

**THE INSTITUTE OF ADVANCED MOTORISTS  
510 CHISWICK HIGH ROAD  
LONDON W4 5RG**

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**M E M O R A N D U M**

**TO:** All Group Chairpersons and Secretaries

**CC:** RCO'S, RMA'S, AC, BH, CP, VY, PR, DS, LF & Staff Examiners

**FROM:** Paul Woozley – Membership Development Manager

**DATE:** 20<sup>th</sup> August 2009

**RE:** **Garmin Zumo 660 bike Sat-Nav Offer**

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The last Garmin offer generated enormous interest amongst IAM members, not least from the bikers asking about the Zumo units. As a result we are pleased to advise that IAM members can now purchase a top of the range Zumo 660 unit for £429.99 through the IAM website.

This represents a 20% saving on the recommended retail price, however I have seen the unit for around £450 elsewhere but that still offers an extra £20 off for members. If sales are encouraging then we can expect stronger discounts and promotions from Garmin in the future.

**How to order**

1. Visit the members only area of the IAM website or click this link [www.garmin.com/iam](http://www.garmin.com/iam)
2. Create a simple Garmin account online if you have not already done so.
3. View the comprehensive Zumo product information and follow the online ordering process.

This offer is live now and can be ordered today.

**BONUS – Win a FREE Zumo 660 unit, review it on behalf of the IAM and be featured in Advanced Driving magazine!**

All IAM purchasers of the Zumo 660 unit during the next month will be put into a prize draw and a couple of members will be invited to review the unit for inclusion in the next issue of Advanced Driving magazine (including photos). In addition the IAM reviewers will have their Zumo purchase refunded in full!

Entry is automatically made when you purchase a Zumo 660 through the website. Your details are not shared with any other party or used for any other purpose. Participation is optional, if you are chosen and do not wish to conduct the review then we will offer the opportunity to another member.

Please promote this offer through your local group media as appropriate.

Finally, keep an eye out for a number of other new member benefits that will be launched soon.