

*The First
70 Years*



Atlantic

President's Message

What started as a club by and for automobile enthusiasts at the turn of the last century is now a multi-faceted, not-for-profit organization which provides an ever-expanding variety of products and services.

CAA Atlantic has been serving its Members since 1947. Our Club is headquartered in Saint John, New Brunswick with branch offices in Halifax, Dartmouth, Fredericton, Moncton, Charlottetown, and St. John's. CAA Atlantic has been recognized by our peers in the Canadian and American Automobile Associations for our rapid growth and high levels of Member service and satisfaction.

We are proud to serve our Members and we are constantly developing new products and benefits, and acting as an advocate for the safe mobility of all Atlantic Canadians.

On the occasion of our Club's 70th anniversary, we have taken the opportunity to revisit our history, celebrate our growth, and look to what's next for CAA Atlantic and our Members in the years ahead.

I hope you enjoy these memories.

Steve McCall
President & CEO, CAA Atlantic



**To view the video of The First 70 Years
please visit:**
www.atlantic.caa.ca/ourstory

Our History

In Canada, the automobile movement dates back to the early 1900s. The early mission of automobile clubs was to advocate for safe motoring. This included making sure roads and bridges could accommodate cars, and that cars and horses could safely share the road.

As more people owned and travelled in cars, they became interested in using them to travel outside of their own community or province.



1925:

CAA's founder Dr. Doolittle completed a cross Canada road trip by car, starting in Halifax, N.S. and ending in Victoria, B.C.

The auto club movement in Atlantic Canada included three auto clubs: the New Brunswick Automobile Association, the Nova Scotia Motor League, and the Prince Edward Island Motor League.



1947:

The New Brunswick Automobile Association was re-established after WWII



1949:

The three auto clubs joined forces to become the Maritime Automobile Association

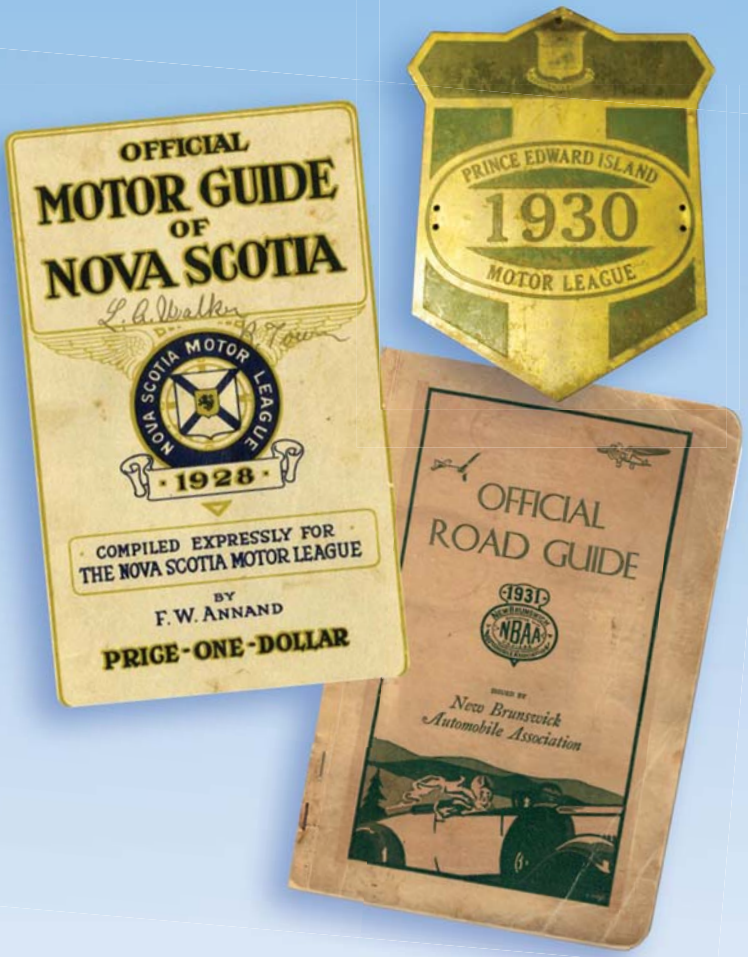


1951:

Membership reaches 10,000 across Maritimes

Growth & Expansion

CAA Atlantic's high level of growth and commitment to service quality allowed the club to grow its Membership, service offerings, and geographic footprint over the years.



"Our fleet grows every year and we add more territory. Anywhere we have a Member Service Centre we have at least one fleet truck."

Carl Wilson Fleet Services Manager, 1995-2016



1972:

CAA Travel was established



1990s:

Auto, property & life insurance added to the Club's product offerings



CAA School Safety Patrol

"We're an organization that's more than just a car. You're joining something that's a whole lot different today that you might have thought."

William McArthur

Board Chair 1997-2000



1995:

CAA Atlantic's roadside assistance fleet established



2003:

Head office built in Saint John, N.B.



"One of my proudest moments was when I was the National Chair at the time Newfoundland came in and we changed the name of CAA Maritimes to CAA Atlantic."

Dave Munroe

Board Chair 2000-2002, National Board Chair 2007-2009

"Our Members are central to everything CAA does, including our involvement with local charities and initiatives. We're proud to participate in volunteer work and fundraising efforts across the Atlantic region to make sure we're serving in ways that best meet the needs of our Members and their communities."

Paula Cook MacKinnon Board Chair 2014-2016



2009:

CAA Atlantic added Newfoundland & Labrador to its jurisdiction



2013:

CAA Membership reaches 200,000

CAA Today

Today, CAA Atlantic has 235,000 Members across the four Atlantic Provinces, with Member Service Centres in eight locations across the region.

Advocacy has always been the mainstay of the motor club movement. CAA Atlantic works on behalf of its Members to encourage safer means of travel, along with our top-ranking service levels, outstanding travel agency benefits, exceptional insurance products, and invaluable Rewards program.



"When we think about CAA Atlantic today it's really about people's personal mobility, whether it's in a car, on a bicycle or in an airplane. We want to make sure that people have the ability to move and to do it safely."

Dale Knox

Board Chair 2010-2012, National Board Chair 2017-2019



2016:

Second corporate office built in Halifax, N.S.



Atlantic



Atlantic

Rewards
& Discounts



Insurance



Travel



Roadside



Advocacy

www.atlantic.caa.ca