

CAA Manitoba launches Service Tracker

Winnipeg, November 17, 2015 – On the eve of the province’s first winter storm, CAA Manitoba is proud to launch another service upgrade allowing Members more peace of mind at their fingertips.

Today, CAA Manitoba unveiled *Service Tracker*, a new online tool which provides its 200,000 Members with real-time updates on their roadside assistance requests. The free service shows the status of a Members’ request from the moment it is received until it is completed. The tool also gives Members the option to easily cancel their service request.

“We’re thrilled to offer our Members an improved level of access and service,” said Mike Mager, President and CEO of CAA Manitoba. “CAA Service Tracker is convenient and easy to use. Our Members will be able to use this tool from anywhere – whether at home on our website, or on the go with our app on a smartphone. Updates are never more than a click away.”

Mager said this tool was developed based on Member feedback. While it is only available to Members in Winnipeg and Brandon at this point, the plan is to roll it out across the province in the years ahead.

“Our Members have told us they’re on the go, and they’re busy,” said Mager. “Our job is to get them on their way as quickly as possible, with minimal interruption to their day. Service tracker will allow them more flexibility to do exactly that.”

More information about Service Tracker can be found at www.caamanitoba.com/automotive_service_tracker

With the arrival of the snow that stays, Mager also reminds all Manitobans that there is still time to prepare their cars for the snow and cold temperatures.

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Note: Winter preparedness tips in fact sheet attached.

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