

**6 November 2009**

## **NEW CEO APPOINTED AT IAM**

The IAM (Institute of Advanced Motorists) has appointed Simon Best as new Chief Executive to take overall control of the UK's largest independent road safety organisation. Simon was formerly the IAM's Managing Director.

As the IAM's CEO Simon's new role also embraces the IAM's commercial businesses, IAM Fleet and Drive & Survive, which specialise in occupational driver training.

Simon, 43, joined the IAM in 2007 from GE Capital Solutions where he was responsible for the BT business partnership, thought to be the largest partner programme of its type in Europe. An accountant by profession, Simon was previously the sales director at Liberata after a ten year appointment at Lex Vehicle Leasing, where he became Corporate Sales Director.

Simon's primary role at the IAM will be to focus on the core charitable objectives, encouraging the public to undertake further driver and rider training with the aspiration to work their way to passing the Advanced Test, and to make a practical contribution to road safety. Similarly, occupational driver training has an enormous impact on road safety at work, and Simon will be leading the commercial teams that provide driver training to industry.

Simon has been an IAM member since 1995 having taken his advanced driving test, and has also recently passed his advanced riding test on his Triumph motorbike.

Welcoming the appointment, IAM Chairman Alistair Cheyne said:

"Simon will lead the IAM, continuing to streamline our structure to ensure that we are fit for purpose. I believe he has the determination and vision to lead us confidently into the future, meeting our charitable objectives, developing our commercial business and making our roads safer for all."

ENDS

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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 and Drive & Survive.

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.

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