



For Immediate Release

CAA sees a record number of service calls due to extended, extreme cold

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Members assured emergency situations are being prioritized for their safety

Thornhill, ON, January 5, 2018 – A cold snap has gripped Southern Ontario, resulting in a high demand of calls to CAA South Central Ontario (CAA SCO). As a result, we are experiencing an extraordinary number of member service requests.

From December 26, 2017 to January 1, 2018, tens of thousands of members from Kingston to Windsor have called CAA SCO for service. A total of 38,808 service calls were dispatched in just one week, which represents a 56 per cent increase from the same time period the year before.

Cindy Hillaby, VP membership & automotive service, says over the last month we have had two to three times more calls for service daily than on a normal day.

“This extended cold snap was the first time that many members had to use CAA services. We understand that due to this extreme weather situation we have been longer to respond than our normal average 35 minute response time. We assure members that we are doing everything we can to get them and keep them safe during this unprecedented weather event.”

Hillaby goes on to say that “both emergency service providers and staff are putting in extra hours and effort to ensure our members get serviced safely.”

December 27, 2017 was the busiest day during the holiday season in the last four years, with our drivers responding to 9,149 members in just one day. Most of which has been for our mobile battery service.

With another round of frigid temperatures, CAA is reminding members if they do decide to go out, to make sure you have an emergency car kit in your trunk. As well as having a fully charged cell phone before leaving your home.

Environment Canada says frostbite can develop within minutes on exposed skin, especially with the wind chill. Making sure that your car has warm blankets and that you’re dressed appropriately is vital.

CAA members are also asked to carry their card with them at all times and to download the CAA app or go to CAASCO.com for service requests. This can save members from having to wait for a road service phone agent.

“The cold temperatures are expected to continue right through the weekend. In the interest of safety, we are prioritizing emergency calls, and putting a greater emphasis on members stranded on roads and highways,” adds Hillaby.

CAA SCO thanks members for their patience during this cold snap. Since service levels are higher than normal, CAA members are reminded that they may choose to contact an alternate service provider and submit their receipt for reimbursement.



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If you do find yourself in need of towing services remember that:

- You are entitled to an estimate and the final cost of a tow should not exceed 10% of that quoted amount.
- Credit card payments are accepted from consumers.
- If you are not CAA or an auto club member, you must sign a permission form before tow operators can start towing.

About CAA South Central Ontario

As a leader and advocate for road safety and mobility, CAA South Central Ontario is a not-for-profit auto club which represents the interests of over 2 million members. For over a century, CAA has collaborated with communities, police services and governments to help keep drivers and their families safe while travelling on our roads.

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