



News Release

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HOLIDAY SHOPPING? AAA RECOMMENDS TO KEEP YOUR VEHICLE KEYS SAFE

The month of December holds the greatest risk of shoppers locking their keys in the car

VIRGINIA BEACH, Va., (December 10, 2012) – The holiday season is when the AAA Tidewater Virginia receives the most requests for help from rushed shoppers who have locked themselves out of their vehicle, according to roadside assistance statistics compiled by AAA Tidewater Virginia, servicing more than 325,000 members.

In December 2011, AAA Tidewater Virginia answered **16, 801** for help from members at shopping malls, retail centers, grocery stores and other locations, 15 percent were lockout calls for the same time period. Overall, lockout calls made up about 16 percent of all roadside assistance calls for last year.

The top three busiest days in 2011 for lockout services:

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|------------------|----------|
| 1. Dec. 3 | 91 calls |
| 2. Dec. 7 | 96 calls |
| 3. Dec. 23 | 97 calls |
| Total: 284 calls | |

“The number of opportunities to forget car keys in vehicle ignitions or trunks where packages and gifts are stored seems to increase as hurried shoppers get caught up in the rush of the season.” said Georjeane Blumling, Vice President of Public Relations for AAA Tidewater Virginia.

Blumling recommends motorists to avoid being locked out of their vehicles this holiday season by:

- Never leaving car keys inside the vehicle’s passenger compartment in order to do something else like help a passenger or a child.
- Staying focused. Don’t become distracted while driving or getting in or out of your vehicle.
- Creating the habit of exiting your vehicle with your car keys in hand and using the key fob security system to lock doors.
- Trying not to speed or rush while driving, parking or walking into or out of shopping centers.
- Putting keys in your pocket or purse when stowing or unloading packages in your trunk.
- Taking a moment when exiting a vehicle or before closing the car trunk lid to be sure you have your car keys in your hand, pocket or purse.

As part of North America’s largest motoring and leisure travel organization, AAA Tidewater Virginia provides its more than 325,000 members with travel, insurance, financial and automotive-related services. Since its founding AAA Tidewater Virginia has been a leader and advocate for the safety and security of all travelers. For more information, visit AAA.com and follow us on Twitter at [Twitter.com/AAATWnews](https://twitter.com/AAATWnews).

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