



May 7, 2012  
For Immediate Release

### **CAA Provides Consumers with Tool to Calculate the Costs of Driving**

SAINT JOHN, NB – CAA has released an updated version of its *Driving Costs* interactive guide that provides consumers with a comprehensive look at the price of owning a vehicle.

The 2012 *Driving Costs* brochure explains the overall costs of vehicle ownership, including fuel, maintenance, and depreciation. To help consumers understand these costs for different types of vehicles, the guide provides approximate costs for owning 2012 models of a representative small sedan, a sedan, and a crossover vehicle. The brochure allows for consumers to calculate their own total annual driving costs based on national averages and approximate figures.

“Driving is one of the largest expenses for most people and we want consumers to have the necessary tools to be able to understand their real costs,” says Gary Howard, Vice President, Communications.

Howard points out that while the costs of driving may be high, consumers can take steps to keep costs down. These include comparing the prices of competitors for automotive services and parts, and adopting driving habits that will save fuel.

“By changing the way you drive just a bit, you can reduce your fuel consumption, reduce greenhouse gas emissions, and save money,” says Howard.

For fuel saving driving tips and to access CAA’s web-based 2012 *Driving Costs* brochure, please visit [www.atlantic.caa.ca/autoclub](http://www.atlantic.caa.ca/autoclub).

CAA’s 2012 *Driving Costs* brochure is based on data from CarDATA Consultants Inc., a management consulting firm specializing in vehicle reimbursement solutions. With offices located in Canada and the United States, CarDATA works on an ongoing basis with industry experts and leaders to ensure data accuracy, which accounts for regional cost difference pertaining to vehicle ownership and operation.

CAA is a federation of nine clubs providing more than 5.6 million Members with exceptional emergency roadside service, complete automotive and travel services, member savings and comprehensive insurance services. CAA also advocates on issues of concern to its members, including road safety, the environment, mobility, infrastructure and consumer protection.

For further information, or to book an interview, please contact:

**Gary Howard**  
**Vice President Communications**  
**CAA (Atlantic)**  
**506-649-6288**  
**1-800-471-1611**  
**[ghoward@atlantic.caa.ca](mailto:ghoward@atlantic.caa.ca)**