



For Immediate Release

New CAA store in London officially opens its doors

Media Contact:

Kaitlynn Furse
P: 905-771-3194
M: 647-227-7559
kfur@caasco.ca

Follow
[@CAASCO_News](https://twitter.com/CAASCO_News)
on Twitter for regular
updates on wait times,
other news and
information.

London, ON, March 27, 2019 – CAA Members in London have a new place to call home. The doors are officially open at the new CAA store following a relocation and renovation.

The new “home-inspired” concept is designed to make customers feel comfortable and safe in the space, as they would at their own home.

“This is our busiest location outside of the Greater Toronto Area so we are delighted to unveil an all-new store to better serve the needs of our members and customers in this community,” said Donald Kaye, assistant vice president, customer experience retail, CAA Club Group. “The new store represents our new commitment to delivering exceptional travel and member experiences.”

Combining technology and convenience, the new 3,986 sq. ft. features a video wall, a community table, digital displays, free WiFi and plenty of comfortable seating for customers.

“The new CAA store in London is truly a one-stop-shop, offering everything from booking an amazing vacation and updating passport photos to purchasing movie tickets and reviewing your insurance needs. Everyone is encouraged to come explore and meet our associates,” added Kaye.

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 the knowledgeable and experienced associates. A warm fireplace creates an inviting ambience for home and auto insurance customers in the den-like section of the store.

This redesign is part of CAA’s ongoing renewal project. Over the last five years, CAA has invested close to eight million dollars in the evolution of its brick and mortar retail stores. It’s expected that the full renewal project will be \$20 million when complete in 2021.

Located at 1365 Beaverbrook Ave., London ON., this CAA store is one of 35 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.

-30-

For further information contact:

Kaitlynn Furse
PR Manager
P: (905) 771-3194
C: (647) 227-7559
E: kfur@caasco.ca

Nadia Matos
PR Specialist
P: (905) 771-3058
C: (416) 523-0663
E: nm12@caasco.ca