



For Immediate Release

September 28, 2011

CAA provides consumers with tool to calculate the costs of driving

The Canadian Automobile Association (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 2011 *Driving Costs* brochure explains the true costs of vehicle ownership, including fuel, maintenance, and depreciation. To help illustrate how these costs correspond to different types of vehicles, the guide provides approximate costs for owning 2011 models of a representative small sedan, a minivan, and a hybrid 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 Marketing & Communications for CAA in Atlantic Canada.

Howard points out that while the costs of driving may be high, consumers do have tools 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 2011 *Driving Costs* brochure, please visit CAA.ca.

CAA's 2011 *Driving Costs* brochure is based on data from Runzheimer International Inc., a management consulting firm dealing in business vehicle allowance programs and fleet consulting services.

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:

Media Inquiries:

Gary Howard, CAA Atlantic
Direct: 506-649-6288
Mobile: 506-654-6554
Email: ghoward@atlantic.caa.ca