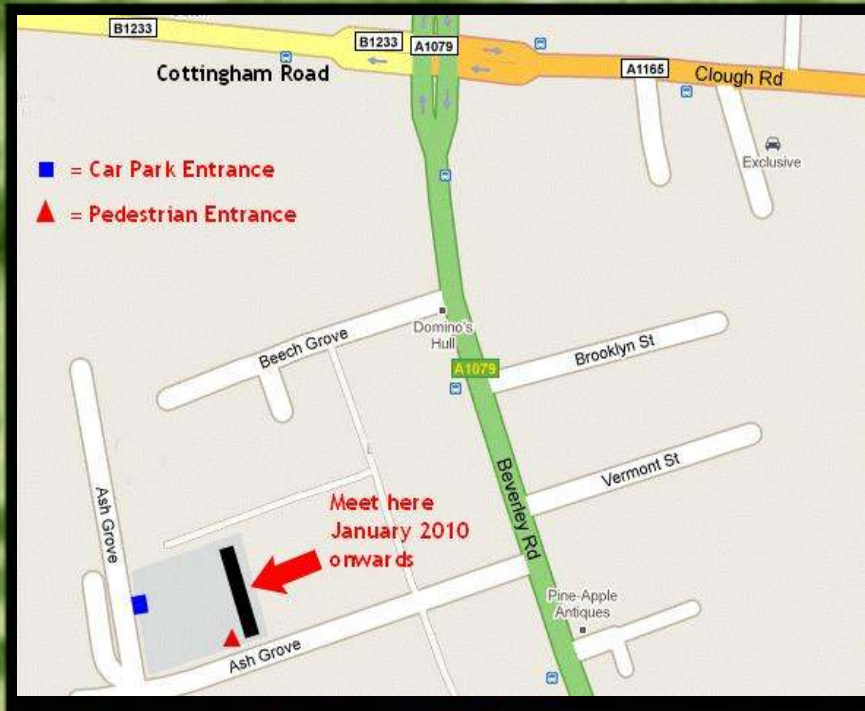


Come Join Us...

We meet on the third Monday of every month at the Kingston Bowling Club, Ash Grove, Hull, HU5 1LU at 7.30pm

www.heram.co.uk



IAM Group 4228 - Affiliated to the
Institute of Advanced Motorists



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HERAM

February 2010

Inside this month...

Trip of a Life Time
Charity Ride 2010 Update
Committee Posts



...Also in this month

New Red Light
Are Digital Dashboards a safety Hazard?
The Honda Academy

Free - Please take one...

Hull and East Riding Advanced Motorcyclists

Editor's Note...

Hi all, welcome to your February magazine. Remarkably I have done little in the way of putting this magazine together as I am currently sunning myself in Florida. Thanks go to Harriet (Heather's daughter) who has single handedly gathered the information, laid out the articles and got it to the printers on time, a big thank you from me. Harriet passed her riding test with Smart (naturally) two years ago when she was seventeen, she is now thinking of joining our club to try for her IAM test.

So, without further a do, I must improve on my already extensive tan and ensure I have no 'white bits' on my return. I suppose you all at home are nearly through the worst of the weather which only means one thing, more opportunities to get out on the bike.

Hope to see you all soon, stay safe and ride well. Joey - Editor



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Please ask any of the Committee for information regarding the regalia.

Anyone who does not have a copy of the IAM Group Rides booklet, contact a member of the committee.

Events Diary 2010

Please arrive 15 minutes before scheduled ride time.

Date	Place	Event	Time	Ride Leader	Contact Number
February					
Monday 15	Kingston Bowling Club	Club Night	7.30		
		<i>Pete Crowther is showing a video after the meeting.</i>			
Sunday 28	Barneys Cafe	Run	10.30	Barbara Stubbs	01724 734968
March					
Sunday 7	Beverley Market	Run	10.00	Dave Scott	
Sunday 14	PC World, Clough Road	Run	10.00	Phil Davis	
Monday 15	Kingston Bowling Club	Club Night	8.00		
		<i>Key and Rob Read are doing a presentation on there forthcoming Charity ride.</i>			
Sunday 21	Humber Bridge Car Park	Observed	10.00		
Sunday 28	Beverley Market	Run	10.30	Tony Williams	
April					
Sunday 11	Beverley Market	Run	10.00	Steve Saul	
Sunday 18	Humber Bridge Car Park	Observed	10.00		
Monday 19	Kingston Bowling Club	Club Night	7.30		
Sunday 25	Humber Bridge Veiwing Area	Bike Safe			
May					
Sunday 9	Beverley Market	Run	10.00	Steve Saul	
Sunday 16	Humber Bridge Car Park	Observed	10.00		
Monday 17	Kingston Bowling Club	Club Night	7.30		
		<i>Peter Rogers Chief Examiner with the I.A.M is coming to give a talk</i>			

To book an event, please contact

Ross Cameron

01482 879943

Please note holders of associate membership are also eligible for the Social Ride Outs

If Beverley Market Place is closed when you arrive the alternative area is at Halfords Car Park Beverley.

Associate Members please be aware that the fee applicable on the Observed rides will be £8.00 per session.



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Digital dashboards are a safety hazard, says IAM

The internet dashboard, or 'infotainment system' is the next in-car device that could cause a major distraction to drivers, says the IAM (Institute of Advanced Motorists). Intel and Google are both looking into interactive dashboards, including 10-inch screens above the gearstick which will show 3D maps, web pages and even videos. Other similar systems are being previewed at trade shows.

Peter Rodger, IAM Chief Examiner, said: "If drivers were tempted to use the internet or watch videos on the move, the results could be deadly," "If it's not acceptable to read a novel while driving, how can it be acceptable to read a multimedia display? Just how much information can a car driver absorb and still drive responsibly?"

"There is a fine line between providing useful extra information and causing a dangerous distraction. This system appears to cross that line," Mr Rodger added. "Viewing things like restaurant reviews and venue information online while driving should be illegal, and it should be an offence to buy, sell, fit and transmit information for this particular use."

The systems are not designed to be used on the move, but not all systems will be impossible to use while driving. One car manufacturer's version, due out this autumn, bears the notice: "Please only use the online services when traffic conditions allow you to do so safely".

"It should be made clear that the system should only be used when the vehicle is parked," Mr Rodger commented.



Honda has opened a major training facility in Erlensee, Germany (close to Frankfurt). Costing €15 million, the Honda Academy is destined to train all Honda Europe, dealers, sales and maintenance staff. In other words, anyone working on Honda products in Europe.

The training center will look after all Honda products sold in Europe, motorcycles, cars, lawn mowers, outboard engines, etc. The ultimate objective of the academy is to build Honda's customer satisfaction and service.

Shigeru Takagi, responsible for Honda's European operations as President of Honda Motor Europe Ltd. stated: "The Academy is not just for learning about our latest products and technologies. We have to listen to and respect each customer's individual concerns and to establish a good relationship with them, built on trust. The Academy's mission is to help every associate at Honda to learn how to serve each individual customer better."



14 permanent employees staff the training centre, occupying 53,000 square meters, 7,000 of those for the actual building. There are 6 business training rooms (sales) and 6 rooms for technical training. Honda has a capacity of handling 264 trainees per day.

Why not tell your friends club meetings are held on the 3rd Monday of every month at the Kingston Bowling Club, Ash Grove, Hull, HU5 1LU at 7.30pm Meetings are open to full, associate and prospective members.



THE MOTOR CYCLE INDUSTRY ASSOCIATION

It was an obvious conclusion from the last few months of sales figures in the UK: 2009 was going to be a really bad year for the motorcycle industry in the UK.

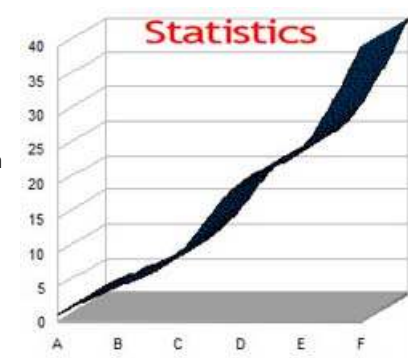
The 2009 MCIA figures don't disappoint, or in fact, they really do.

Sales of PTW Powered Two Wheel - motorcycles, scooters, mopeds (*motorcycles, scooters and mopeds*) was down **20%** overall during 2009! A total of 111,513 new units were sold during the year (*compared to 139,715 during 2008*). But things aren't as bad as they seem. About half of new registrations were for mopeds (*60% of these mopeds were cheap knock-offs from Asia*).

The remainder were for real motorcycles and scooters, meaning that in the above 50cc category, things weren't as bleak as they appear. Naked motorcycles did the best, and actually achieved an increase of 25.4% in their market share. Naked motorcycles sold as many as they did the year previously, so pretty good.

Second highest sales went to supersport bikes, taking a 20% market share, while scooters grab the third spot with 18%. The good old dual-sport adventure motorcycle category was pushed down to 4th place.

According to government statistics, motorcycles are still very popular for commuting. There are about 1.5 million active riders in the UK, 52% of them use the motorcycle for commuting (*the recorded average is 80 miles per week*).



So far, the UK government has not used a scrappage scheme to promote the sales of new motorcycles as have other European countries (*with success*). For that, they need to have an interest in the well being of their citizens.

New Red Light Coming - Computer Inspired?

Wow. This makes sense. You know when waiting for a red light to turn green, it's like waiting for a kettle to boil. It takes ages, and you get impatient, specially when you're on a motorcycle, and want to get going before the cages go. Then suddenly the light turns green and every one is pushing their vehicle. This stoplight concept is really cool. It works like with a computer, there's a progress bar, moving along, just like when you're downloading some file. It starts at 0% and moves all the way to 100%. Now, when the light is red, the progress bar, in this case a circle, turns around the red light.



Advertising in this magazine is free to group members, please submit to the editor.

For commercial advertising please contact Heather the publicity officer.

Group members please use the services of the advertisers wherever possible and tell them where you saw their advert!

Trip of a Lifetime

Charley Boorman half of the dynamic duo (*the other half being Ewan McGregor*), after having spent many months on his BMW GS motorcycle riding around the world (you can see it on re-runs of the TV series *Long Way Round* and *Long Way Down*), is going to lead a group of bikers from Cape Town, South Africa to Victoria Falls, Zambia (*end point, from there, you'll leave directly on a flight*).

Organized and managed by Moto Aventures, participants get to undergo an extensive training at BMW Off Road Skills School in Wales, UK, by none other than Simon Pavey (*from Dakar fame, and the personal trainer of McGregor and Boorman*), and then they are put on a BMW 1200GS (or a 650GS) for a 16 day motorcycle adventure through South Africa.

The participants will be staying in top luxury accommodation, hotels and safari camps, eat at great restaurants, and have the luxury of 2 assistance follow cars (*meaning you don't need to carry your luggage on your bike*). Charlie Boorman will be riding with you, and you'll be able to enjoy his tales while sitting at the campfires.

The adventure ride will start on the 15th of August 2010, and there's place for 22 motorcycles.

Cost: €6,950 (€4,950 for pillions) excluding the air fare.



iPhone: Record Your Track Motorcycle Performance

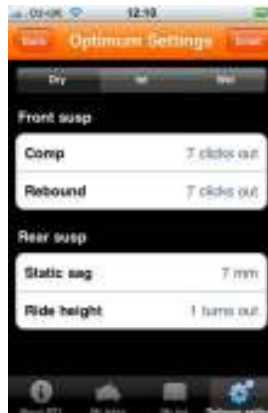
For those of you who regularly race on race tracks with your motorcycle, you know the problem if your name is not Rossi, Stoner or Hayden. You're on your own, and when you adjust your motorcycle, you need to put it on paper, and paper gets lost. There's no one to record & file your adjustments.

Motorcycle Track Log from TcIapps changes that. It's an application running on the iPhone that allows you to record the adjustments you make on your motorcycle when you're out on the track (*and obviously, it can be not only a race track, but also off-road*).

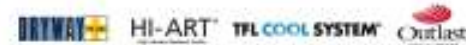
You can record not only which motorcycle and which track (*and weather conditions - dry, intermediary and wet*), but also several detailed settings on your motorcycle, like front and rear suspension, fuel mixtures, carburetor settings, etc. You can record up to millimeters worth of adjustments, so very detailed.

Each of the parameters can be adjusted, for example on the suspension you can define what the compression, rebound and static sag is. Then when you go out on the track, you can record the lap times, and compare which settings work better for you.

Then at a later stage, you can look up the race track, check the weather, and adjust your bike before you start to race, making the adjustments easier. Like a pro.... You can also email the settings so you can analyze them on your computer later on, or just share them with like-minded buddies.



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Volkswagen Done It! Bought 1/5 Of Suzuki Motorcycles

Volkswagen has been threatening it for quite some time, with loads of rumors circulating which company VW was going to buy. The rumor was that VW wanted to buy a motorcycle company. After having acquired a good portion of Porsche, the CEO of VW, Ferdinand Piech, a motorcycle lover himself, made it clear that it was in Volkswagen's strategy to get their hands on a motorcycle manufacturer.



The rumor had been circulating that it would be Ducati (*the CEO loves Ducatis*), or another one of the Italian manufacturers, but instead, in a surprise move, VW bought 1/5 of Suzuki for US\$2.5 Billion.

The move makes a lot of sense, since Suzuki also makes small cars that are widely sold in India, giving VW a good grip on that market.

Hmmm. Interesting.



Driving in snow is not about high-speed wheel spins say professionals

Now brake," said Peter Rodger as we tore through the icy back streets at all of 15mph. I obeyed, but we carried on moving, the back wheels slewed across the road and the engine stalled.

"That was too fast," he said. Mr Rodger, chief examiner with the Institute of Advanced Motorists, was putting me through the basics of driving in snow and ice.

He told me to try again. This time I slid gracefully into the kerb, narrowly missing a parked BMW. Mr Rodger explained where I was going wrong. "It's not only about controlling a car on ice, it's about controlling the driver," he said. "Most of driving is a mental activity. It's about how to deal with the conditions."

Driving in snow is not supposed to be about coping with high-speed wheel spins and steering as you slip backwards down a hill, he said. "The objective is not to do skid recovery, but not to skid at all," he said. "If you are driving on an icy road, keep your speed down to what you can stop in, even if the road is clear. Ice can mean you take ten times longer to stop than on a dry road."

Starting the engine, I put it into first gear and listened to the wheels spin uselessly beneath me. Mr Rodger told me not to accelerate at all. "Just put the clutch in very, very gently." We begin to move forward.

"Now try it in second gear." Again, we move off from stationary without touching the accelerator. "Most modern cars will do that — you see how much more control you have?"

Moving unsteadily along again, it became clear that ice can turn even the pleasant, residential streets of West London into something as hazardous as the remotest country lane. "You're pushing it a bit there," he said as I rounded a corner at just over 8mph. The key, Mr Rodger explained, is looking out for what is coming up — a dry main road can quickly turn off into a side street that Torvill and Dean might enjoy. "Look at what you're driving on. Thinking ahead gets you out of problems."

But what if, as I have just demonstrated, it's too late to think ahead? "If you do get into a skid while accelerating, take your foot off the accelerator and steer the car where you want to go," Mr Rodger said. When I skidded while trying to brake, Mr Rodger told me let go of the brakes then pump them gently. "It won't help you stop faster — that's an urban myth — but it will help you get control."

Mr Rodger tried to show me in his car, but the high-tech electronics stopped him from going into a skid at all. Which suggested the simplest, if most expensive tip for driving in the snow — buy a Mercedes.

Committee Posts

The Annual General Meeting is coming around again, my doesn't time fly and I am appealing to you for your help.

The Committee of any Club always requires willing volunteers to stand and support those already giving their time and energy to keep things ticking along.

This year is no different, apart from the obvious that I need your support as I do not wish to go into another year holding three Committee posts, I know what you are thinking, "she started the year with four and now she is doing three why does she need help - she's a woman they can multi - task" mainly because I would prefer to only do one post at a time. Also, it is good for the Club to have new members with different ideas thrown into the mix.

As usual you can apply for any post on the Committee, but the particular posts which need filling are those of Membership Secretary, Regalia Officer and also Publicity, you may have noticed Heather's absence as her new role is taking her away from the area more and more and whilst she isn't stepping down we have over the years always had two people within this role to share the duties.

As I have just mentioned you can apply for any post and if we were to have two people for one role then it would go to a vote. To be able to stand you need to be a Full member of the Club, not an Associate.

Secretary

General day to day running of the Club, liaising with Chief Office, attending Area meetings and conferences. Ordering stationary, Books etc as and when required, receiving updates via email and cascading out. Completing the Group Annual Return preparing the Committee Meeting Agenda and also the Annual General Meeting. Overall, getting involved as much as you wish to.

Membership Secretary

This role requires you to update the database with all the members details, adding new members, writing to prospective members when leads are given, generally through Bike-safe and co-ordinating with the Associate co-ordinator.

Regalia Officer

The regalia is our badge and when worn lets others know we belong to the Group, this also encourages new members as it can be a talking point. As well as clothing there are Books, CDs, Ties, Pens, Diaries and many other items which can be purchased from either the IAM or sourced locally. This post does suit someone within the area as our clothing is purchased locally.

Publicity

Do you like chatting in Bike / Coffee shops? then you are an ideal candidate. We are looking for someone who can call in, drop posters and leaflets, have a chat and a bit of banter and spread the word. Sounds simple and it is, again it helps if you live within the area. The material is provided for you and all you need is a bit of time and energy.

We hold four Committee meetings throughout the year where we would like your attendance if possible, if not a report to the Secretary suffices. This also is the same at Club Nights, if you cannot attend any ideas you want brought forward, send for discussion.

What you need to remember is that this is your Club, your initial support is through paying your membership, but can you offer a little bit more. If you would like to stand on the Committee with no particular role other than to offer support, then again we would like to hear from you.

A Club is only as good as the effort which is put into it, if you want to see more then join in.

Charity Ride 2010 Update.

Well so far so good, a number of club members provisionally signed up and keen to take part in this year's event. A date has now been agreed and the run will be taking place on Saturday 19th June with a 6am meet (Sunday to recover before work on Monday). Ross has now got this in his run diary so I guess it's really happening and so I'd better get on with the organisational side of things.

My presentation is to be given at the March club meeting now as we have an excellent plan already in place for the February meeting. I intend to show a short DVD of the Hardknott Pass ascent and show some photographs taken en route. Along with information about the event's organisation, I hope this will give you all the impetus to take part in what I hope will be the first of a regular, annual event. Any questions on the night will be most welcome.



Paul.

UK: Government To Tax Taxes

In a global trend, the UK announced that they are going to raise taxes on taxes, in this case, speeding and parking fines (which are nothing other than taxes).

Following in the footsteps of Georgia, Michigan, New Jersey, New York and Texas, the UK are placing a tax surcharge on any speeding or parking fine. But according to their spin doctors, they aren't called what they really are, they are called "victim" surcharges?

"It is Government policy that, where possible, offenders should contribute to victims' services as part of their reparation. Provisions were therefore included in the Domestic Violence, Crime and Victims Act 2004 providing for a surcharge to be payable on criminal convictions, penalty notices for disorder and on fixed penalty notices for road traffic offenses where the offenses are persistent and serious," (Secretary of State for Justice Claire) Ward said. "We intend to add the surcharge to other disposals as soon as it becomes feasible to do so."

Which raises an immediate question... who are the victims in parking fines?

The tax victim surcharge is set at £15 (about US\$ 24). The extortion scheme surcharge will raise some US\$35 million per year, a very small drop in the massive deficits of the UK. So you can expect more taxes surcharges coming shortly. Just give the "creative" minds of the government some time to think of other taxes surcharges. Here's one ... a tax surcharge on every step you make on the sidewalk (someone is going to have to repair the sidewalks eventually).



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