



## News Release

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For immediate release

### **CAA named most trusted brand in Canada**

OTTAWA, ON – The Canadian Automobile Association (CAA) is the most trusted brand in Canada, according to the fourth annual Gustavson Brand Trust Index released today.

“This is truly a testament to the dedication of our network of CAA associates in Clubs across the country, who serve our more than 6.3 million Members,” said Jeff Walker, CAA National’s Chief Strategy Officer.

Conducted by the Peter B. Gustavson School of Business at the University of Victoria, the fourth annual Gustavson Brand Trust Index asked more than 6,300 consumers to score 299 prominent Canadian companies and brands, across 26 industry sectors, on a range of brand value measures.

“CAA is proud of our industry-leading services, including insurance, travel, Member rewards, and of course emergency roadside assistance,” Walker said. “For over 100 years we’ve been focused on serving our Members’ needs, and we’re proud of this acknowledgement that recognizes the work we do.”

CAA moved up from second in last year’s ratings. CAA also finished first in the insurance sub-category of this year’s Index.

#### **About CAA**

CAA is a federation of eight Clubs providing over six million Members with exceptional emergency roadside service, complete automotive and travel services, member savings and comprehensive insurance services. CAA also advocates on issues of concern to its members, including road safety, the environment, mobility, infrastructure and consumer protection.

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