

CAA MANITOBA MEMBERS VOTE IN FAVOUR OF MERGER

Club to join forces with CAA South Central Ontario in historic move

WINNIPEG, MB - June 14, 2016 – At a special meeting held yesterday, CAA Manitoba members from across the province voted in favour of the not-for-profit, membership-based auto club joining forces with CAA South Central Ontario.

“Success in our changing business world requires innovation and maximizing economies and this strategic combination of clubs embodies exactly that,” said Mike Mager, President and CEO of CAA Manitoba. “Joining forces will allow us to leverage each other’s resources, increase our advocacy initiatives and update the retail experience to provide better value for our members.”

The new partnership brings valuable service and membership enhancements to benefit members, including a possible freeze or reduction in membership fees. The company will have two call centres in different locations and time zones, which is expected to help improve service delivery during peak times.

“We understand that as the world and technology evolves and changes, so do our members’ expectations. Innovation and collaboration are key to business success and this partnership allows us to bring the best tools, opportunities and ideas together,” said Jay Woo, President and CEO of CAA South Central Ontario. “I sincerely look forward to working together with CAA Manitoba to serve our members even more efficiently and effectively.”

Each club will continue to market and provide products and services under its current name. There will be no reduction in staffing at either club and CAA Manitoba will continue to serve members at all of its locations across the province. Mike Mager will continue to lead as President in Manitoba.

The amalgamation takes effect once all regulatory steps are completed toward the end of the summer.

- 30 -

For more information please contact:

Erika Miller, Public and Media Relations Specialist
erikam@caamanitoba.com • (204) 262-6134 • (204) 797-4326

