



# Member Connection

Your guide to EXCLUSIVE benefits, savings, and tips

Winter 2010



## Holiday greetings from our president and CEO

Dear Members,

For me, the holidays always make a great time to take a few moments and look back over the past twelve months. This year, I realize just how much I—and all of us at AAA—have to be thankful for.

To begin with, I'm proud to tell you that AAA Emergency Road Service continues to be the fastest and most comprehensive in our industry. Together with the protection and peace of mind we offer through AAA Auto and Home Insurance, we're absolutely committed to being there when you need us most.

And at a time when every extra dollar can make a big difference, I'm pleased to report that Members who use our AAA Discounts will save an average of \$101 this year. You can be sure we'll keep doing all we can to make things easier for you in this challenging economy.

I also want to say how grateful I am that more than 70 percent of our employees currently volunteer where they work and live. What an inspiration, and what an outstanding example of the kind of people serving you every day.

I hope this holiday season gives you the chance to relax with loved ones—and maybe reflect a little, too. And I hope you'll continue to trust AAA to keep you and your family safe and secure—throughout the season and in the year ahead.

Sincerely,

A handwritten signature in black ink that reads "Paula F. Downey".

Paula F. Downey  
President and CEO, AAA Northern California, Nevada & Utah

## My Benefits



# Give the gift of Membership



Go to [AAA.com/gift](http://AAA.com/gift)  
or call (866) 539-8009.  
Use promo code GIFT10E.

### Finally, a present family and friends will use all year-round.

Think of it as the "anti-fruitcake." After all, AAA Membership is a gift your loved ones will use every time they drive, shop, and travel. Good anytime and in any car, AAA Membership provides your friends and family with the fastest, most dependable road service in the industry and great savings throughout the year. In fact, our Members save an average of \$101 each year with their exclusive AAA Discounts, making it the ultimate gift card.

### Now get a \$17 discount and a free gift when you give a AAA Membership.

Buy a AAA Membership for your friends and loved ones before December 31 and you'll not only save \$17 on enrollment, you'll also get a special Roadside Companion Kit, free.

## Upgrade for more peace of mind

If you or your family plan to log extra miles on the road this winter—visiting loved ones, coming home from college, or heading out for vacations—now may be a good time to upgrade your AAA Membership. Here's a quick snapshot of some of the benefits you'll get (to learn more, visit [AAA.com/upgrade](http://AAA.com/upgrade)):

**AAA Plus:** 100 miles of free towing, up to three gallons of free emergency fuel, \$100 in locksmith reimbursement, \$200 in lost luggage reimbursement, and more.

**AAA Premier:** 200 miles of free towing, up to five gallons of free emergency fuel, one free day of car rental with tow, \$100 in locksmith reimbursement, \$50 in windshield repair/replacement, and more.

Upgrade your Membership today.  
Call (866) 539-8009.

## We'll give you a tow wherever you want to go



Two out of three times, AAA technicians can get you back on the road without needing a tow. But when you do, rest easy knowing we'll tow you to:

- Any shop within your mileage limit
- The nearest AAA Approved repair facility
- The towing vehicle's service station

Learn more about your AAA ERS benefits.  
Visit [AAA.com/ERS](http://AAA.com/ERS)

## Get home safely with AAA Topsy Tow

Don't let holiday drinking put you or others at risk. Call us for a free five-mile tow (does not count toward your four free tows per year) and a lift home over the Thanksgiving, Christmas, or New Year's holidays.

Free Topsy Tows, available to Members and non-Members:

From 6 p.m. to 6 a.m.:

- November 25–26
- December 24–25
- December 31–January 1

Stay safe this holiday season.

Call (888) AAA-HELP.





## Listen In



## “AAA isn’t about protecting my car, it’s about protecting me and my family.”

AAA Member Elizabeth Pontious and her family were headed home from a trip to the Sierras when the accelerator cable in their car suddenly snapped along the highway.

“It was late on a Sunday night,” Pontious recalls, “and we had our two boys in the backseat and no idea where we were. Basically, we were stranded and absolutely nothing was open. Except for AAA.”

“Within minutes, AAA picked us up. They towed our car and found us a hotel and car rental place—the driver even helped us bring our bags into the hotel. In no time, the boys were swimming in the hotel pool, and my husband made it to

his Monday meeting in San Francisco the next morning.”

“It’s just great to have AAA on my side and know everything’s going to be taken care of.”

## Speak Up

Share your AAA Emergency Road Service rescue story.

If you have a story you’d like to share about a time AAA came through for you, please let us know. Just email us at [memberconnection@goAAA.com](mailto:memberconnection@goAAA.com)



{ AAA Auto Insurance Agents can get you the right coverage at the best price. }  
Call (866) 539-8028 today for your free quote.

## Drive Smart

# Keep the dents and dings out of your hustle and bustle

## Follow these shopping mall driving tips and steer clear of collisions

Nothing takes the good cheer out of your holiday shopping like a bad fender bender. With distracted shoppers hurrying from store to store and mall to mall, parking lots can be particularly easy places to get banged up if you’re not careful.

Taking a few precautions can help you avoid crashes and keep on shopping. Here are just a few tips:

**Beware the tight spot:** Try not to park between two SUVs, trucks, or minivans, where it will be hard to back out. If you can’t see well enough to back out safely, get one of your passengers to help guide you.

**Get noticed:** Use your headlights in parking garages—even in daytime. That way, you’ll be more visible to pedestrians as well as drivers.

**Head for the sides:** At the mall, everyone wants to park near the stores and especially the main entrance. But most malls have secondary entrances on the sides, and those usually get less traffic and have more convenient spaces.

If the unexpected does happen, AAA Auto Insurance will be there. Just call (800) 922-8228 from anywhere in the United States or Canada at any time to speak with one of our claims adjusters.

{ Get more parking and winter driving tips. }  
Visit [AAA.com/drivingtips](http://AAA.com/drivingtips)





# What does your winter wonderland look like?

## From spas to slopes, AAA Getaways help you save a bundle

Relax, recharge, and reenergize with a AAA Getaways mini-vacation this winter. Start planning with these ideas—then go to [AAA.com/quickgetaways](http://AAA.com/quickgetaways) to explore more.

### In Arizona: Westin La Paloma Resort and Spa, from \$159 per night

Nestled in the Catalina Mountains, this premier resort features spectacular pools, a world-renowned spa, and nearby golf courses. *AAA Getaways exclusive:* Stay three nights, get the fourth night free and get breakfast for two each morning.

### In Utah: Hotel Park City, from \$289 per person

Kick back in your own suite with a balcony hot tub, then indulge with a \$90 credit at Ruth's Chris Steak House. *AAA Getaways exclusive:* Complimentary breakfast buffet for two.

### In California: Northstar-at-Tahoe, from \$229 per night

Hit the slopes with this smart deal, including lodging, lift tickets, and access to the resort's health club. *AAA Getaways exclusive:* \$25 gift card and complimentary breakfast.

Book your AAA Getaways today.  
**Call (888) 715-4222**  
or visit your local AAA branch.

### AAA "Gift of Travel" certificates make great gifts, all year-round.

If they love to travel, your family and friends will love our AAA "Gift of Travel" certificates. Available in \$50 to \$1,000 amounts, they're good for booking cruises, resort and tour packages, airline tickets, and hotels—all through AAA Travel.

To get yours, just visit the AAA Travel branch near you ([AAA.com/findus](http://AAA.com/findus)).

Rates are per room, per night unless otherwise noted and are subject to availability. Tax and resort fee not included, and other restrictions may apply. Ask about exclusive AAA Getaways benefits. Lower rates may be available during the off-season.

## Fresh ideas in greener driving

See the latest innovations at the AAA Greenlight® Roadshow near you. AAA Greenlight represents our commitment to the development of alternative fuels and vehicles. Join AAA in celebrating Alternative Fuels Awareness Month this November by visiting the AAA Greenlight Roadshow as it travels to the Sacramento Auto Show, the San Francisco International Auto Show, and beyond. Learn about the latest fuel options and see cutting-edge vehicles at the show near you.

For dates, details, and discounts, visit [AAA.com/roadshow](http://AAA.com/roadshow)

# Get higher efficiency from your hybrid

Are you doing everything you can to maximize your hybrid's performance and fuel economy? AAA can help. Here are just a couple of steps you can take to get the most from your "green machine":

**Coasting:** On straightaways, consider taking your foot completely off the gas pedal, allowing your car to continue moving along while recharging the hybrid battery.

**Braking:** When you can anticipate an upcoming stop, take advantage of your hybrid's regenerative braking system by lightly applying pressure to the brake pedal. This not only helps control speed,

it will also send more energy to your batteries than simply coasting to a stop.

**Energy Monitor:** A glance at your energy monitor at strategic times can help you make adjustments to maximize the efficiency of your hybrid's design.

Talk to a AAA Auto Insurance Agent about our reduced insurance rates for drivers of alternative fuel and hybrid cars—our way of saying "thanks" for helping reduce emissions and improve our planet's health.

Go online for more tips and a hybrid-driving video.  
**Visit [AAA.com/greenlight](http://AAA.com/greenlight)**

Get More 

## Save big on your holiday shopping

'Tis the season to get great deals on gifts your friends and family will love. From stylish shoes to satellite TV, there's something for everyone, even the tough to please. Who knows, you might even find a little something special just for you.

{ Find more dazzling discounts, year-round. Visit [AAA.com/savedaily](http://AAA.com/savedaily) }

**BARNES & NOBLE**.com

SAVE  
**10%** on the lowest online price of your purchase.

**Target.com**

SAVE  
**10%** on online purchases.



SAVE  
**\$200** on top of nationally advertised offers (new subscribers only).

**GAP**  
OUTLET

SAVE  
**10%** on all purchases, including sale merchandise at all locations.

**The UPS Store**<sup>®</sup>

SAVE  
**15%** on selected products and services, and save 5% on shipping.



SAVE  
**15%** on selected brands.

**KOHL'S.com**  
expect great things<sup>®</sup>

SAVE  
**15%** on purchases of \$100 or more.

**Payless**  
SHOESOURCE<sup>®</sup>

SAVE  
**10%** on regular-priced shoes and accessories.



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AAA Walnut Creek  
1276 California Blvd.  
Walnut Creek, CA  
Mon–Fri: 8:30 a.m.–6 p.m.  
Sat: 9:30 a.m.–5 p.m.  
Call: (925) 287-7600

Inside: Cool tips on saving big, staying green, and driving safe this holiday season.

[Variable Name]  
[Variable Address]  
[Variable Address]  
[City, STATE xxxxx-xxxx]



MEMNLTBS-1110



Your guide to EXCLUSIVE benefits, savings, and tips >>

Winter 2010



# Member Connection

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- Great holiday discounts







# Get the right protection for the year ahead

**Now get a free 60-point inspection and \$10 off an oil change with your free policy review.**

Changes in your life over the past year could affect the amount of insurance you're looking for, now and in the year to come. For example, if your family or financial situation has changed, your coverage may not be meeting your needs.

Come into your local AAA branch for a free policy review before November 30 and get a free 60-point inspection and \$10 off an oil change (\$3 off in Utah) from any participating AAA Approved Auto Repair facility. A \$70 value, it's yours free with your policy review.\*

To get the most from your review, bring in your auto and/or home policy from any company.

**{ Get your free policy review at your local AAA branch today. }**

\*Inspection and oil change must be completed by 12/31/2010. \$70 value is based on estimated \$60 value of car inspection plus \$10 off an oil change. Oil change limited to \$3 in Utah due to Department of Insurance regulations. Limit one per household. Other restrictions may apply.



# Keep it green and save some, too

Just like AAA, many of our partners are taking extra steps to make a positive impact on the environment. Now your AAA Card not only helps save you money, it can also help make a difference for our planet.

**Offset your impact with TerraPass: Get 10% off.** With TerraPass, you can offset your global warming impact by supporting investments in progressive dairy farms, wind power, and other green projects. AAA Members receive 10% off carbon offsets purchased at TerraPass.com.

**Drive green with Hertz: Save up to \$20.** Between now and the end of December, AAA Members will save up to \$20 (\$5 per day) on your weekend rental of any Hertz Green Collection (alternative fuel and high-mileage) vehicles at participating locations in the U.S. and Canada.

**More green discounts—good all year long:**

- California Academy of Sciences: \$3 off admission
- El Monte RV rental: 10% off
- Espresso Airport Parking: Up to 50% off
- Penske moving and truck rental: Up to 12% off
- Red and White Fleet: Up to \$4 off, and save even more on family passes

{ **Get more details on these  
and other green deals.  
Visit [AAA.com/greenlight](http://AAA.com/greenlight)** }

Get More. Get AAA.®

