



AAA *in the* COMMUNITY





About AAA and Auto Club Enterprises

AAA has been serving the needs of motorists for over a century. It is a federation of fully taxpaying, not-for-profit automobile clubs throughout the U.S.

Auto Club Enterprises is a group of AAA clubs, including this one, serving more than 14 million members in 21 states. Our group of AAA clubs came together to maintain superior service levels, offer additional benefits to members, share best practices and keep member dues as affordable as possible. Auto Club Enterprises employs more than 14,000 people directly and works with thousands of independent businesses including roadside service providers, vehicle repair facilities, car dealerships, retailers and travel providers that give services and benefits to our members.

AAA clubs that are part of Auto Club Enterprises offer services through more than 300 branches receiving 8 million visits annually and 23 call center locations taking 8.7 million calls per year, and online at AAA.com, which receives 26 million visits per year.

Our Member Services

Our primary objectives are to help our members enjoy peace of mind, resolve problems in their lives, take care of everyday business more conveniently, plan special lifetime memories through travel, and explore the wonders that their community and the world have to offer. We do this through:

Roadside Assistance/Automotive: Once every four seconds, or 9 million times per year, we send out a roadside assistance vehicle to help a member. We also offer numerous services to help members buy and maintain their vehicles.

Insurance: Our affiliated insurers provide more than 2.5 million policies for auto, home, watercraft, collector car, personal umbrella and life insurance, and rank among the top 12 property and casualty insurers nationally.

Travel/Discounts: AAA branches house one of the largest leisure travel agencies in the U.S. We use the purchasing power of our large membership to negotiate exclusive member discounts and benefits on travel and thousands of other products and services through the AAA Discounts program.

Member Information/Education: Member publications, which include *Journey*, *Traveler*, *Westways*, *Motorist* and *Hawai'i*, reach more than 7 million member households and provide information about transportation and traffic safety issues, vehicles, travel, local events and other subjects of interest to motorists.

Transportation/Traffic Safety: AAA clubs advocate for legislation to improve conditions for motorists, transit users, pedestrians and bicyclists; provide numerous driver education programs and classes; promote child passenger safety and school zone safety; research issues like distracted driving to develop policy positions; and work to reduce impaired driving.



On the cover: AAA helps young bicyclists learn to ride safely and with proper safety equipment through educational materials and special events.



"I was delighted to read AAA sponsored this new law. That is exactly why I am glad to be a AAA member: because your organization can help me take care of these kinds of matters, so I can concentrate more on my family and other responsibilities in life. Thank you for helping me on so many levels."

— Erick Garcia, a member expressing gratitude for AAA motorist advocacy efforts.

Mihai Andritoiu/Shutterstock

Advocacy

AAA advocates for reducing congestion, investing in transportation, and promoting fair consumer practices for motorists, through:

TRANSPORTATION FUNDING ADVOCACY

- Ensuring **taxes and fees paid by motorists are fair**, reasonable and used to effectively improve roads, transit and safety, as well as opposing unfair tax and fee increases.
- Participating in or establishing coalitions that are dedicated to responsibly bringing increased transportation investments to local communities, and working with transportation providers and leaders to ensure that mobility and motorist interests are represented when transportation funding is allocated.
- Supporting **local and statewide transportation measures that responsibly increase funding** for mobility and provide billions of dollars in needed investment. AAA support of local, state and federal measures and renewals have succeeded in securing vitally needed sources of transportation funding in our local communities.

CONSUMER ISSUES SUPPORT

- Advocating for **fair treatment and choice for automotive consumers** when they buy, maintain, and operate their vehicles
- **Researching and promoting policy changes** that benefit consumers. For example, a vehicle mileage study conducted by Auto Club Enterprises' Automotive Research Center, coupled with lobbying from AAA, resulted in the EPA revising its requirements so mileage estimates on window stickers are more accurate.

TRAFFIC SAFETY ADVOCACY

- Supporting legislation and public **policies that effectively improve traffic safety** for motorists, bicyclists and pedestrians, such as establishing effective speed zoning for safer roads
- Supporting **legislation to reduce drunk driving** through use of ignition interlocks, DUI checkpoints and other impaired driving deterrents
- Supporting **laws targeted at improving safety** for teen drivers, such as Graduated Driver Licensing laws; child passengers, such as car seat and booster seat laws; and all drivers, such as bans on texting while driving



Safe driving is a lifelong journey.

"Just wanted to say thank you for the teen driver safety fair. My boys and I had a good time. Keep up the good work."

—Jonathan Crocker, a member who attended one of AAA's many safety events.

Traffic Safety

Here are just a few of the many ways the AAA helps everyone to stay safe on the road:

INFANTS AND TODDLERS

Focus: 75 percent of car seats installed incorrectly

AAA actions:

- Free child passenger safety events and classes
- Car seat and booster seat educational materials
- Traffic safety research to enhance passenger safety
- Support for efforts such as primary seatbelt enforcement and booster seat laws in partnership with the National Highway Traffic Safety Administration, SafeKids and others

YOUTH AND FAMILIES

Focus: Reduce car-related youth deaths and injuries

AAA actions:

- "School's Open: Drive Carefully" campaign to alert drivers and pedestrians to be cautious near school zones
- Free brochures and educational materials provided to schools, law enforcement and community groups on pedestrian and bicycle safety, seatbelts, and traffic safety around schools
- Education for parents and students of pre-driving age to help get them ready to learn to drive

TEENS

Focus: Traffic crashes are the leading cause of teen death

AAA actions:

- Parent-Teen Driving Agreement to establish responsibilities for new drivers and their parents
- **TeenDriving.AAA.com** — teen licensing requirements for each state and parent/teen resources such as how to choose a driving school, be an effective driving coach, and take the written driving test
- Events such as teen driver safety fairs, which showcase driver safety tips in a fun interactive environment

SENIOR DRIVERS

Focus: Help seniors stay safe as aging changes driving abilities

AAA actions:

- Online Mature Driver Course — completion may qualify driver for insurance discount
- DriveSharp — computer-based brain training to improve driving skills
- **RoadwiseRX.com** — provides data on interaction of medications and driving
- **Seniordriving.AAA.com** — resources for senior drivers and their families



"We can achieve these short term goals and our long term vision, a nation without drunk driving, with your continued support."

—Tammy M. Williams, development officer of a local MADD chapter, on AAA's donations to drunk driving prevention fundraisers.

Distracted Driving

AAA is working to reduce distracted driving for motorists of all ages.

Distractions can occur both inside and outside of the car. A visual or mental focus on anything other than the road is a driving distraction that can have disastrous consequences.

The Problem:

- **Distracted driving kills.** About 3,000 people die and 400,000 are injured in the U.S. each year in crashes involving "driver inattention," or distracted driving, according to NHTSA.
- According to the AAA Foundation for Traffic Safety's annual driver survey, more than 80 percent of motorists believe that **looking at email or texting while driving is a serious safety hazard**, yet 34 percent in the same survey admitted to reading a text or email while driving in the past 30 days.
- AAA Foundation research reveals that any activity taking driver attention off the road for more than two seconds will nearly **double the risk of a crash occurring**. Drivers who send or receive text messages, on average, take their eyes off the road for 4.6 seconds.

AAA efforts include:

- Supporting **laws that provide an effective and enforceable deterrent** to distracted driving behaviors such as texting or use of hand-held electronic devices.
- Conducting driver **observational research to gauge results of laws intended to curb distractions**, such as cell phone and texting bans. Groundbreaking research commissioned by the AAA Foundation aiming both to improve hands-free technology by showing how it can be designed to minimize driver distraction, and to remind drivers that "hands-free" is not "risk-free."
- Driver safety events and AAA educational materials and **campaigns that urge motorists to minimize distractions and focus on driving**.

Driving Under the Influence

Drunken and drugged driving are top traffic safety concerns.

The Problem:

- More than **10,000 deaths and 200,000 injuries** occur each year throughout the U.S. in alcohol-related crashes.
- Drugged driving is increasing as states move to legalize marijuana and seniors and other drivers use more medication.

AAA efforts include:

- Supporting laws requiring and enforcing use of **ignition interlock devices** as an effective deterrent for DUI offenders to prevent repeat offenses. The device, installed on offenders' vehicles as a condition of having their driver license reinstated, requires drivers to breathe into it and won't allow the car to start if alcohol is detected.
- Publicizing **laws and penalties against drunk driving**, including the total real cost of a first-time DUI offense, as well as providing DUI educational materials and online resources to groups involved in

anti-DUI campaigns. With attorney fees, penalties, increased insurance costs and other costs, the **average price of a DUI in the U.S. can now run as high as \$15,000** for first-time DUI offenders.

- Participating in anti-DUI efforts and coalitions that bring together law enforcement, the judicial system, lawmakers, and other organizations to promote public education and responsible beverage service training and provide resources for sobriety checkpoints.
- Supporting **"safe ride home"** programs and designated drivers, particularly during high-risk holidays like New Year's Eve and the Fourth of July.
- Embarking on new research and educational efforts and support effective enforcement strategies to reduce drugged driving.

Environment

AAA recognizes that being a good community member also means being a good steward of the environment.

AAA research has assisted in establishing effective practices to reduce vehicle emissions, providing consumers with more accurate fuel economy (MPG) information, and informing consumers about their options when considering alternative-fuel vehicles.

AUTO CLUB ENTERPRISES AUTOMOTIVE RESEARCH CENTER

- Founded in 1965 to study cars' connection to pollution, particularly smog
- Helped develop vehicle **smog testing practices** that have contributed to dramatically reducing smog and car-related pollution throughout the U.S. since the 1970s
- Tests new vehicles based on "real world" consumer needs and reports results to members via AAA member publication articles. Also **reports safety defects** to manufacturers/agencies to ensure public safety.

- Testing after-market products that claim to **improve vehicle mileage**. None of the products tested to date has actually lived up to the manufacturers' claims of significantly improving fuel economy.
- Publishing an annual "**Green Car Guide**" evaluating high-mileage gas-powered and alternative fuel vehicles based on fuel economy and consumer-friendly criteria such as roominess, comfort, ease of use and crashworthiness.
- Based on extensive studies by the Automotive Research Center, the federal Environmental Protection Agency changed its regulations regarding posted mileage estimates on vehicles for sale. Those mileage estimates now better reflect the "**real world**" **mileage** that average drivers can actually expect.

- Publishing information to help motorists **conserve fuel consumption** and save money, including:
 - *Gas Watcher's Guide: Tips for Conserving Fuel, Saving Money and Protecting the Environment*
 - *Your Driving Costs: How Much Are You Really Paying to Drive?*

ALTERNATIVE FUEL VEHICLES

As more members become interested in alternatives to gasoline-powered cars, AAA is providing information and resources for them.

- Auto Club Enterprises is conducting a multi-year **Electric Car Research Project** using a fleet of EVs that include smart fortwo All Electric Drive vehicles. The project provides information to consumers about how electric cars may fit into their lives.
- A pilot program is researching the value of mobile and stationary **EV charging stations** for members with electric vehicles.





“Our sheriff’s deputies have been proactive in working with AAA in reaching out to the community by rewarding children observed wearing helmets while riding their bicycles. This project blossomed in a very short time, and the ultimate goal was achieved.”

—Sheriff Dane Howard, who worked with AAA to promote youth bike helmet usage

Improving Road Safety For Everyone

Pedestrians, bicyclists, transit users and motorists all need safe and well-maintained roads.

AAA efforts to support all road users include:

- Supporting laws that promote safe sharing of roads among all users and safety for all users
- Working with local, regional, state and federal government to promote transportation policies and funding that take all types of mobility fairly into account and that do not unfairly penalize any one group of road users
- Providing educational materials and information advising pedestrians, cyclists, motorcyclists and drivers about sharing the road safely

PEDESTRIANS

On average, **12 pedestrians each day are killed** in collisions in the U.S. — more than 4,000 people per year. The number of pedestrian crashes has declined by nearly 100 percent since 1980, largely because of education and improved infrastructure to protect them. However, it is still unacceptably high.

AAA advocates:

- Improved traffic signals/crosswalks/sidewalks/other engineering solutions to protect walkers, as well as crossing guards where needed
- Identifying and assisting the most at-risk pedestrians in local communities

BICYCLISTS

Many people bicycle for fun, exercise and transportation. While the number of cyclist crash fatalities is much lower than pedestrian deaths (600-700 per year in the U.S.), more efforts are needed to protect cyclists.

AAA advocates:

- Policies and laws that **balance the rights and responsibilities of bicyclists and drivers** and result in fewer bicyclist deaths and injuries, such as safe-distance passing laws and helmet requirements
- Educating motorists and cyclists alike about sharing the road safely and considerately

TRANSIT USERS

AAA supports a multi-modal system that maximizes choice for as many road users as possible. Efficient, effective transit helps reduce traffic congestion and pollution, and provides affordable options for those who cannot or choose not to drive.

AAA advocates:

- Efforts such as the MAP-21 federal transportation law that provide **needed reforms to more quickly produce transportation-related projects** while increasing funding for transit, cyclists and pedestrian safety.
- Balanced, transparent and holistic approaches to funding transportation networks.



Community Support

AAA supports organizations and efforts that improve education, safety and the community.

AAA FOUNDATION FOR TRAFFIC SAFETY

Auto Club Enterprises financially supports the work of the AAA Foundation for Traffic Safety, established in 1947 to identify traffic safety problems, **foster research that seeks solutions**, and disseminate information and educational materials across the U.S.

AAA Foundation research has resulted in:

- Improved driver education for all ages through curriculum review
- Revised teen driver licensing requirements throughout the U.S. that have **reduced teen crash rates** and improved novice driver skills
- Improved understanding of cognitive distractions for drivers that is leading to legislation throughout the U.S. to reduce distracted driving

AAA IN THE COMMUNITY

- AAA is active in local schools with traffic safety and other efforts.
- As the original poster of directional and traffic safety road signs in many parts of the U.S., AAA continues its role as the voice of the motorist wherever feasible for local, regional, state and national transportation and traffic safety issues.
- AAA works in partnership with local, regional and national community groups to assist with local needs related to health, safety and education.
- Employees and Auto Club Enterprises donate to charitable efforts such as United Way, the American Red Cross, and the American Heart Association.

On the back cover: CarFit events sponsored by AAA assist older drivers with customizing their vehicle settings to help keep them driving safely.



© 2014 Auto Club Enterprises. All Rights Reserved.