



# Wheelrights

invite you to a meeting when

**Ian Walker**

will give a talk on

**Challenging our car addiction**

**7.00 pm on Wednesday, 26 April**

**Environment Centre,**

**Pier St., Swansea SA1 1RY**

There will be tea/coffee and the talk will be followed by Q and A.

And there will be a Zoom option.

Ian Walker, a Professor of Environmental Psychology at Swansea University, joins us for a discussion about the unconscious biases we all share in favour of cars, how those assumptions shape our streets, and how they prevent the kind of change needed to make them safer. It's a phenomenon he and his co-authors call "motonormativity."

Outside work, ultra-endurance cycling has been a big part of his life. In 2019, he broke the world record by cycling 6,367 km across Europe from north to south in 16 days, 20 hours, and 59 minutes – an average of 377 km per day – thereby creating a new Guinness World Record.