



SAM Weekly Newsletter - 15th December 2023

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

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Editorial

Welcome to another digest of the week's SAM Club motorcycling news. You would think that EVERYONE would know that powered-2-wheel transport, much like any other form of transport, comes with its own unique risks. The unpaid volunteer Observers, with the support of members, work hard every week to ensure motorcyclists ride safer. This work, led by our Chief Observer, helps to reduce the number and severity of accidents. Helmets are a VAT-free purchase and by law, you are required to wear one when riding. A clear recognition of the importance of safety equipment for motorcyclists. So, it was with complete disbelief that we read that Victoria Atkins (The Financial Secretary to the Treasury), in a written parliamentary answer, states that maintaining the forecasted £161 billion (2023/2024)¹, raised from selling goods and services in the UK, was preferable to keeping bikers safer on the road. Further, it is stated that exemption from VAT is limited by 'statute and financial considerations'.

Now in 2016 the conservatively estimated lifetime cost of NHS treatment of a patient with a severe spinal cord injury was £1.12 million. The estimated loss of VAT that protects a rider from severe spinal cord injury is £80/rider. There are 1.4 million motorcyclists riding regularly each year in the UK. If every rider bought an air vest the treasure would lose £112,000,000/year. That's 0.0007% of the estimated VAT income. The cost of the pain and misery of a severe/catastrophic spinal cord injury is incalculable. Most regular riders commute daily for education and employment. At the time of writing most motorcycling representatives have yet to comment.

¹ McDaid, D., Park, AL., Gall, A. *et al.* Understanding and modelling the economic impact of spinal cord injuries in the United Kingdom. *Spinal Cord* 57, 778–788 (2019). <https://doi.org/10.1038/s41393-019-0285-1>

Onto other news. The persistent heavy rain on Saturday dissuaded most SAM Club members from riding out. There was, however, one brave biker at Meadowhall. The rest of those who met up arrived on four wheels. We still had coffee, a great chat in Mcdonalds and went for breakfast. Yes, there's no SAM Club Night until February, but Saturday meetings are a must, even if it is only for coffee and a chat. Biker camaraderie is in the news this week. Mental Health Motorbike and SYSRP are reminding us all that it's good to talk. On Tuesday, 30th January 2024, Mental Health Motorbike and IAM RoadSmart are running a webinar on how to introduce mental health into the local motorcycling community. Log in to your IAM RoadSmart membership page to register.

We can all remember Pete Lenthall's (SAM Observer) brave early morning ride for the Relay Rider's Charity. Well, you can vote for your favourite Relay Rider's Charity. Have a read about all the charities and pick your favourite.

Our friends the Whiteknights have had an amazing November. Their unpaid volunteer riders have done 456 hours on call, completed 289 jobs, delivering blood, pharmacy, patient records, breast milk and laboratory samples. They saved the NHS an estimated £10,688. It always makes me smile to think of premature babies happily getting their tummies filled with the best nutrition available. They'll definitely sleep happier! The Whiteknights still need volunteer advanced riders, sponsors and others to help raise funds for their very vital work.

Kevin Williams has three great articles. The first is about how to keep your visor in great condition. Sixteen years as a dispatch rider showed him that it pays to see where you're going. There is also the issue of speed as you want to be just fast enough to ensure that you and the bike arrive safely. He also writes about one of our favourite topics, riding all year round. Lastly, he writes about 'reflective learning'. The process of reviewing what goes

right and what can be done better when you are riding. All advanced riders know the benefits of this invaluable self-learning process for improving and maintaining your riding performance. It's always good, from time to time, to reassure yourself of what you think you might know; and, remember what you've forgotten!

IAM RoadSmart has a commentary on the latest proposal by the Competition and Markets Authority to investigate possible fuel price fixing at petrol stations. You can also read about how to win a BikeTrac subscription. Police found, on sale in Lithuania, bike parts from bikes stolen in the UK. There are stories from a Blue Lights volunteer and how do you deal with your bike on cold mornings?

In the adventure riding slot, Noraly Schoemaker (Itchy Boots) is having an interesting time crossing the Niger River. Adventure bikes are also keeping bike sales up, so there will be plenty of bikers, if they can afford one, needing an air vest. Finally, in the history slot you can read about a 1975 Honda CB 750 and the amazing Autocycle. There are lots of other articles for you to read. Until next week, happy reading.

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. 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



2024 National Relay charity vote!

Please read the information below, follow the links to find out more information on the charities. Then Register your votes below.

Only vote cast on the link below will count, votes in the comments will not count. [Vote here](#)



We were recently looking at specific risks to young motorcyclists for the National Young Riders Forum. I have a



friend who is now a Consultant Surgeon, but spent much of his early career in the NHS in A&E.

I asked him about typical motorcycle injuries and for advice.

His main concern were fatalities and serious life changing spinal injuries, basically because most other injuries he could fix. [Read more](#)



9 Reasons to Switch to an Electric Bike

Considering a shift in your transportation habits? Electric bikes are more than just a trend —they're a cost-effective solution to many modern-day commuting challenges. From ecological

benefits like slashing carbon footprints and promoting cleaner air to the personal perks of fitness and cost savings, e-bikes are changing how we think about travel.

Modern technology enhancements make rides more efficient and enrich recreational experiences. Here are nine reasons why [choosing electric bikes](#) isn't just a good idea but a decisive step toward a greener, brighter future. [Read more](#)

In late 2015, a project transformed this 1975 Honda CB750 Super Sport into a cafe racer. The heart of the bike is a 736cc inline-four sourced from a 1976 CB750F, paired with a five-speed transmission. Its vibrant metallic orange finish adorned with black and white pinstripes catches the eye. [Read more](#)





Suzuki to Focus on “Alternative Solutions” for Bigger Bikes

Suzuki to reserve electric power for small-displacement commuters (~125cc)

- The first electric plug-in two-wheeler is on track for a 2024 debut
- Bigger EV power isn't an option for Suzuki unless “there's a breakthrough in the technology” or “something changes the situation drastically in the future” [Read more](#)

Bret Tkacs is at it again on YouTube, schooling adventure riders who want to get better. This time around, he's teaching and talking about mounting a motorcycle.



When it comes to adventure riding, Bret is one of the more informed coaches out there, and when he's not out riding and bombing trails on his big ADV, he's [giving useful bits of advice](#), [food for thought](#), and information on YouTube for [adventure riders](#), particularly those that love or want to go off-road. [Read more](#)

PLENTY OF PEOPLE ARE STILL BUYING NEW MOTORCYCLES, DESPITE EVERYTHING

A precarious outlook hasn't dented motorcycle sales all that much, judging by the latest figures. There are numerous factors to put people off buying a new motorcycle right now. We have a cost of living crisis



brought on by soaring inflation and painful mortgage interest rates, all amidst a backdrop of various crises around the world and a broken road network littered with potholes closer to home.

[Read more](#)



Should motorcyclists be worried about clean air zones?

There's been a lot of controversy about clean air zones (CAZ) recently, with many people worrying about the impact that these zones will have. But what exactly are they, and why are motorcyclists set up for an easy ride through the new landscape of transport in the UK? [Read more](#)

Rider Skills: Braking IN a corner. It's one thing to brake hard on a straight bit of road, but what happens when you have to do it while riding through a corner? This is what...



We've all been there: ridden into a corner a bit too fast, and found ourselves wanting to slow down while the bike is banked over. The corner is tightening, the verge coming closer, and it feels like there's nothing to do. It's not a pleasant feeling, especially if you are not sure what the most effective actions are and how the bike is going to react to your inputs. Visions of ending up in a heap are difficult to shake off.

[Read more](#)



Learning to ride: Why you should take advanced motorcycle training. [Learning to ride a motorcycle](#) doesn't stop when you pass your test. In our opinion, particularly for new riders,

some of the best money you can spend in your formative years is on advanced motorcycle training. This is optional additional learning, administered by a riding school, an organisation like RoSPA or IAM, or indeed the police. It teaches you techniques to keep you safe on the road, such as where and what to look out for, how to make decent progress without risking an accident, how to look after your bike properly and plenty more besides.

[Read more](#)

Friday Forum Foraging: Behold The Autocycle!

Have you heard of the Autocycle? If the answer is no, don't be ashamed. It's certainly an oddity, and in this case, only 326 examples were made.



What we're looking at exactly is a 1986 Owosso Pulse Autocycle made by the Owosso Motor Car Company of Owosso, Michigan between 1985 and 1990. It's kind of like an enclosed streamliner you'd see making land-speed record attempts, with one wheel in front, another in back, and an outrigger with two more wheels jutting out from either side. But think of the outrigger more like training wheels on a bicycle – only one of those wheels is touching the ground at any time. [Read more](#)



Recall: 2020-2022 Cake Osa Flex Mopeds Could Have Steering Column Break. As a remedy, the original aluminum steering column will be replaced with a steel one, free of charge. On November 28, 2023, Cake 0

Emission USA Incorporated issued a safety recall for all 2020 through 2022 Osa Flex Mopeds that have been sold in the US.

The issue relates to the aluminum steering column those bikes came equipped with, which could potentially "become fatigued over time and, in certain cases, can shear when subjected to a hard impact," according to the recall report. This could, in turn, potentially result in a crash for the rider. [Read more](#)



Motor School With Quinn Redeker: Motor (Sensitivity) Training

In this instalment of "Motor School," Quinn encourages riders to try a little tenderness. The benefits of getting in touch with what your motorcycle is saying are massive. Don't be shy, give

it a try.

We've known each other for a little while now, so let me just come out and say it: Deep down, you're a sensitive person. It's no secret you get misty-eyed every time you watch Titanic. We all know it, and nobody thinks any less of you. It's one of the things we really like about you. [Read more](#)

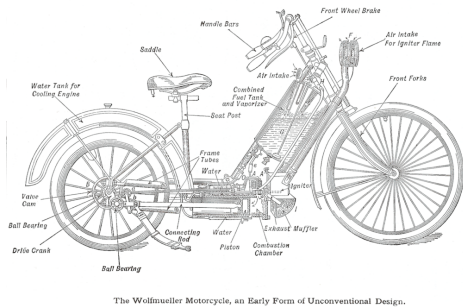
The Ups and Downs of My First East Tennessee Motorcycle Ride

Where the grass is greener

When I'm travelling and tell other riders that I'm from Tennessee, they tell me they're jealous. They talk about how lucky I am to live in a state with so many fantastic riding roads through the Great Smokies. However, before last summer, I had to shamefully admit I'd never ridden in East Tennessee. [Read more](#)



FIRST MOTO CYCLE IN AUSTRALIA: 1896T



The Wolfmüller Motorcycle, an Early Form of Unconventional Design.

The motorcycle is an old concept. The first recorded image of a [two-wheeled vehicle with an engine dates back to 1818](#), and the first known functional motorcycle, [Sylvester H. Roper's](#)

[‘steam velocipede’](#), dates back to 1869. Several other steam-powered motorcycles were built in France and the USA in the 1870s and 1880s, but the first motorcycle to be built on an industrial scale was the Motorrad built by Hildebrand and Wolfmüller from 1894-1897. Heinrich and Wilhelm Hildebrand were steam engineers, and the initial (1889) prototype of their Motorrad was steam-powered, but they teamed up with Alois Wolfmüller to produce a gasoline-powered version in 1894. One look at the construction of the Motorrad reveals its steam heritage, and makes it unlike any other motorcycle: the engine’s cylinders have exposed connecting rods that act directly on the rear wheel hub, in the same manner as a steam train, making the rear wheel effectively the flywheel of the motor. A rubber strap helped rotate the rear wheel on the ‘return’ stroke, and can be seen laying on the ground in the illustration below. With no clutch possible in such a direct drive, the Motorrad is a push and go starter, with no bicycle pedals as with other early gasoline motorcycles, as the Hildebrand and Wolfmüller chassis had nothing whatsoever to do with traditional bicycle design. [Read more](#)



In this episode, I am on my way to Abuja, which I should reach in one day now. But I still have to get across the wide river Niger, and according to the locals, there is a ferry... When I finally

reach the paved road, and think that the biggest challenge is behind me, I realize it has only just begun... stay tuned for the episode after this! [Watch here](#)

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: **5th February 2024 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.*

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)

Whiteknights Yorkshire Blood Bikes would like to thank Moderna MOTs Ltd for their support and vital role in keeping our fleet of bikes on the road. We very much appreciate the contributions of our friends and supporters.



Thank you to the Northern Refrigeration Golfing Society for their recent event held at Selby Golf Club in aid of Whiteknights. Thank you for donating £160. Pictured are members in their Christmas jumpers at the event.



289
Jobs completed



Whiteknights
Yorkshire
Blood Bikes

274 Urgent Jobs
0 Emergency Jobs
11 Relay Jobs
4 non-urgent jobs



The time donated is an average saving
to the NHS
of approx. £10,688.00 over the Month



10,336 Miles Ridden/Driven
456 Hours on call

Just some of the Items we have transported this year



9 - Breast Milk



219 - Bloods
and Covid
Samples



3 - FMT Samples



0 - Fluids



58 - Pharmacy Items
and Patient Records

Bikes donated by:



Investing
For Tomorrow



FreeMasons



We maintain the service 365 nights a year, and weekend and Public Holiday daytimes.
This is a 100% volunteer service provided at no cost to the NHS

Registered Charity No. 112451

Whiteknights Yorkshire Blood Bikes share their November 2023 statistics. We participated in 11 national relays this month and travelled more than 10,000 miles.

It's another remarkable achievement by our volunteers.

[#bloodbikes](#)

South Yorkshire Safer Roads Partnership



Good morning.

We're guessing this weekend will be busy with parties and family fun.

If you're driving anywhere, please remember no amount of alcohol in your system is safe.

Alcohol significantly increases your risk of being in a collision, putting you & your loved ones at risk.

[#barnsley](#) [#doncaster](#) [#sheffield](#) [#rotherham](#) [#christmasparty](#)
[#christmas](#) [#christmastree](#) [#christmastime](#) [#christmasmood](#)
[#christmaslights](#) [#christmasiscoming](#) [#christmasspirit](#)
[#christmasdecor](#) [#merrychristmas](#) [#christmasgifts](#) [#xmas](#)

If you're heading out have you sorted out how you're getting home?

No amount of alcohol is safe if you're driving.

Leave the car at home.

[#christmasparty](#) [#christmas](#)
[#christmastree](#) [#christmastime](#)
[#christmasmood](#) [#christmaslights](#)
[#christmasiscoming](#) [#christmasspirit](#)
[#christmasdecor](#) [#merrychristmas](#) [#christmasgifts](#) [#xmas](#)





Good morning. We hope you are well.

Are you looking after your own well-being this [#Christmas](#)?

How you feel mentally has a big impact on how you make decisions.

Look after yourself:

<https://sysrp.co.uk/wellbeing-mindfulness>

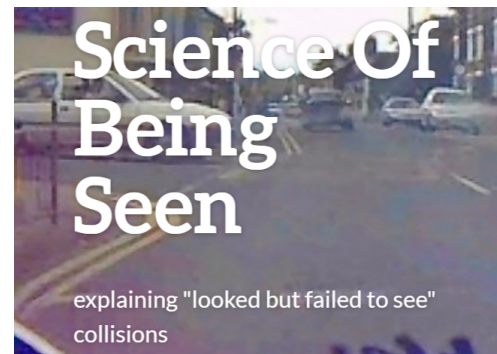
[#barnsley](#) [#doncaster](#) [#rotherham](#) [#sheffield](#)

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.

LAST WEEK'S ROUND-UP



Newbie mistakes #6 Seeing where we're going

To be fair, we usually don't have a choice over when to train and it certainly makes sense to learn in in summer, but winter is coming, and when the temperatures plummet and the days get shorter it sets us novel challenges. But what we can do is think ahead. Last week I dealt with

how to avoid getting cold and wet, and why it's important to adapt (your) riding for lack of grip. But even before that, we have to see where we're going. [Read more](#)

Eleven 390 Wed 6 Dec -
motorcycle news, tips & views

in today's show... BMF investigate claims of prejudice against motorcyclists by employers... AA tell road users 'avoid puddles'... learner fails theory test 59 times... off-road bikes to help Thames Valley police pursue nuisance bikers... Zero bring home the endurance Maudes Trophy... Fowlers to stock CFMoto... Dakar rally gets new Misson 1000 for alternative energy vehicles... Italjet's new 559 twin scooter... could this Honda GB350 come to GB... in-depth today - blame is a lazy way to make sense of chaos - a new series on crashing...[Watch here](#)



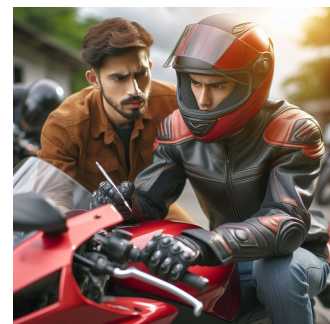
A SURVIVAL SKILLS VIDEO NASTY

'Too Close to the Edge'

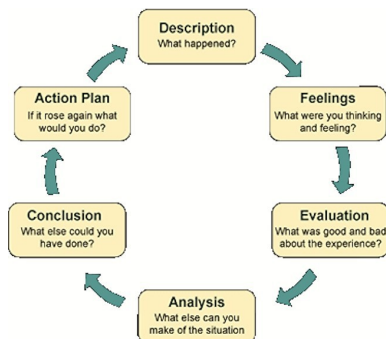
You may have seen the Closer to the Edge movie following Guy Martin's fortnight at the 2010 TT. Martin was battling for the lead on lap three of the final race of the 2010 Isle of Man TT when he crashed heavily at Ballagarey. The bike burst into flames while Martin slid down the road. The incident resulted in first red flag in more than a century of Senior TT racing. Martin was lucky - he had no permanent injuries. The previous day, New Zealand privateer Paul Dobbs, a Triumph key development rider, was killed in the same place. [Read more](#)

Effective teaching - avoiding negative imaging

Instructing, teaching, coaching. These are all slightly different approaches to working with people in order to help them learn and



develop, but there's one thing in common; if we go in with a positive approach, the results are usually positive...[Read more](#)



Maximising Winter Pt 2 - Reflect on last year

We're into week 2 of my newest series where I challenge you to use the biking off-season to prepare for next spring. Of course, if you're the sort who rides all year round, that's not to say that you still can't benefit from these articles - they're applicable to everyone who rides. Last week was all about the demotivating effects of time. This week I'll be looking at how we can build forwards to next year by looking back on what we achieved in the last twelve months. And so let's start with a question? [Read more](#)

Elevenes 391 Sun 10 Dec - motorcycle news, tips & views

in today's show... Scottish community club's pitches wrecked by nuisance bikers... father-and-son team tried to steal bike from Milan show stand...

KTM off-load cycle brands and switch more production to China... in the hot seat - heated seat pad... new battery tech from Toyota... Savic set to begin deliveries on e-bikes... Ducati tie up with Bentley for limited edition Diavel... next ONLINE TALK EVENT... in-depth today - are KTM in financial difficulty? [Watch here](#)





What's going on at KTM?

[based on yesterday's in-depth item in Elevenses]

There have been two pieces of unusual news in the last few days involving Pierer Mobility, the owners of KTM and associated brands MV Agusta, Husqvarna and GasGas.

The first is that Pierer are 'disinvesting' themselves of their bicycle brands which include the prestigious manufacturer Felt.

[Read more](#)

IAM RoadSmart News



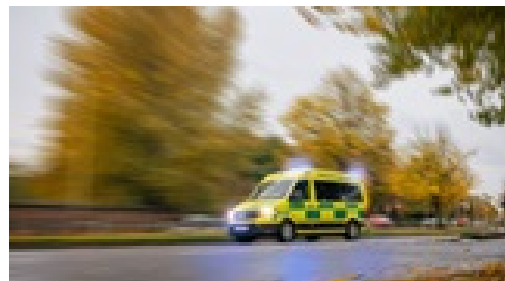
[Is your bike feeling the bite?](#)

There's nothing worse than your motorcycle not starting on a cold, icy morning, but with a bit of planning, you can make sure your vehicle is ready for the colder months.

[More information](#)

[Blue lights and better drivers: a volunteers' story.](#)

Road safety and advanced driving have always been important to IAM RoadSmart Chief Observer John Teasdale. [More information](#)





Merry Christmas from IAM RoadSmart! 🎁

This Christmas, IAM RoadSmart want to recognise and celebrate the importance of our community. You're the lifeblood of our organisation - we couldn't do it without you!

Thank you to all those who make our organisation what it is – a network of hardworking, committed members, volunteers, groups, trainers & ADIs, commercial clients and more!

[We've created a Christmas e-card which you can send to family and friends for free.](#)

To be in with a chance:

1. Make sure you're following - IAM RoadSmart and BikeTrac
2. Comment your favourite bike memory of 2023 below!

Good Luck!

The competition ends Sunday 17th December at 23:59.



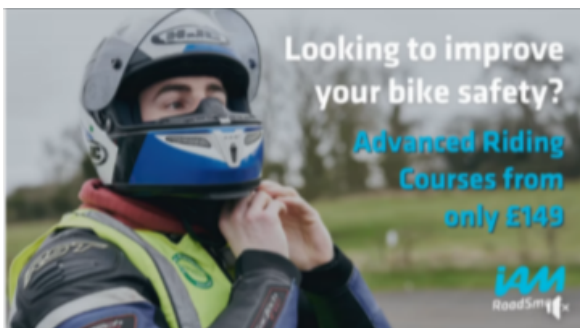
The Government recently announced that the Competition and Markets Authority (CMA) will be granted new powers to monitor the road fuel market to protect UK motorists from rip-off fuel prices.

Fuel retailers, including supermarkets, will need to disclose how much they are charging customers on their forecourt, and those that fail to comply could face a fine from the watchdog. [Read the full press release here](#)

About the Webinar

This will be an interactive webinar presented by Mental Health Motorbike exploring mental health and how they introduce this topic within the motorbike community.

MHMB will share some background to their charity and share some of the support they have given. MHMB will also introduce you to mental health first aid (and hopefully sign some of you up to do the training). Some pointers will be given on how to support someone you love or work with who might be struggling with their mental health whilst exploring some ways to manage your own 'stress container' through the 5 ways to wellbeing. Come and join the MHMB team in exploring this important topic. [Log in to your IAM RoadSmart account to book.](#)



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](#)

SAM members have you got some news to share? Send it to 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.

Being a member of the SAM Club

To be a member of the SAM Club you should also be a current member of IAM RoadSmart. As a registered UK charity the SAM Club has charitable objectives to encourage and support the wider use of powered-two-wheeled transport in the UK. We provide advanced motorcycle education and training to help all bikers ride more safely. 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 most untoward events. This includes all formal training and social events. Also, the SAM Club is dedicated to promoting the education and training of bikers in advanced riding knowledge and skills, both locally and nationally. At a total cost of £55/year, i.e. £1.06p/week, you help ALL your fellow bikers to improve their riding knowledge and skills. Thank you.

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: **18th January 2024**
- Next SAM Club Night: **5th February 2024 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.

- **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. 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 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"



Clothing can be ordered online direct from:

APRINT LTD

138 Morthern Road

Wickersley

Rotherham

S66 1EA

Telephone: 01709 709977

Fax: 01709 709987