members, seminars will be offered free of charge.

By assisting or encouraging your drivers to become IAM Associates, your organisation can underline its commitment to their personal safety and promote their professional development.

If you would like to discuss how this new IAM initiative can enhance driver motivation and help you reduce road risk and continue to raise fleet driving standards please call us on 0845 310 8311.

While not compulsory, Associates are encouraged to prepare for and take the IAM Advanced Driving Test. On achieving this internationally recognised qualification they are also awarded membership of the IAM.

All profits made by IAM Fleet are re-invested in road safety through the IAM

Related Links:

[Download a file \(PDF\) of the IAM Fleet Employers Guide to the IAM Associate Scheme](#)

[Download a file \(PDF\) file of the IAM Fleet Employees Guide to the IAM Associate Scheme](#)

[Download an Associate Registration Form \(PDF version\)](#)

For more information, please contact [IAM Fleet Enquiries](#).

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