

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

Media Contact:

Nadia Matos
Communications
Consultant
M: 431.337.1672
nm12@caasco.ca

Members assured emergency situations are being prioritized for their safety



WINNPEG, January 7, 2022 – The extreme cold weather that has gripped southern Manitoba for weeks has caused higher-than-average call volumes, and as result [CAA Manitoba \(CAA MB\)](#) is prioritizing service to Members in unsafe situations.

“CAA’s top priority is to always ensure our members and drivers are safe, especially in extreme cold weather situations and when stranded on the side of the road,” says Tim Scott, President, CAA Manitoba. “We assure members that we are doing everything we can to get them and provide assistance. If you’re safe at home, we ask for your patience as there may be extended wait times.”

On a typical winter day, CAA sees an average of 300 to 400 calls, the cold snap has resulted in a call volume three times higher than normal.

“The last few weeks have been incredibly cold and busy days. Demand for service coupled with the frigid weather has been difficult,” says Scott.

As the extreme cold weather is expected to stick around well into next week, CAA is reminding members, to plug in block heaters, and 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.

If drivers do find themselves stranded during the cold weather, it is important to be prepared by following these tips:

- Note the location of your vehicle.
- Assess your vehicle's operating problem if it is safe to do so.
- Make your vehicle visible by turning on hazard lights.
- If you choose to *exit* your vehicle, be aware of your surroundings and stay away from oncoming traffic.



Insurance
Travel
Roadside
Rewards

For Immediate Release

Media Contact:

Nadia Matos
Communications
Consultant
M: 431.337.1672
nm12@caasco.ca

If a member finds themselves in need of service, we encourage downloading the CAA mobile app by visiting www.caamanitoba.com/membership/mobile-app or dialing *222 on your smartphone.

During this weather event, Members at home may be given the option to call an alternate service provider and submit the receipt for reimbursement at our contractor rates.

About CAA Manitoba

CAA Manitoba is a trusted Member-based organization that provides products and services that are essential to Members' safety and peace of mind. With over 210,000 Members in the province, CAA Manitoba advocates on issues such as road safety and infrastructure, the environment, seniors' mobility, and consumer protection. From legendary 24-hour emergency roadside assistance to expert automotive, travel and insurance services, a CAA Manitoba membership offers a great range of savings, rewards, and benefits. For more information, visit caamanitoba.com.

-30-

For further information contact:

Nadia Matos
Media & PR Consultant
M: 431-337-1672
nm12@caasco.ca

Victoria Marchisello
Communications Specialist
M: 416-550-1979
vm10@caasco.ca