

BikeSafe, 31 March-1 April

Alastair Lord

According to the Gloucestershire Constabulary, they “hosted a very successful BikeSafe 2007 for the third and final time.

The national event saw over 16,000 people visit Cheltenham Racecourse during the two days, which is over a thousand more than last year.

A total of 1,100 assessed rides were carried out this year. 70 officers from around the country were available to go out with bikers and assess their skills.”



Steve’s knee-deep in punters

SAM had a great time at the event too, generating loads of interest and chat on our stand, which this year was in a prime location. Andy Downs’ old nail VFR was the talk of the show, with punters working feverishly to guess the mileage. Interestingly, many guessed way too high – a testament to the perceived (and actual!) reliability of this fine model. Well that’s my story (having owned a VFR for 10 years) and I’m sticking to it!

Many of us managed to slip away to test ride some bikes too. A BMW GS Adventure Blunderbuss in my case, complete with boarding ladder, and a Buell Somethingy). All great fun.

Lots of SAMmers gave freely of their time to support our presence at BikeSafe – thanks to you all. For example Steve Mason collects the

“Smooth Talking Bar Steward” award for his compelling and non-stop sales patter. And Ian Stavert who, as well as providing setup skills, managed to wangle a

good wedge of cash out of IAM HQ to fund our brand new glossy leaflet thingy in time for BikeSafe.

Alas, next year the wind will whistle through a deserted Cheltenham Racecourse, as the BikeSafe show moves to London. I have heard mutterings about some other local event to replace it, but nothing firm yet. We can only hope... watch this space! ◆