



For Immediate Release

Redesigned CAA Store in Markham now open with a renewed focus on customer experience

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Home-inspired feel to give members a comfortable setting to fulfil their insurance, travel and shopping needs in English, Cantonese and Mandarin

Markham, ON, September 20, 2017 – After a relocation and major renovation, the doors of the newly-designed CAA Store in Markham are officially open. The new location has undergone extensive renovations and has doubled in floor space.

The improvements to the 4,300 square foot store are a combination of technology and convenience which features a video wall, digital displays and plenty of comfortable seating for customers.

“The home-inspired design comes complete with a living room, where customers can sit back and take in the “view” or browse a tablet while they wait to speak to one of our knowledgeable and experienced associates,” said Donald Kaye, Director of Customer Experience Retail at CAA Club Group. “A warm fireplace creates an inviting ambience for home and auto insurance customers in the den-like section of the store.”

The new location will also have associates who speak both Cantonese and Mandarin to better help serve our members.

“We are thrilled to be able to give our customers and members an all-new store experience in Markham. Whether you are booking your next family vacation, updating your passport photos, buying movie tickets or reviewing your insurance needs, we have someone who can welcome you to the new CAA Store in Markham – in English, Cantonese and Mandarin,” added Kaye.

The CAA Store in Markham, located at 8401 Woodbine Avenue, ON, is one of 34 retail locations in the South Central Ontario region.

About CAA South Central

For over a hundred years, CAA has been helping Canadians stay mobile, safe and protected. CAA South Central Ontario is one of nine auto clubs across Canada providing roadside assistance, travel, insurance services and member savings for our over 2 million members.

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