

Transcript

CAA Safe Travels™ Timeline

[Fast paced instrumental music plays throughout]

00:00:00 - 00:00:04

[Video: An image of a busy street filled with cars in 1903 is shown]

[Text on Screen: *CAA advocates speed limit change from 8 to 10 mph.*]

[Animation: *A red bar is shown at the bottom of the screen with a wavy line along the bottom of it. As the wavy line moves the contents within the bar move off the screen to the left.*

“1903” and a speed limit sign changing from 8 mph - 10 mph moves along the bar off screen]

00:00:04 - 00:00:08

[Animation: *“1913” and an old street sign are featured on the red bar and wavy line]*

[Video: *An image of an old street filled with cars, horse and buggies and pedestrians is shown]*

[Text on Screen: *CAA installs first road signs in Ontario.*]

00:00:08 - 00:00:11

[Animation: *“1929” and a “School Crossing Sign” is shown along the red bar and wavy line]*

[Video: *An image of a youth ensuring children and other pedestrians wait to cross the road is shown]*

[Text on Screen: *CAA launches the CAA School Safety Patrol® program.*]

00:00:11 - 00:00:14

[Animation: *“1960” and an old photo of a seat belt are shown along the red bar and wavy line.*]

[Video: *Two young people are looking at something beside a Driver Training car.*]

[Text on Screen: *CAA gives out CSA-approved seat belts as part of mandatory seatbelt advocacy.*]

00:00:14 - 00:00:17

[Animation: "1998" and a bike lane street sign is shown along the red bar and wavy line.]

[Video: A video of a person riding their bike beside a car is shown]

[Text on Screen: CAA's Watch for Bikes program is developed.]

00:00:17 - 00:00:20

[Animation: "2003" and a photo of the "Worst Roads" logo is shown along the red bar and wavy line.]

[Video: A video of a very cracked and damaged road is shown.]

[Text on Screen: CAA and stakeholders launch the CAA Worst Roads campaign]

00:00:20 - 00:00:23

[Animation: "2005" and a cartoon image of cell phones are shown along the red bar and wavy line. The image of the cell phone then has a thick black line drawn around it and through the image]

[Video: A young driver is seen holding her cell phone between her ear and shoulder while driving]

[Text on Screen: CAA starts advocating for distracted driving legislation.]

00:00:23 - 00:00:26

[Animation: "2015" and an animated sign stating "Slow Down, Move Over Save Lives" is shown along the red bar and wavy line]

[Video: A tow truck operator is shown hooking up a stopped car]

[Text on Screen: CAA advocates Slow Down, Move Over legislation to include tow trucks.]

00:00:26 - 00:00:28

[Animation: "2018" and the Towing Bill of Rights logo are shown along the red bar and wavy line]

[Video: A close up of a car hitched to a tow truck is shown]

[Text on Screen: CAA advocates for stronger consumer protection around towing.]

00:00:28 - 00:00:33

[Animation: "2019" and an image of a silhouette car with a pot leaf are shown within a circle with a line through it is shown along the red bar and wavy line]

[Video: *A man playing ping pong within a cottage setting is shown*]

[Text on Screen: *CAA raises awareness around cannabis-impaired driving.*]

00:00:33 - 00:00:36

[Animation: *“2050” is shown along the wavy line. The red bar has disappeared.*]

[Video: *An animated flying car is shown flying above a busy roadway.*]

[Text on Screen: *CAA advocates for improved safety standards in flying cars.*]

00:00:36 - 00:00:45

[Animation: *The wavy line turns blue with a blue circle and a red destination mark at the end of the line.*

The futuristic background fades to white with text overtop.]

[Text on Screen: *Safe Travels™ yesterday, today, tomorrow.*]

Voiceover >> Safe travels made possible with CAA Advocacy.

[Animation: *The CAA Advocacy logo appears*]

[Text on Screen: *Learn more at caasco.com/Advocacy*]

[Small Text on Screen: *® / ™ CAA trademarks are owned by, and use is authorized by, the Canadian Automobile Association.*]