



**For immediate release**

## **ALBERTANS MOST CARELESS DRIVERS IN CANADA**

**Racing veteran Kelly Williams Takes You for a Test Drive with the  
'Be Car Care Aware' Campaign**

**October 1, 2004** -- October is 'Car Safety Month' and a critical time for Canadian motorists to take a closer look at their vehicles before the rubber hits the road this winter. Leger Marketing, on behalf of Car Care Canada, polled 1500 Canadians about their driving habits and preferences. The survey reveals some marked differences in driving habits (and pet peeves) across Canada.

Here is how Albertans compare to the rest of Canada:

- **Careless Driving Habits** – Albertans display many of the most careless driving habits when compared to other Canadians.
  - 30% report talking on a mobile phone (highest in Canada)
  - 20% report eating a meal while driving (highest in Canada)
  - 13% report falling asleep at the wheel (highest in Canada)
- **Horn usage** – Albertans use their horns the least in Canada – 54% report never using their horn in the last year.
- **Biggest Pet Peeve** – Albertans agree on a common Driving Pet Peeve with 37% saying that following too close is their biggest grievance (compared to 27% nationally).
- **Emergency Safety Kit** – Albertans have the highest number of drivers carrying an emergency road kit with 62% (national average is 54%)
- **Willingness to help** – Only 36% of Albertans said they would stop to assist a motorist compared with a 49% national average

Here are some national highlights:

- **Careless Driving Habits** -- Although one in five people (21%) list talking on mobile phones as their biggest grievance with other drivers on the road, one in four are guilty of it themselves (26%).
- **Road Rage** -- Our ever-so-polite Canadians do not employ their horns very often to honk at other drivers. Only eight per cent have, in the past year, used their horn more than ten times, or so many times that they have lost track. It would appear that Canadians are still fairly good at keeping their cool on the roads. However, to elicit road rage in Canadian drivers, the most effective tactic would be to follow too close behind them or tailgate. More than one in four Canadians list this as their number one pet peeve on the roads today (27%).
- **Idling** -- With fuel costs so high, Canadians are getting the message and cutting back on idling. Most Canadians warming up the engine in winter say they *should*

only idle their cars for five minutes or less, or not at all (86%). (The correct answer is 30 seconds.)

- **Safety** -- Over half of Canadians carry an emergency safety kit in their cars in case trouble strikes while on the road (54%). However, one third carry no kit at all (32%), and on in ten have only a few items (11%). Canadians prove to be very trusting as half of those surveyed would stop to assist a stranded motorist on the side of the road. Only 15 per cent say they would not stop to help.

Kelly Williams, a veteran Canadian CASCAR driver is taking her safe driving techniques and maintenance tips for Canadian winters on the road as part of Car Care Canada's Be Car Care Aware campaign. As a race car driver, safety promoter, educator and TV personality, Williams knows her way around a car, and she's not shy about telling you about any unsafe driving habits you may have developed over the years. Williams is heading out on a nine-city Canadian media tour this week to share her experience and knowledge as part of Car Safety Month.

### **About the "Be Car Care Aware" Campaign**

"Be Car Care Aware" is a consumer education campaign about the benefits of regular vehicle care, maintenance and repair. Launched during October's Car Care Safety Month, the campaign's goal is to build awareness and knowledge to prepare consumers to make sensible decisions about their vehicles. Built around three key message areas of safety, the environment and protecting your vehicle investment, the campaign is spearheaded by Car Care Canada.

### **About Car Care Canada**

Car Care Canada is a non-profit advocacy group that is the leading source for research, education and communication about the automotive aftermarket industry in Canada. For more than 15 years, Car Care Canada has been recognized for its credibility among consumer media, the motoring public and the industry.

Car Care Canada is committed to building awareness and knowledge about the benefits of regular vehicle care, maintenance and repair to prepare consumers to make sensible decisions about their vehicles. As awareness builds, consumers will take action, thus reducing vehicle neglect. Reversing unperformed maintenance will conserve energy, improve highway safety and benefit the environment. These objectives are echoed in Car Care Canada's consumer education campaign called "Be Car Care Aware." To learn more visit [www.carcarecanada.ca](http://www.carcarecanada.ca).

### **One-Tonne Challenge**

Canada's One-Tonne Challenge asks Canadians to reduce annual greenhouse gas (GHG) emissions by one tonne. Follow the Be Car Care Aware guidelines to keep your vehicle well maintained. A poorly maintained engine can use up to 50% more fuel and produce 50% more CO<sub>2</sub> than one that runs properly. To learn more visit [www.climatechange.gc.ca](http://www.climatechange.gc.ca).

**Tour Dates**

**St. John's** – September 27

**Toronto** – October 5

**Hamilton** – October 6

**Montreal** – October 11

**Quebec City** – October 12

**Saskatoon** – October 12

**Winnipeg** – October 13

**Ottawa** – October 17

**Vancouver** – October 24

**Edmonton** – October 25

**Calgary** – October 26