

# NEWS RELEASE



<p style="text-align: center;"><b>Canadian Automobile Association</b> <b>Association canadienne des automobilistes</b></p>
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## **New CAA iPhone application enhances assistance to stranded motorists**

July 6, 2010 (Ottawa) – The Canadian Automobile Association (CAA) has launched a new iPhone application that provides another easy, convenient way for members to access CAA Roadside Assistance.

The *CAA Roadside App* – which can be downloaded for free on the iTunes App Store – uses the iPhone’s innovative location-based services to allow CAA Roadside Assistance to find your vehicle and send help so you can quickly get back on your way. The app was co-developed with the American Automobile Association (AAA), so it supports both CAA and AAA members that require assistance anywhere in Canada or the United States.

“By simply tapping open our app on your iPhone screen and clicking the “request for assistance” button, we will quickly receive your request for service and your location through GPS technology,” says Frank Fotia, vice-president of insurance, automotive, and corporate affairs for CAA.

The *CAA Roadside App* automatically submits the member’s number to the CAA/AAA roadside assistance team. It also allows members to tailor their assistance requests to provide a specific address, to provide additional information about their location, to identify special characteristics or features of their vehicle, or any other circumstance that our drivers can take into account before they arrive.

Motorists also have the option of using the app to call CAA directly.

“The number of Canadians that own iPhones is growing and this is just one of the ways that this technology is being adopted to improve our services,” says Fotia. “Furthermore, this technology is not only handy to iPhone users, but it’s also useful for our hearing-impaired members who can now request assistance electronically.”

For vehicles that require more substantial repair, the app can serve as a useful advisor and will provide information about nearby CAA Approved Auto Repair Services shops, preferred rental car locations, or partner lodging options.

## Roadside Assistance App – 2

At CAA, our mission is to be the best at roadside problem solving, and this app is another way that CAA provides safety, security, and peace of mind,” says Fotia.

The Roadside Assistance application is the second Canadian application developed for the iPhone. In December 2009, CAA released the *CAA Savings App* which helps members find exclusive savings opportunities with CAA partners like Payless Shoe Source, The UPS Store, and Best Western Hotels.

To download the new *CAA Roadside App*, go to: [CAA.ca/mobile](http://CAA.ca/mobile) or visit the iTunes App Store and search for "CAA Roadside."

*ADVISORY: Using a CAA iPhone app or wireless device while driving poses a distracted driving threat and raises the risk of collision for both the driver and other drivers on the road. As such, CAA advises its members to ensure that a CAA iPhone app or a wireless device are only used when a vehicle is pulled over in a safe location, outside the flow of traffic.*

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### ***About the Canadian Automobile Association (CAA)***

CAA is a federation of nine automobile clubs serving 5.5 million members through 141 offices across Canada. CAA provides a wide range of member services and works to improve travelling and motoring conditions at home and around the world, including national advocacy efforts on the environment, infrastructure, traffic safety, and public policy issues that affect Canadian motorists.

***www.CAA.ca***