



## **SAM Weekly Newsletter - 30th June 2023**

*Biking news for ALL our advanced riders, their family and friends*

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## ***Editorial***

I'm back! Did you miss me? Whether you did or didn't here is the SAM news I've gathered this week. Steve Bennet raised £800 for the Poppy Appeal. He was also Observer for Alexis Scott who achieved a FIRST in her advanced rider test. It's the Shafton Bike Fest tomorrow. Jayne Bell has very kindly volunteered to help out with the SAM stall. We are very grateful to Jayne for helping us out. Go along and give some support to spread the message about SAM's advanced rider training. Thank you.

It's been a very busy week. Last week I wrote a [post](#) on increasing vehicle weights and its adverse effect on the UK's highway infrastructure. This week I wrote a [post](#) on the dangers of potholes and ways to cope with riding poor quality roads. Potholes that are 40mm deep and 300mm wide are considered dangerous. A pothole map can be [found here](#). If you come across any of these potholes on your travels [please report them](#) to help make the roads we ride a bit safer.

IAM RoadSmart has launched a campaign to make roads safer for motorcyclists. They are aiming to inform both the UK Government and public about the value and role of motorcyclists in helping to help decarbonisation. They also want to improve the safety of motorcyclists on the road. New research showed that the majority of the public are divided about the benefits of motorcycles in reducing congestion and improving air quality as part of the solution to a graded reduction in internal combustion engine vehicles. The growing popularity of motorcycles as a means of transport suggests that the current economic downturn is forcing people to use alternative transport. Motorcycles are part of the key to decarbonisation.

In your newsletter this week there are lots of interesting stories to catch up on. Happy reading.

## ***Helping the Whiteknights Blood Bikes***

We are stepping up our partnership with the Whiteknights Blood Bikes. When attending promotional events, the Whiteknights often get people wanting to volunteer to be a Blood Biker. Of course, they always steer them to the SAM Group to complete advanced rider training. The Whiteknights need help from SAM members to explain, encourage and support potential Associates to take up advanced rider training. SAM Members can you help out? We need volunteers to help out at the following events.

<b>Date</b>	<b>Event</b>
17th June 2023	<a href="#">Braithwell Classic Car &amp; Bike</a>
1st July 2023	<a href="#">Bike Fest - Outwood Academy</a>

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## ***Ways to stay in touch with your Club!***

It's really easy to stay in touch with your Club! We provide emails, a website and use social media accounts for you to contact us. All of which is free of any cost to the Club. If you are not getting the Club information circulated, or simply want to tell us something, ***just let us know*** at

[sam-editor@iam-sheffield.bike](mailto:sam-editor@iam-sheffield.bike). We'll be happy to ensure that we stay in touch with you. You can also now sign up for Club emails on the [SAM website](#). Paul Conway

Editor & Webmaster, Sheffield Advanced Motorcyclists

## ***Biking News Online***



Iceland is mythical. This island in the middle of the North Atlantic Ocean is on the bucket list of many around the world, and for good reasons.

Extremely high volcanic and geothermal activity for millions of years have created a truly diverse landscape where fire and ice meet. Iceland is rough, unforgiving, and not for the faint of heart. With these challenging conditions and our limited off-road experience while being on fully loaded bikes, we knew we were in for quite a ride. At the same time, the beauty Iceland has to offer is second to none and will take your breath away. Iceland has all the ingredients to create the perfect motorcycle getaway. [Read more](#)

Since its inception, Zero has been powering its motorcycles with its proprietary Z-Force motor. The motor has evolved over the years, but at its core, it has remained an air-cooled interior permanent magnet brushless motor. That might



soon change, as recently-published patent filings reveal Zero has been working on a liquid-cooled motor. [Read more](#)

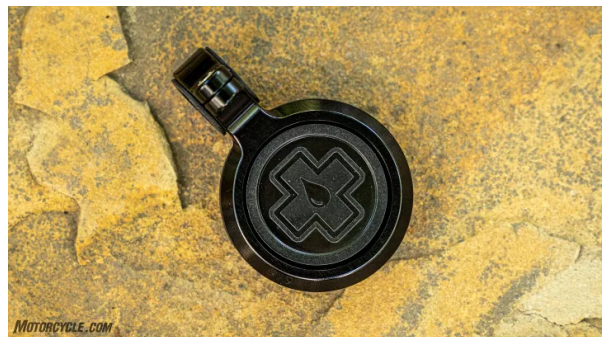


Vespa is more than just way of transportation, it is a way of life: the extension of a rider's personality, of their history and journey. A wonderful travel companion that, in this special edition, sets the imagination free and encourages us to dream big.

Michele Colaninno, Chief Executive of global strategy, product, marketing, and innovation of the Piaggio Group, commented on this collaboration as follows: "Dreams allow us to look to the future with optimism, even in complex times such as

these. A timeless icon like Vespa could not fail to celebrate, on this very special occasion of Disney's 100th Anniversary, an equally everlasting icon like Mickey Mouse, with a tribute to creativity, imagination, light-heartedness, and fun – the very values that have always anchored Vespa. Today, as then. This collaboration between Vespa and Disney represents the celebration of two historic companies that have a common dream: to allow everyone to express their imagination freely."

Some products are so simple that you can grasp them at a single glance, and while the Muc-Off Secure AirTag Holder For Powersports may appear that way, a lot of thought clearly went into constructing it. Apple AirTags are little discs a tad bigger than a quarter that leverage



the massive number of iPhones wandering around the streets to track an item's location. I've been using AirTags in my luggage on international flights for a while and have been able to tell my airline where my bag was when I somehow found myself on a different continent from it. The idea is the same here: You mount the Muc-Off AirTag Holder on your bike, and it pings Apple's servers with its location whenever an iPhone passes through its range. So, if your bike gets stolen, you may be able to supply police with an address to reclaim your property. [Read more](#)



Maintaining proper tire pressure is essential for every motorcycle rider. Often neglected, motorcycle tire pressure directly impacts both your motorcycle's performance, and your safety. In this article, we will delve into the significance of

motorcycle tire pressure, the effects of incorrect pressure, how to determine the correct tire inflation, and essential tire pressure maintenance practices. [Read more](#)

Riding a motorcycle always involves managing all kinds of risks to stay safe all year round. Night rides may be thrilling for adrenaline junkies, but most of us try to avoid going out with our bikes when it gets dark.



According to the [IIHS database](#), riding a motorcycle at night accounts for over 20% of motorcycle fatalities. While we can't

always avoid riding at night, there are ways to avoid the usual dangers that come with it.

Here are several crucial things to consider and be aware of when riding your bike in the nighttime. [Read more](#)



Why Is My Motorcycle Squeaking? The 4 Main Reasons. Why Is My Motorcycle Squeaking? The 4 Main Reasons. There are a few things that can ruin a leisurely motorcycle ride, and unknown noises from your motorcycle can be one of those

things. There are noises that you should be aware of while riding your motorcycle. If they go unchecked, a fun ride could turn into a dangerous situation pretty quickly. Why is my motorcycle squeaking? A squeaking motorcycle is likely due to worn brake components. If the squeak is not coming from the brakes, other possibilities may be from the suspension such as worn shocks or forks seals, worn wheel bearings, or loose body components of the motorcycle. [Read more](#)



How to Fix 5 Common Issues On Used Bikes

It's happened to a lot of us. You find the bike of your dreams (or, at least, one of the bikes of your dreams), and all the stars align so you can buy it.

Maybe you found it locally, or maybe you had to travel a little to pick it up. Either way, there are few things that beat the sheer joy and excitement of all the potential fun you're going to have that's now coursing through your veins. [Read more](#)

The more time you spend perusing custom builds, the clearer one thing becomes: If a vehicle exists, someone will inevitably stuff a Suzuki Hayabusa engine inside it. That's exactly what's happened with this unsuspecting Piaggio Ape, and if you have to ask why anyone would do such a thing then you've already missed the point.



For those unfamiliar, the [Piaggio Ape](#) is a small, three-wheeled commercial vehicle that has been around since 1948. [The Ape](#)—which is Italian for bee, as in busy bee—has evolved and changed over time but is still an important part of daily life for commercial purposes in many Asian and European countries. In India, you can find diesel and compressed natural gas Apes available for sale in 2023. The Piaggio Porter NP6 (which has four wheels, not three) is the Ape's less colorfully named descendant. [Read more](#)



The 1930s were a big decade for the motorcycle industry. The [1920s](#) saw developments on the original pioneer motorcycles, going from bicycles with engines to full on motorcycles, they even saw in the [worlds first Superbike](#) with the Brough

Superior.

The 1930s however, was a time for pushing boundaries, improving engine design and going hell for leather. Arguably the



industry wouldn't progress further until a few years after WWII and even then many manufacturers picked up where they had left off with their 1930s motorcycles. [Read more](#)

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## SAM Meetings

**SAM Club Saturday Meetings, Meadowhall Retail Park  
9am every Saturday throughout the year.  
Come and join us - you know you want to ride!**



Next SAM Club night: **3rd July 2023 meet at 7.30pm for an 8pm start at [Treeton Miners Welfare, Arundel St, Treeton, Rotherham S60 5PW, UK](#)**



Always carry your [FREE Biker I.C.E. Card](#). It gives emergency services staff vital information about the right treatment for you, should you be involved in an accident. Don't forget to update it if your health and/or social circumstances change. SAM Club - dedicated to helping YOU to be a safer rider.

**ANY MEMBERS WHO HAVE NOT PAID THE SAM CLUB FEE - PLEASE PAY NOW!!**  
**Thank you.**

## Whiteknights Blood Bikers



Whiteknights Yorkshire Blood Bikes would like to hear from people who are able to become volunteer fundraisers for this vital charity that benefits patients in Yorkshire. Please get In touch. Even if you can only spare an hour to volunteer for us - we really need people to help us. Hope to hear from you soon. Message us

through Facebook or email: [fundraising@whiteknights.org.Uk](mailto:fundraising@whiteknights.org.Uk)

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## South Yorkshire Safer Roads Partnership



RIDE TO WORK DAY 2023:

Today for Ride to Work Day motorbike & scooter riders around the world show just how enjoyable their daily commute is. The event highlights the time savings, less congestion & reduced travel costs associated with two wheel travel. [For more information Motorcycle Action Group](#)

**EASY RIDERS:** On Ride to Work day, see if you can guess where the owner of this rider works. Today's event aims to showcase the benefits to commuting on 2 wheels. Motorcycles are a key part of a multi-modal & sustainable transport



future. They provide social, economic & environmental benefits.

<http://ride-to-work-day.mag-uk.org/> #riderslife #ridetowork

[Community Safety at Lifewise Centre](#) [Motorcycle Action Group](#)

[Sheffield and District Advanced Motorcyclists - SAM](#)

[Rotherham Advanced Motorcyclists](#)



YOUNG RIDERS are one of our priority road-user groups. It's absolutely vital that young men & women understand the difference that kit such as lined trousers, appropriate gloves and padded jackets can make to them when on the road. For example kevlar-lined clothing can be the difference between a shattered knee or scuffed jeans.

Full story:

<https://sysrp.co.uk/.../4fcf4a3b-dd2b-4489-82b7-a5a1b5333571>

[South Yorkshire Police](#) [South Yorkshire Fire & Rescue](#) [South Yorkshire Police and Crime Commissioner](#)

**BELTING OUT THE FACTS:** More than 17,000 people saw our messaging around seatbelt safety. Do you wear your belt? It's such an easy way to help save a life!

<https://sysrp.co.uk/seatbelts>

[#barnsley](#) [#doncaster](#) [#sheffield](#) [#rotherham](#) [#MondayMotivation](#)  
[#roadsafety](#) [#VisionZero](#)

**Not wearing a seatbelt can be a fatal decision.**

Even on short, familiar journeys and at low speeds.

MAKING SOUTH YORKSHIRE ROADSAFER [sysrp.co.uk/seatbelts](https://sysrp.co.uk/seatbelts)



Today is the first ever National Young Rider Day.

Organised by the [New Rider Hub](#) today is aimed at helping to keep 16-24-year-old motorcycle

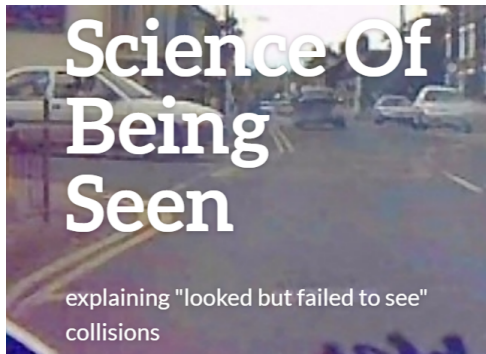
and scooter riders safe on our roads. Tonight we're involved in an on-line event that covers bike maintenance, training, licences and more: <https://sysrp.co.uk/News/bolt> [South Yorkshire Police](#)

[YoungRider125cc](#) [South Yorkshire Fire & Rescue](#)

BetheBest – we have created a generic logo to encourage all riders to take additional training in one format or another; such as IAM, BikeSafe or ERS. The new logo and #BetheBest tagline has been printed on promotional snoods to promote the campaign (*available at SAM Club Nights*). The snoods have been produced in a series of different motorbike brand colours, (Red, Orange, Green and Blue), to test if this approach is more appealing to riders.



## Kevin Williams



For many years road safety experts, police and motorcyclists have known that the most common collision between a motorcycle and another vehicle happens when the motorcyclist has right-of-way and another driver turns into the rider's path. All the way back in 1977, US researcher Harry

Hurt stated:

*"The most likely comment of an automobile driver involved in a traffic collision with a motorcycle is that he, or she, did not SEE the motorcycle..."* [Read more...](#) Also, see all Kevin's posts at [ko-fi.com/survivalskills](http://ko-fi.com/survivalskills).

### LAST WEEK'S ROUND-UP



Are you competent? Or only skilled? Part 1. In motorcycle training, we hear a lot about 'skills'. The IAM course was until recently called 'Skills for Life', RoSPA say their courses will "improve your riding standards, knowledge and skills", Circuit Based Training say "no other advanced motorcycle training course will give you this vital skill"... ..and my own training school is called Survival Skills.

Don't react, don't respond. Pre-act instead. I was reading some advanced riding tips on a page online which was supposed to be helpful to road riders. In



between the trackday advice (which has little to do with riding on the road) and the 'vanity projects' (learning to 'back the bike into a corner' and how to get a knee down), I came across a genuinely useful article entitled 'Don't react, respond'. [Read more](#)



Elevenes 341 Sun 11 June - motorcycle news, tips & views

in today's news... sticky trouble for Auckland drivers & riders... long distance record for Triumph... bag-on-bike airbag to arrive in 2025... KTM not taking

over MV Agusta says CEO... relaunch of the supersport class as ZX6-R returns... ZX10RR gets 'variable' airbox but only with race ECU... new minibike from CFMoto resembles 80s FZ750 endurance racer... in today's riding tip - read the road better - three simple but useful exercises... [Watch here](#)

"Plus ca change" - from the archives. The full expression in French is, as I recall from O Level days: "the more it changes, the more it's the same thing". And I was reminded of that as I was looking through some old editorials that featured in my 'blog before blogs were invented' back in 2001. [Read more](#)





## Getting into biking - CBT & Slow Control

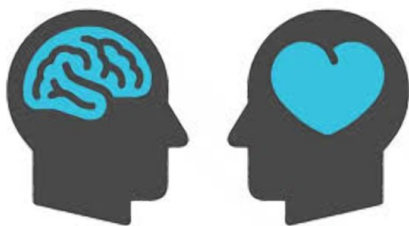
If there is one area of bike control that really shows up the rider, it's slow speed control. It's a fact of life that we're going to have to manoeuvre our bikes in confined

areas and make tight turns - into and out of side turnings, around mini-roundabouts and even up and down hairpin bends. [Read more](#)

Elevenses 342 Wed 14 June - motorcycle news, tips & views

in today's show... strikes to hit bike tests... teen arrested in connection with hit and run... veteran Hollywood actor killed in motorcycle crash... new bike air

transport services launches... detachable bike airbag patented by Honda... Triumph's summer offers... Oxford's new jackets disappoint with a CE level A rating... in today's discussion point - from GP champions to one Euro sell-offs - the troubled history of MV Agusta. [Watch here](#)



Are you competent? Or only skilled?  
Part 2

I said last time out that in motorcycle training, we hear a lot about 'skills'. We hear rather less about what's known as 'competence'.

And, I suggested, that's a pity because we need to understand the difference and when asked, I'd say most of us would



instinctively rank a 'skilled' rider higher than a 'competent' one.  
[Read more](#)

Holiday Special 1 - Off abroad? Know the risks! In my new '60 Second Science' series I've been looking at how we measure risk, both individually as motorcyclists, and comparatively against other activities. But as several comments pointed out, individual behaviour is a factor, and so is where we ride. [Read more](#)



Elevenes 343 Sun 18 June - motorcycle news, tips & views

in today's news... Spanish and Danish authorities arrest five in connection with drugs trafficking... Hero MotoCorp being investigated for

'diversion of funds'... new website captures every injury bike crash for ten years... police in UK trial Energica patrol bike... Honda's electric moped goes on sale in Japan... Suzuki aim to have e-bike on sale during 2024... Kymco patents rearward facing radar... new bobber from Benda... in today's discussion point - Warwickshire crash reduction; what's the logic behind the rider safety posters - none, it seems... [Read more](#)

Is there logic behind a safety poster campaign? Maybe not!  
[Adapted from yesterday's Elevenses LIVE WEBCAST - [find the whole podcast here](#) I'm sure you've ridden down plenty of roads with signs warning riders to 'RIDE SAFELY' to take extra care and 'THINK BIKE' signs reminding drivers to look out for motorcyclists. And if you're in Warwickshire, you'll see some new ones as the local Road Safety Partnership are resorting to the old formula of putting up over one hundred new signs. [Read more](#)



#### Getting into biking - CBT & Emergency Stops

It was a common enough scenario - a pedestrian ran in front of me on a zebra crossing. It was long before ABS, long before CBT even. So I'd taught myself to ride and I'll admit that my braking skills weren't the best, even though I was a year or so into my courier career. To cut to the chase, I crashed. Again. [Read more](#)

Elevenses 344 Wed 21 June - motorcycle news, tips & views

in today's show... MBE for eight-time world trials champion Emma Bristow... truck-based simulator for Devon & Cornwall police... ANCAP video shows 1st person view of collision detection system working... gone in one



hundred seconds - another broad daylight theft... e-bike startup acquired by Peugeot Motorcycles... Harley to export LiveWires to Japan... the Brotherhood XS800 bobber - excess in more than one way... in today's discussion point - is a high fidelity simulator the right way forward? Maybe not...[Watch here](#)



What IS a fact, in fact?

60 Second Science is a BRAND NEW series of short videos from Survival Skills Rider Training explaining why science matters to motorcyclists. The fact is, we throw the term fact around

with gay abandon. Look at the number of articles or videos that claim to tell us "facts about motorcycles everyone should know", or that a particular model is the "best bike of 2023 - fact". [Read more](#)

Are you competent? Or only skilled? Part 3. Over the last two weeks, I've spoken about how in motorcycle training we hear a lot about 'skills', but rather less about what's known as 'competence'. In fact, skills are split into the 'hard skills' that we learn use to perform specific tasks (the ability to control the clutch is a good example, and covered in Part 1) and the less-tangible and far more rarely-discussed 'soft skills' (covered in Part 2 - amongst others I mentioned adaptability, self-control and empathy). [Read more](#)





## Holiday Special 2 - Renting a bike

Just recently someone on my regular bike forum asked for rental bike company recommendations on behalf of a - presumably younger - 'lad' who was wanting to rent a bigger bike to do a couple of weeks touring in the north of England and Scotland. The sticking point appeared to be the fact that the rental outlets around London were requiring a hefty £3,000 deposit

before parting company with their hire bikes. [Read more](#)

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Elevenes 345 Sun 25 June - motorcycle news, tips & views

in today's news... motorcycle legend Paul Smart died after driver made u-turn in a rush...

100 rider safety posters go up in

Northumbria... police riding days in Scotland... police looking for bike stolen after passer-by 'asked for a ride'... five out of six ground anchors unused in bike bay... rider given warning for riding hands off in Hastings... new battery tech could cut costs by half... another design monstrosity from Metorbike... in today's discussion point - Warwickshire crash reduction; does a drop from one year to the next prove a poster campaign works - unlikely...

[Read more](#)

Are road safety partnerships using data honestly? Last Monday's 'Comment' piece on the roads chosen for latest Warwickshire post campaign was about whether they were putting THINK BIKE



and RIDE SAFELY posters up in the right place. I REALLY thought it would get plenty of engagement, but whether it just wasn't interesting enough or whether FB chose not to spread it around, it didn't really take off. [Read more](#)

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## ***IAM RoadSmart News***



### [IAM RoadSmart partners with industry giants in campaign to reduce motorcycle deaths](#)

As the UK's leading road safety charity, IAM RoadSmart is launching a campaign, in alliance with organisations across the industry, to make the roads safer for motorcyclists and ensure they are consistently recognised as vulnerable road users. [More information](#)

### [Could motorcycles help solve traffic congestion and poor air quality in Britain's cities?](#)

New research commissioned by the UK's leading road safety charity, IAM RoadSmart, shows that the public are divided about the benefits of motorcycling in improving air quality and traffic flow, leading the charity to raise awareness about the potential motorcycles possess in easing congestion and reducing emissions. [More information](#)

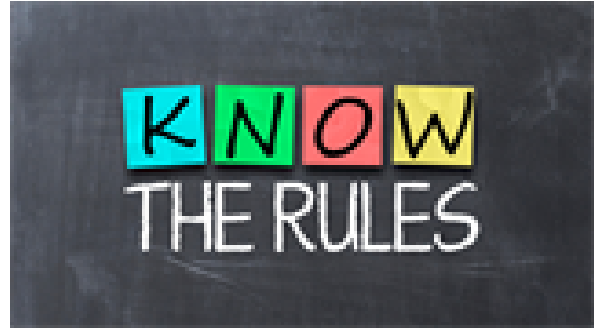


### [Sharing the road with cyclists](#)

As temperatures rise across the UK, many of us will start to see more people opting for the two-wheeled alternative to make their journeys. [More information](#)

### [Little known driving rules](#)

When was the last time you dusted off your copy of the Highway Code? Packed full of rules and advice to help keep road users safe, it's essential reading for learner drivers as well as more experienced motorists. [More information](#)



[Traffic officer to IAM RoadSmart Examiner](#) Marcus is a retired police officer and has been an IAM RoadSmart Examiner for more than 30 years.

[More information](#)

### [Celebrating Armed Forces Day](#)

To celebrate Armed Forces Day, IAM RoadSmart caught up with IAM member and National Observer Andrew Wiley, a member of the armed forces for more than 30 years. [More information](#)



Road safety campaigner Meera Naran recently joined us for a motorbike ride. Shaun, one of our area managers, took her out on a [BMW Motorrad](#) to help deliver on

a commitment to her son, Dev, who had always wished to ride a motorbike himself. Dev was sadly killed in a collision on a smart motorway when a lorry struck his grandfather's car on the hard shoulder when he was eight years old. Since then, Meera has campaigned tirelessly for safer regulations on smart motorways, which has recently earned her an MBE. It was an honour to have Meera come out on a ride with us, and she quoted on the experience herself - "the team were wonderful and really looked after me".

This week we had another successful Skills Day at Thruxton, with a great turnout for our Ladies' Day!

Despite a rainy start, the track remained dry all day for those riding the circuit, which resulted in a great day. [#SkillsDays23](#)



For the second year running, we're offering the opportunity for two UK finalists to showcase their driving skills and compete against talented teams from across Europe. As part of this year's selection process, 12 semi-finalists will compete for the two available UK finalist slots in a range of physical driving challenges at Thruxton - The UK's fastest circuit. The two UK finalists will enjoy an all-expenses-paid, unforgettable weekend at the FIA International Final in Austria. Moreover, there awaits the chance to claim the ultimate top prize - an exclusive FIA racing experience that money can't buy. [No time to waste! Find out more](#) \*T&Cs apply - Application closing date 02/07/2023



**Want to become a better rider?** Our Advanced Riding Course can help. The roads can be a dangerous place, even for the most alert and cautious riders. While you can never be 100% safe, becoming an advanced rider will equip you with the skills to correctly anticipate, and plan for, the hazards you encounter on your rides. [Find out more](#)



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*SAM members have you got some news to share? Send it to [sam-editor@iam-sheffield.bike](mailto:sam-editor@iam-sheffield.bike) and share it with all your SAM Club friends...*

### **Stay healthy and ride safe**

Paul Conway (on behalf of the SAM Committee) Sheffield Advanced Motorcyclists

Charity no. 1089671 IAM Group no. 4152



Saturday Meetings are for club members, observers, associates and ANY biker interested in taking an advanced rider course. Meetings are usually for one of these purposes:

- members take the opportunity to catch up with each other and generally socialise
- observers will be taking their associates out as part of their preparation for the advanced test
- other members will form smaller groups and ride out usually for breakfast somewhere
- Bikers who want to learn about how to become an advanced motorcyclist

If you'd like to find out more about us, join us at 9am any Saturday throughout the year, at Meadowhall Retail Park, Sheffield S9 2YZ, just off J34, M1.

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## ***Being a member of the SAM Club***

To be a member of the SAM Club we **strongly encourage you** to also be a member of IAM RoadSmart. The SAM Club is a registered UK charity with charitable objectives to provide advanced motorcycle education and training. Our charity has to abide by the national standards, testing and liability insurance cover to continue these activities. Liability insurance ensures that, within the events covered, both the SAM Club, its Trustees and members are safeguarded against liability for most untoward events; this includes all formal training and social events. Also, the SAM Club is dedicated to serving the local community by promoting the education and training of bikers in advanced riding knowledge and skills; and, supporting national road safety campaigns. For a total cost of £54/year, i.e. £1.04p/week, you help ALL your fellow bikers to improve their riding knowledge and skills. Thank you.

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**Associates:** SAM's highly trained, dedicated, self-funding, volunteer Observers, meet all their own expenditure in providing your training. When you go out on observed rides with your Observer, we are asking you to donate £10 to offset a little of their running costs in helping you to become an advanced motorcycle rider. Thank you.

## **Extra bits**

- Next SAM Committee Meeting: **28th June 2023**
- Next SAM Club Night: **3rd July 2023 meet at 7.30pm for an 8pm start** [Treeton Miners Welfare, Arundel St, Treeton, Rotherham S60 5PW, UK](#)
- **Gift Aid Form:** Gift Aid allows UK charities to claim back the basic rate tax already paid on donations. This means we can claim back from the government on your behalf 25p for every £1 donated, boosting the value of the donation by a quarter. Use this link to fill in the form on the SAM website and send it to [treasurer@iam-sheffield.bike](mailto:treasurer@iam-sheffield.bike).
- **Not getting your SAM emails?** If any member is NOT getting SAM Club emails, first check your junk folder, then send a request to [sameditor@iam-sheffield.bike](mailto:sameditor@iam-sheffield.bike). Pass on this message to any members who are complaining about not getting their SAM Club emails.
- **Changing your email address:** If you change your email address then let me know so that we can keep you informed of all the exciting things
- happening in your club.
- **IAM RoadSmart member discounts:** SAM members, are you making the most of your IAM RoadSmart membership? There are lots of discount savings that can offset your IAM RoadSmart and SAM membership fees, so grab a bargain TODAY!

- **Share with your friends:** Know someone who is interested in biking? Why not share this SAM Update and help them to be an advanced rider.
- **Follow us on** [Facebook](#), [Twitter](#) & [Instagram](#).

## ***What are we about...***

*The Sheffield and District Advanced Motorcyclists (SAM) are an independent charity that provides public education, and training in advanced motorcycling skills. Its aims are to increase public awareness and understanding of motorcycling and the advanced knowledge and skill skills required to ride safely on public roads. It is an affiliate group of the Institute of Advanced Motorists (IAM RoadSmart) and works closely with statutory and non-statutory organisations in promoting public information and education on motorcyclists and motorcycling in its designated region. SAM's volunteer motorcyclists are all trained to and maintain national standards of advanced motorcycle riding. They provide ongoing guidance and support to prepare motorcyclists for UK nationally recognised advanced motorcycling tests. SAM works closely with other charitable groups who require advanced motorcyclists to support public events, NHS dispatch rider services and many other socially responsible activities. SAM provides an essential public service in encouraging, promoting and marketing improved safety on public roads in the UK and internationally through IAM RoadSmart. SAM also has a very active social events programme that encourages its members, family, friends and the public, to both support the charity's socially responsible objectives and enjoy the camaraderie and support provided by the club.*

## ***Club Merchandise***

***"YOU can proudly support YOUR Club"***

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Clothing can be ordered online direct from:

**APRINT LTD**

138 Morthern Road

Wickersley

Rotherham

S66 1EA

Telephone: 01709 709977

Fax: 01709 709987