

News Release

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For immediate release

CAA Manitoba about to break another service record for busiest month in almost 10 years

Also on pace to break busiest quarter during same time period

With two days left in the year, December 2013 will go down in the CAA Manitoba record books as the busiest month since 2005 when the auto club first began tracking monthly service numbers. As of this moment, we've served just over 18,400 Members in the last 30 days.

"When it comes to the winter months, December is usually a slower month," said Liz Peters, Corporate Communications Manager for CAA Manitoba. "Typically, January sees more snow and is far colder. This year, so far has been the exact opposite of that trend."

The previous busiest month recorded was just last January with 18,784 Members serviced. Prior to that, in December 2008 18,066 Members were serviced.

In addition, by the end of today, CAA also anticipates breaking the record for busiest three-month period since 2005.

In 2008, over October, November and December, CAA Manitoba serviced 38,420 members. As of this moment over the same three-month period, CAA Manitoba has served just over 38,400 Members. As we expect to serve about 1000 Members both today and tomorrow, that record will also soon fall.

"Since December 4, 2013 when the cold and snow first hit, we've had all hands on deck to serve Members as fast as possible," Peters said. "Many of our drivers and call takers voluntarily worked overtime hours over the holidays to help keep up with the demand."

Until this cold snap passes, Peters said the best thing motorists can do for their vehicles is plug in every night, even during the day at work and cross their fingers that January and February are above seasonal temperatures!

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Note – in 2005, we switched to an automated records management system, thus our historic numbers for "monthly calls" only reach back until 2005. We suspect this record reaches back far further than this date, but we can't pull the accurate numbers to prove it.



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