

## Transcript

### 2019 Ad - CAA Lifestyle Insurance

[Lively music plays throughout]

00:00:00 - 00:00:21

[Graphic: *CAA logo appears on blue background.*]

Narrator >> You have dreams for yourself. Like starting a family, owning a home, putting down roots and retiring comfortably. When you buy your first car, CAA Insurance can cover it

[Small text on screen: *Auto and property insurance are underwritten by CAA Insurance Company.*]

[Animation: *a bird flies over a car dealership then we see a car with a "SOLD" sign on it.*]

Narrator >> and our roadside assistance can get you back on the road after that flat tire.

[Animation: *a car with a flat tire rolls in, followed by a CAA tow truck.*]

00:00:21 - 00:00:41

*Narrator* >> We offer tenant insurance when you get your first apartment...even if you only own a mattress.

[Animation: *a car rolls up to an apartment building and stops in front. A mattress then falls from the sky and lands on top of the car.*]

Narrator >> When you start your career, you'll begin thinking about the future. CAA offers extended health and dental insurance. By getting protection in good times, you'll have it when you need it.

[Small text on screen: *Life and Health & Dental are unwritten by the Manufacturers Life Insurance Company.*]

[Animation: *from a bird's eye view we see a car driving down a winding road.*]

Narrator >> We even offer pet insurance, for the furry friends along for the ride.

[Animation: *Car window rolls down and a dog's head pops out.*]

[Small text on screen: *Pet insurance is underwritten by Western Financial Insurance Company.*]

00:00:41 - 00:01:03

Narrator >> We're there when the future becomes the present. When you meet that special someone, we offer life insurance, so you can plan your lives together with confidence.

[Animation: *a car drives up to the front of city hall. It is then covered in ribbon and bows signifying that there was just a marriage.*]

[Small text on screen: *TICO Ont. Reg #50014517. CAA South Central Ontario, 60 Commerce Valley Drive East, Thornhill ON L3T 7P9.*]

Narrator >> When you plan your honeymoon, CAA Travel can help, and CAA Travel Insurance can cover you. So, don't worry, your three weeks in Hawaii should be all about making memories.

[Animation: *a plane flies across a clear blue sky.*]

[Small text on screen: *CAA Travel Insurance is underwritten by Orion Travel Insurance Company.*]

00:01:03 - 00:01:21

Narrator >> When you buy a home, we can insure it. And when you trade in the sedan for something more family friendly, we'll upgrade your insurance.

[Animation: *Shows the same red car that has been shown throughout the video, then it grows into a larger SUV sized car.*]

Narrator >> And when you fill your car with family members, we'll upgrade your health, life, and dental insurance to cover the whole clan

[Animation: *Car drives past a house with bikes and balls lying on the front lawn.*]

Narrator >> ...even if your kids wished we wouldn't.

[Animation: *Car pulls up in front of a building that reads "Family Dentist"*]

00:01:22 - 00:01:37

Narrator >> As you become more established, you'll have more than you hold dear. And we want to help you keep it close.

[Animation: *Car drives in front of a hospital building.*]

Narrator >> CAA offers additional coverage for the most common critical illnesses, so you can recover without having to worry about changing your lifestyle or the things that matter most.

[Animation: *a table with a bouquet of flowers is shown, with two get well soon balloons behind it.*]

00:01:38 - 00:1:48

Narrator >> Even as you near retirement, your journey is far from over. CAA offers insurance that lets you carry your groups plan's benefits with you into retirement.

[Animation: *a tow truck is shown towing a car across the screen.*]

00:01:49 - 00:02:00

Narrator >> Life is long and can be unpredictable. But no matter what direction you go, a CAA Insurance Agent can show you the best route.

[Graphic: *CAA logo.*]

[Small text on screen: *CAA trademarks owned by, and use is authorized by, the Canadian Automobile Association.*]