



For Immediate Release

Newly renovated CAA store in Etobicoke officially opens

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Etobicoke, ON, June 19, 2018 – Doors are officially open at CAA’s newly renovated store in Etobicoke.

From the moment customers and members walk through the doors of the home-inspired CAA store on The East Mall, they feel right at home.

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

Improvements to the store, which features digital displays and comfortable seating for customers, are a combination of technology and convenience.

“The CAA store in Etobicoke is now 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 Etobicoke, located at 225 The East Mall, is one of 35 retail locations in the South Central Ontario region.

About CAA South Central

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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