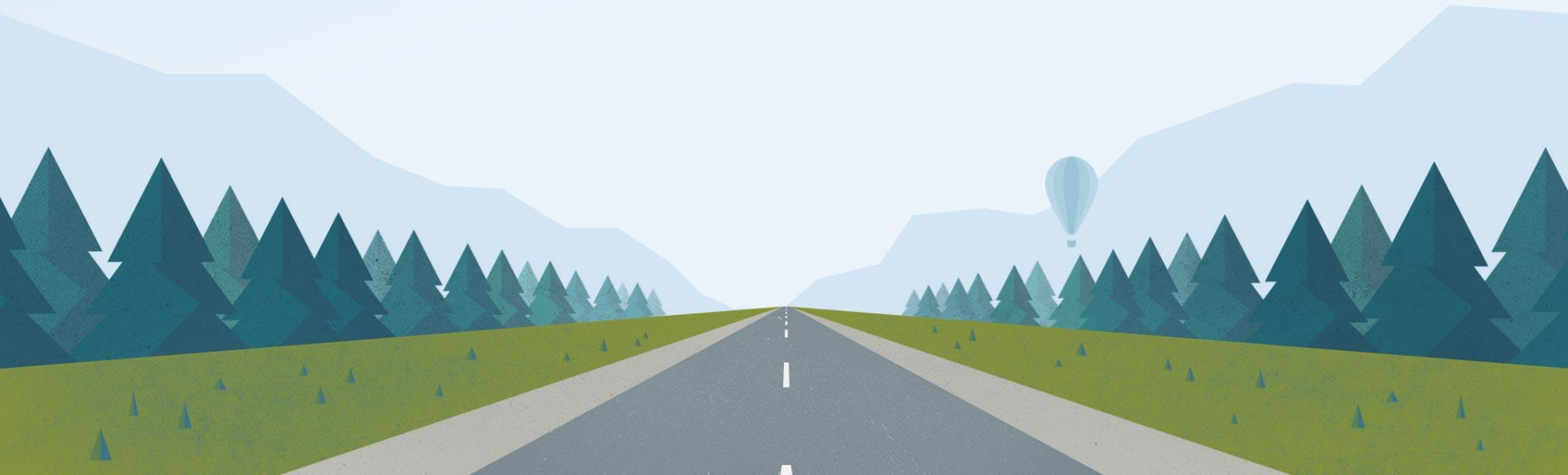




CAA Public Affairs update

FIA Americas conference
July 2015



CAA's Education and Public Policy Focus

- **Road Safety**
 - Texting and driving
- **Consumer Information**
 - Gas Price Monitor
- **Infrastructure**
 - Worst Roads campaign
- **Environment**
 - Green car rally with automotive journalists
- **Mobility**
 - Promotion of biking, transit and walking as options

Drive Now, Text Later Campaign

Drive now. Text Later.

This message brought to you by



Background:

- Number one road safety concern of Canadians, outranking drinking and driving (CAA polling)
- People admit it is wrong, but still do it

Campaign goals:

- Reach younger demographic
- Cut through media clutter
- Emphasize impact on loved ones, not self
- Convert knowledge that it is wrong to actually stopping it



Drive Now. Text Later.

A large, semi-transparent blue rectangular box is centered on the page, representing a text message notification. The text 'Friday 6:23 PM' is displayed in white, sans-serif font in the center of the box. At the bottom left of the box, there are two small, light blue circles, which are typical indicators for a text message notification.

Friday 6:23 PM

Drive Now, Text Later Campaign

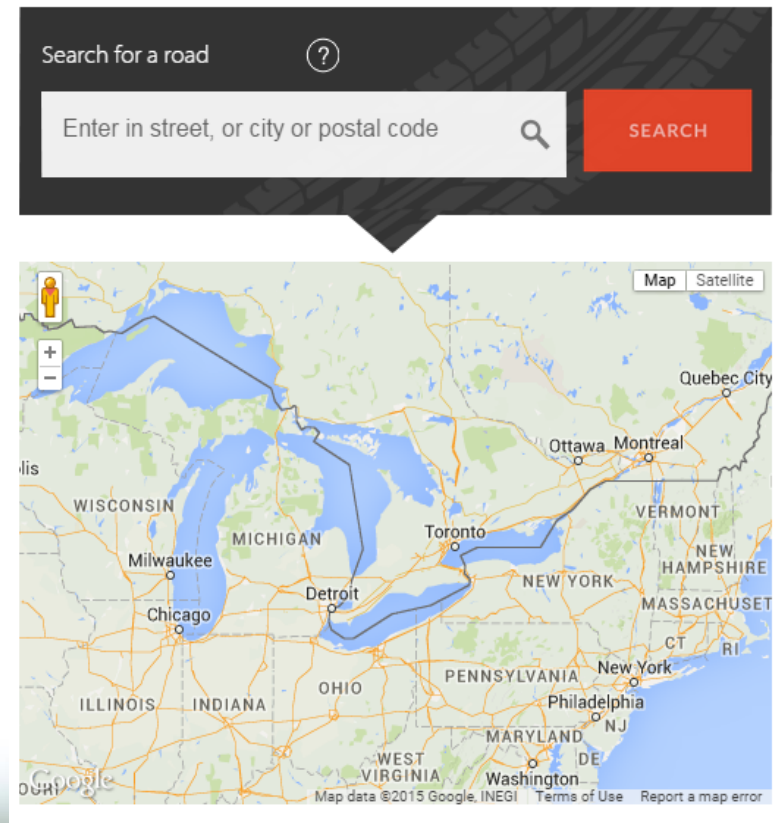
Results so far:

- Over 180,000 web hits
- International marketing awards
 - Public Service Video: Silver
 - Public Service Radio: Bronze



Worst Roads

- Canadians vote online for the worst roads in their community, based on safety, design or upkeep
- A list of 10 Worst Roads is compiled by region
- CAA uses results to engage in constructive dialogue with governments that often result in improvements



Worst Roads

WORST ROADS IN YOUR CURRENT VIEW

Rank	Road Name	City
1	Boulevard Laure	Sept-Îles
3	Québec 389	Fermont
7	Québec 389	Baie-Comeau
8	Québec 138	Sept-Îles
14	Chemin Saint Éloi	Saguenay

Search for a road

Enter in street, or city or postal code

SEARCH

Results:

- Engages more ordinary Canadians than any other CAA annual campaign (over 40,000 votes per year)
- Major local media story each year
- 90% of Ontario roads on past lists have been fixed or are scheduled to be fixed

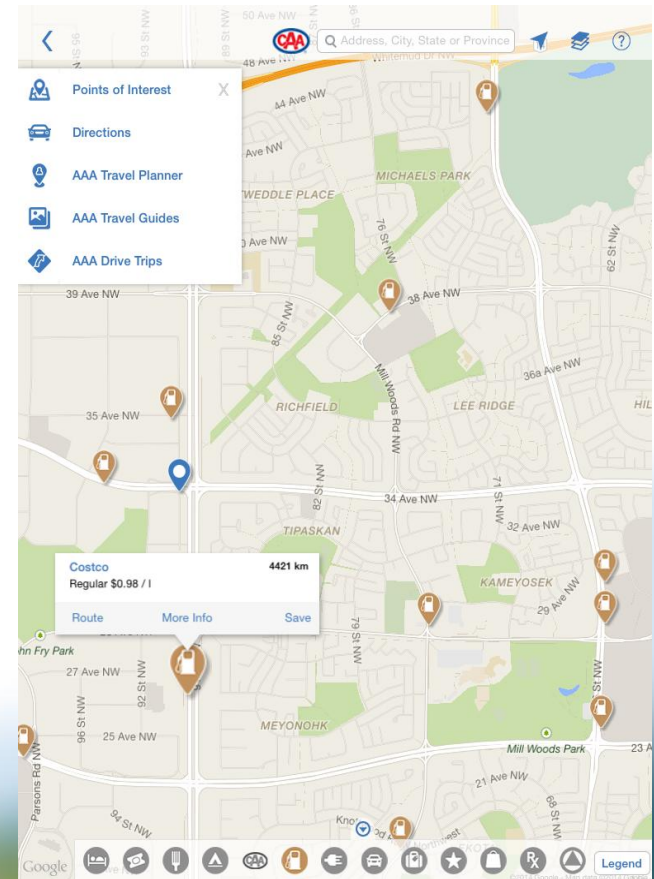
Gas Price App

The tool:

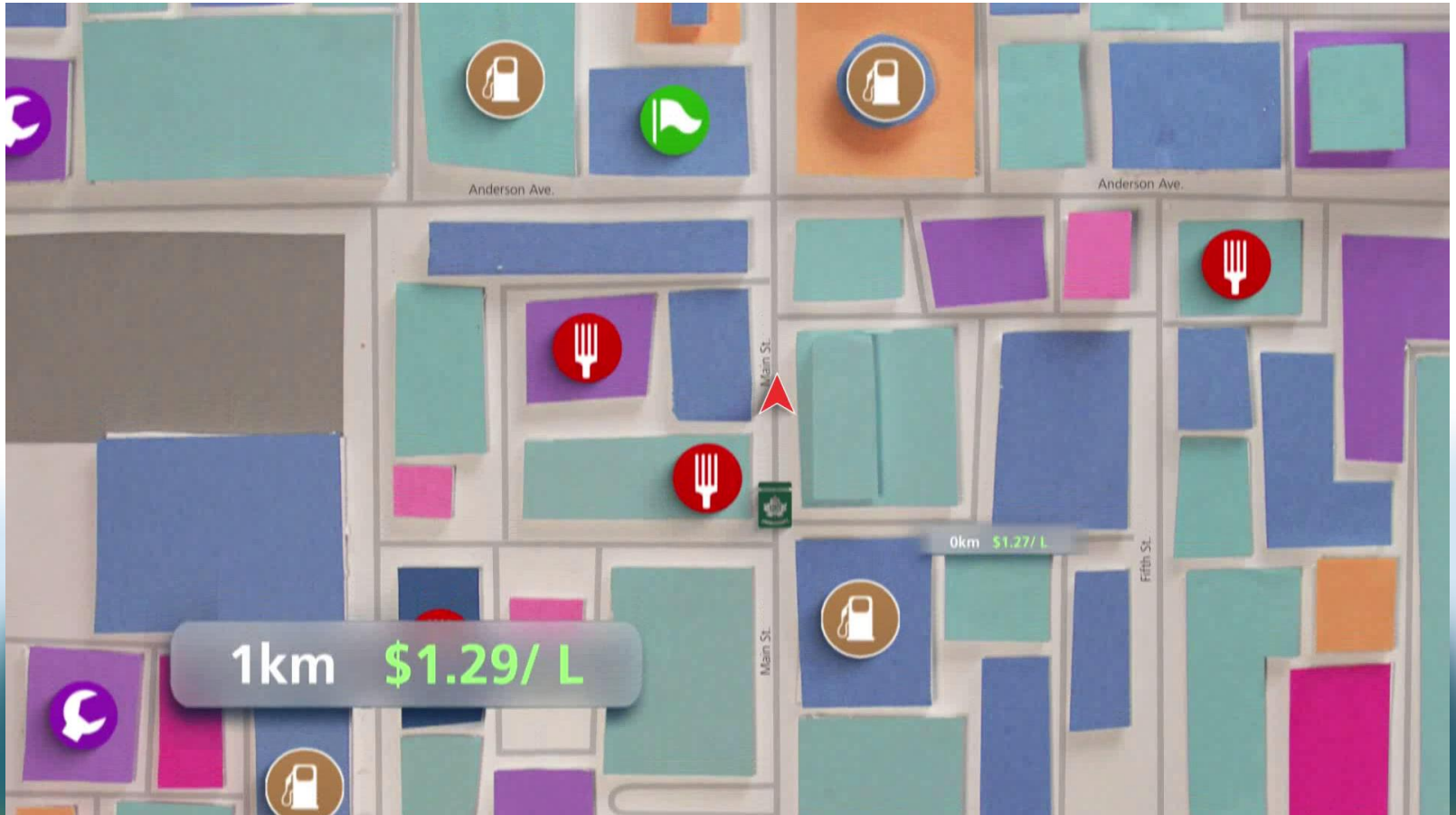
- Over 11,000 gas station prices (2/3 of Canadian total)
- Updated every 45 minutes
- Over 100 city averages, including past data

Goals:

- Respond to Member need: 81% say they actively monitor gas prices
- Give members another reason to download and regularly use the CAA app
- Showcase our technological abilities

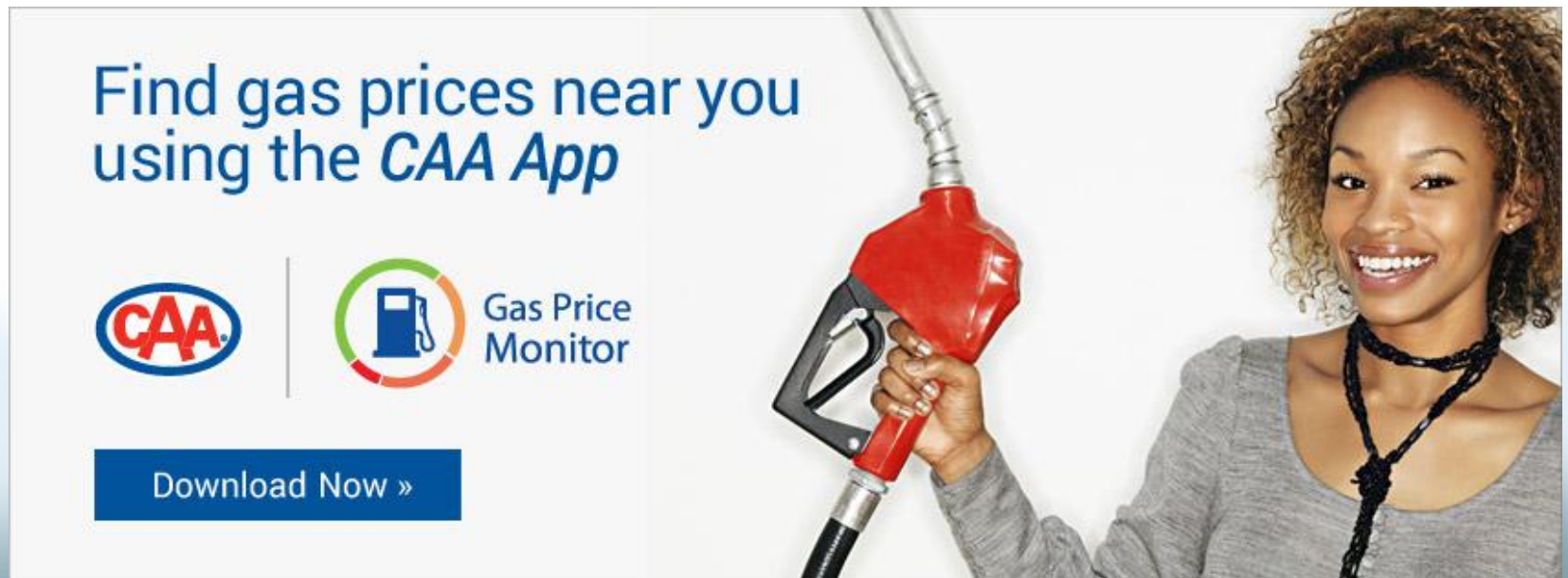


Get Gas Prices





Gas Price App

- The CAA app has been downloaded almost 500,000 times
- App downloads up 10% since gas prices added



Find gas prices near you
using the *CAA App*

  Gas Price
Monitor

Download Now »