



For Immediate Release

Newly redesigned CAA Store in Cobourg officially opens its doors

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Cobourg, ON, February 22, 2018 – Doors are officially open at the newly-designed CAA Store in Cobourg following a recent relocation and renovation.

From the moment customers and members walk through the new doors of the home-inspired CAA Store in Cobourg, they feel right at home.

“We are delighted to unveil an all-new store experience for our members and customers in Cobourg. The new store represents our commitment to delivering exceptional travel and member experiences,” said Donald Kaye, director, customer experience retail, CAA Club Group.

The improvements to the 2,607-square-foot store, which features digital displays and plenty of comfortable seating for customers, are a combination of technology and convenience.

“The new CAA Store in Cobourg is truly a one stop shop, offering everything from booking an amazing vacation and updating passport photos to purchasing movie tickets and reviewing your insurance needs. Everyone is encouraged to come explore and meet our associates,” added Kaye.

The home-inspired design comes complete with a living room where customers can sit back and take in the “view” or browse a tablet while they wait to speak to one of our knowledgeable and experienced associates. A warm fireplace creates an inviting ambience for home and auto insurance customers in the den-like section of the store.

The CAA Store in Cobourg, located at 955 Elgin Street West, Cobourg, ON, is one of 34 retail locations in the South Central Ontario region.

About CAA South Central Ontario

For over a hundred years, CAA has been helping Canadians stay mobile, safe and protected. CAA South Central Ontario is one of nine auto clubs across Canada providing roadside assistance, travel, insurance services and member savings for our over 2 million members.

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