



Auto
Insurance
Travel

October 14, 2009

Nadina Caplice
Canadian Automatic Sprinkler Association
Suite 302 - 335 Renfrew Dr
Markham, ON L3R 9S9

Dear Nadina,

Once again the holiday gift-giving season is fast approaching and we are faced with that hard-to-buy-for person on our gift list. CAA South Central Ontario has the solution: **Give that someone you care about a CAA Gift Membership. You'll have peace of mind knowing that they're protected 365 days a year.**

We are also happy to offer you, as a CAA Corporate Program company, the opportunity for your employees to purchase Gift CAA Memberships for anyone at a special Corporate Rate.

In addition, anyone purchasing a CAA gift membership through the Corporate Program will be entered into a draw for a chance to win one of three Petro-Canada Gift Cards valued at either \$500.00, \$300.00 or \$200.00. You are entered in the draw every time you purchase a gift membership. Contest rules and regulations accompany this letter.

CAA members already know the great benefits and savings that come along with membership, and now you can give those benefits to those special people on your gift list at a special Corporate Rate. Members get the best Roadside Assistance 24 hours a day, seven days a week, no matter what vehicle they're in. Members can also save with retailers, hotels, insurance, movie tickets, theme parks and much more. *We're more than roadside assistance, we're life-side assistance.*

Should you require further supplies of Join Forms or posters, please your sales representative, Jennifer Elder at (416) 427-4926 or email at je5@caasco.ca. She will be happy to provide them for you and even arrange a Join Day at your location to make joining or gift giving even easier.

Thank you for giving your employees the opportunity to feel the joy of giving a thoughtful gift this year.

Sincerely

Jim Webster
Sales Supervisor

Enclosures

CAA South Central Ontario, 60 Commerce Valley Drive E., Thornhill, Ontario L3T 7P9
T. 416-221-4300, 1-800-268-3750 F. 905-771-3101 www.caasco.com



Give a gift that's wrapped in benefits.

At a corporate discount rate!

Give someone you love a CAA Gift Membership and you'll enjoy a full year of knowing they're protected while they enjoy valuable benefits. CAA Members get the best Roadside Assistance 24 hours a day, seven days a week. Plus, they'll enjoy savings with retailers, hotels, insurance, movie tickets, theme parks and much more.

Take advantage of the special corporate discounted rate of \$62.20 (GST*included). That's 7.5% off the retail price! You can also save an extra \$10.00 when you enrol in our Express Renewal program.*

Win a Petro-Canada Gift Card

With every gift membership you purchase before December 31, 2009, you will be entered to win one of three Petro-Canada™ Gift Cards. 1st prize is a \$500 Card, 2nd prize is a \$300 Card and 3rd prize is a \$200 Card.



Life-side Assistance

Call Today and purchase a CAA Gift Membership:

1-800-341-2226

* When purchased by credit card, \$10.00 savings applies to first year dues only. ™ Trademark of Petro-Canada. Used under licence.
© CAA and CAA logo trademarks owned by, and use is granted by, the Canadian Automobile Association.

Give a gift that's wrapped in benefits.

At a corporate discount rate!

Give someone you love a CAA Gift Membership and you'll enjoy a full year of knowing they're protected while they enjoy valuable benefits. CAA Members get the best Roadside Assistance 24 hours a day, seven days a week. Plus, they'll enjoy savings with retailers, hotels, insurance, movie tickets, theme parks and much more.

Take advantage of the special corporate discounted rate of \$62.20 (GST included). That's 7.5% off the retail price! You can also save an extra \$10.00 when you enrol in our Express Renewal program.*

Win a Petro-Canada Gift Card

With every gift membership you purchase before December 31, 2009, you will be entered to win one of three Petro-Canada™ Gift Cards. 1st prize is a \$500 Card, 2nd prize is a \$300 Card and 3rd prize is a \$200 Card.

This offer is **not available** on the CAA website, at CAA Stores, at mall kiosks or via regular join lines.

Company Name: _____
 Primary Member: _____
 Home Address: _____
 City: _____ Prov.: Ontario Postal Code: _____
 Home Phone: (____) _____ Work Phone: (____) _____ Ext: _____
 Email: _____ Auto Insurance Expiry Date: ____ / ____

Save 7.5% on CAA Auto Insurance with your membership. Receive a quote one month prior to your expiry date.

Type of Coverage (choose one): **BASIC** ~~\$79.20~~ \$62.20 **PLUS** ~~\$118.05~~ \$101.05 = \$ _____

Add an ASSOCIATE MEMBER - anyone living at the same address (choose one):

Name: _____ **BASIC:** ~~\$37.80~~ \$32.55 **PLUS:** ~~\$75.80~~ \$70.35 = \$ _____

Name: _____ **BASIC:** ~~\$37.80~~ \$32.55 **PLUS:** ~~\$75.80~~ \$70.35 = \$ _____

NOTE: Primary membership must be plus to have a plus associate.

EXPRESS RENEWAL PROGRAM: Only if you're enrolling in the Express Renewal Program, deduct \$10.00.* - \$ _____

Yes, I want to SAVE \$10.00 on my membership fee for this year, plus enjoy the convenience of express annual renewal of my membership dues. I can cancel this arrangement at any time by notifying CAA in writing.

* Express Renewal Discount is only available on payments made by credit card.

Please use the following credit card:

Amount of Payment \$ _____

VISA MasterCard Amex Cheque (Make all cheques payable to CAA South Central Ontario)

Purchaser's Name: _____ please print clearly CAA Membership #: 620 282 _____ for office use

Purchaser's Address: _____ Purchaser's Phone Number: _____

Credit Card #: _____ Expiry Date: ____ / ____

Card Member's Signature: _____ must be signed to be valid Today's Date: ____ / ____ / ____

CALL: Jennifer Elder at 416-427-4926 or 1-800-341-2226

MAIL: Jennifer Elder at CAA SOUTH CENTRAL ONTARIO
 60 Commerce Valley Dr. E., Thornhill, ON L3T 7P9

FAX: 905-771-3302 or 1-866-458-6626

EMAIL: je5@caasco.ca



Receive a free gift!

(10/09) * When purchased by credit card, \$10.00 savings applies to first year dues only.™ Trademark of Petro-Canada. Used under license. © CAA and CAA logo trademarks owned by and use is granted by the Canadian Automobile Association.

All these great benefits and more can be yours with your CAA membership.

Help is available 24/7 with CAA Roadside Assistance anywhere in North America. CAA membership covers you – not your car. Your card is not transferable, so to ensure family members are covered, consider a CAA Associate membership. Primary and Associate Members are entitled to four Road Service calls each during a membership year.

CAA membership also offers you many other benefits including: discounts on auto and property insurance; no charge automotive and technical advice; special rates for traffic law defense; free TripTiks®, TourBooks®, and maps; free CAA Magazine mailed 4 times per year; no fee travellers cheques; Member exclusive pricing on travel accessories; discounted attraction tickets; and much more.

Save with CAA. You could easily cover the cost of your membership just by using your card a few times a year. Simply show your valid CAA membership card to earn CAA Dollars on purchases, or use your card at businesses participating in our Show Your Card & Save program to enjoy immediate savings at the time of purchase. For a list of participating partners, visit www.caasco.com/save.

These are just a few of our partners that participate in the Show Your Card & Save program:

Best Western	LensCrafters	SIRIUS Satellite Radio
Canada's Wonderland	Pearle Vision	Starwood Hotels & Resorts
Hard Rock Cafe	Sears Optical	Universal Music Canada
Hertz	Marriott Hotels	
Hyatt Hotels & Resorts	NAPA Auto Parts	
La Quinta Inn & Suites	Payless ShoeSource	

LENSCRAFTERS			
			
			

CAA MEMBERSHIP AT A GLANCE

	MEMBERSHIP TYPE	
	CAA Basic	CAA Plus
Eligible Vehicles		
Passenger	•	•
Motorcycle		•
Road Service		
Towing up to 10 km [†] per call	•	
Towing up to 200 km per call		•
Battery Service	•	•
Flat Tire Service	•	•
Lock-out Service	•	•
Extrication Service	•	2nd truck if needed for 1 hr
Specialized Towing Equipment		No charge if required
Alternative service reimbursement		Specified limits
Trip Accident Assistance		
\$300 maximum	•	
\$600 maximum		•
Emergency Gasoline	A limited supply will be delivered to your disabled vehicle.	
Free delivery, current pump price charged	•	
No charge for gas and delivery		•
Locksmith Service		
Up to \$50	•	
Up to \$100		•
Trip-Travel Insurance^{††}		
\$100,000	•	
\$500,000		•

[†] Includes alternative tow back to contractor's base or a repair facility en route.
^{††} When common carrier ticket is purchased through CAA.



For more information:
CORPORATE ACCOUNTS EXECUTIVE – Jennifer Elder
Call: 416-427-4926 or 1-800-341-2226 Email: je5@caasco.ca

NOTE: \$10.00 savings (G.S.T. included) applies to this year's dues only and is valid for CAA South Central Ontario memberships. This offer is not available if you already participate in our Express Renewal program. Every year, 45 days prior to your renewal date, you'll receive your CAA membership renewal statement. It will confirm whether you wish your dues to be charged to your credit card on your renewal date. If you wish to cancel this arrangement, just let us know. Fees subject to change without notice.
 ©CAA and CAA logo trademarks owned by, and use is granted by, the Canadian Automobile Association.
 Some conditions apply, prices subject to change. This offer is valid only for people residing in the CAA South Central Ontario territory.
 * Receive a free gift with each new primary membership enrollment.

(10/09)