



For Immediate Release

New CAA store in Vaughan officially opens its doors

Media Contact:

Kaitlynn Furse
P: 905-771-3194
M: 647-227-7559
kfur@caasco.ca

Follow

[@CAASCO_News](https://twitter.com/CAASCO_News)
on Twitter for regular
updates on wait times,
other news and
information.

Vaughan, ON, May 23, 2018 – Doors are officially open at the new CAA Store in Vaughan. With the new location, this marks the first time in 20 years CAA has opened a store in a new community.

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

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

The improvements to the 2,977-square-foot store, which features digital displays and comfortable seating for customers, are a combination of technology and convenience.

“The new CAA store in Vaughan 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 Vaughan, located at 16 Famous Ave, Vaughan, ON, 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.

-30-

For further information contact:

Kaitlynn Furse
PR Manager
P: (905) 771-3194
C: (647) 227-7559
E: kfur@caasco.ca

Nadia Matos
PR Specialist
P: (905) 771-3058
C: (416) 523-0663
E: nm12@caasco.ca