



For Immediate Release

November 21, 2011

***Test Drive* digital magazine gathers best new-car information in one place**

Real car advice for people who drive real cars – that’s the core of [Test Drive](#), an exciting new digital magazine launched today by the CAA and the Automobile Journalists Association of Canada (AJAC), and produced by Totem Communications Group.

Test Drive provides unbiased information on many of the new cars, trucks and SUVs available for sale in Canada. In addition to reviews of nearly 50 vehicles, *Test Drive* features information on safety, green driving, and automotive design and technology. It also showcases AJAC’s Canadian Car of the Year Award candidates.

“When Canadians are researching new vehicles, they need information they can trust,” says Paul Ferriss, editor of *Test Drive* and CAA Magazine. “Thanks to the work of AJAC journalists, they can now find that valuable information in the pages of *Test Drive*.”

Every year, AJAC members test and review new vehicles in a rigorous, unbiased process that results in one vehicle being named the Canadian Car of the Year (CCOTY). Thanks to *Test Drive*, Canadian new car buyers can now have all that vehicle information in one place.

“AJAC is very excited about the online release of *Test Drive* magazine,” said Clare Dear, AJAC President. “These impartial results will help Canadians looking to purchase a new vehicle make informed decisions about which product best suits their individual needs, making it a valuable resource for consumers.”

“CAA is all about delivering the best, balanced information to our members on issues they care about, and *Test Drive* is a great example of that,” said Gary Howard, Vice President Marketing & Communications for CAA in Atlantic.

To download your digital copy of *Test Drive* magazine, go to www.testdrivemagazine.ca and be sure to follow *Test Drive* on Facebook

About [CAA](#)

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.

About [AJAC](#)

AJAC is an association of professional writers, publishers and photographers whose focus is the automobile and the automotive industry. AJAC, a not-for-profit professional organization incorporated in 1981, was established to encourage unity among journalists who specialize in reporting on the automobile. AJAC manages the annual Canadian Car of the Year awards program.

About [Totem](#)

Totem creates branded content and custom-media programs by combining best-in-class journalism and marketing talent to build meaningful customer relationships and drive clients' business objectives. Totem has offices in Toronto and New York and is part of Transcontinental Inc.'s Media Sector. Totem's North American client roster includes Procter & Gamble, The Home Depot, Canadian Automobile Association (CAA), Sobeys, Groupe Aeroplan, GEICO, Acura and more. Totem has won more than 170 national and international awards. For more information about Totem and to view its portfolio, please visit totembrandstories.com

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