



Last Minute Holiday Gifts for the Drivers on your List

It's the most wonderful time of the year, but if you haven't finished your shopping yet, you may be starting to stress a little.

Fortunately, Be Car Care Aware has some great gift ideas to help keep all the drivers on your list safe on the road this holiday season.

Gift Idea #1: Winter Tires

Winter tires are a must in cold climates, yet according to the Tire and Rubber Association of Canada, only 51 percent of Canadians outside of Quebec use winter tires. The trouble is that all-season tires start to lose their elasticity and harden at around 7°C, greatly reducing grip on the road, whether it is snow covered or not. Help keep your loved ones safe on the road by gifting them with winter tires, which maintain their optimal elasticity until -40°C and allow for prompt braking.

And don't underestimate the importance of new tires! Tread depth and wear are important factors in the proper functioning of your tires, so a new set is a great gift idea for all of your loved ones, even those living in Quebec where winter tires are mandatory.

Gift Idea #2: Battery Booster Pack

In case of battery failure, it's a good idea to have a battery booster pack in your trunk. These packs are easy to use and allow you to boost your car battery without hooking it up to another vehicle. Some even have built in outputs to recharge personal electronics such as smartphones and tablets.

Gift Idea #3: Windshield Wipers

A new set of windshield wipers may not be the first thing that comes to mind when you're thinking of Christmas gifts, but many Canadians neglect to change theirs, costing them their visibility on the road. According to industry experts, you should change your wiper blades every six months, and during the colder months it is preferable to use winter wipers made of rubber that maintains its elasticity in lower temperatures. Help to keep the drivers on your list safe by buying them a new pair of wipers and some extra windshield washer fluid so that they can see where they're going.

Gift Idea #4: Emergency Kit

A small box of emergency items can provide peace of mind and be a real lifesaver in case of an emergency. The emergency kit should contain first aid items along with a flashlight with spare batteries, non-perishable food items, a paper map, flares, and winter essentials like a snow brush/scrapper, a blanket, and a shovel. An emergency kit will prepare your loved ones for an unexpected breakdown that may leave them stranded on the roadside for an extended period of time.

Gift Idea #5: Roadside Assistance Membership

Various automobile associations, retailers, and repair groups offer roadside assistance programs with towing services. By purchasing a year's membership for the drivers on your list, you can give the gift of peace of mind and help when it's needed most.

Gift Idea #6: Car Care Guide

According to recent focus groups conducted by the Automotive Industries Association of Canada and the Canadian Automobile Association, Canadian drivers feel that automotive service technicians possess all the knowledge when it comes to maintenance and repairs, while consumers know very little. Help empower your loved ones to make good decisions about vehicle care by gifting them a Car Care Guide this year. The new 74-page guide contains clearly written and easy-to-understand maintenance and service information and is a great resource for any driver, whether new or experienced.

For more helpful road safety tips, visit www.BeCarCareAware.ca and learn how to keep yourself and your loved ones safe this holiday season.

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About Be Car Care Aware

The Be Car Care Aware (BCCA) program was launched in Canada in 2004 by the Automotive Industries Association (AIA) of Canada to promote the benefits of regular vehicle maintenance and repairs. BCCA provides information, tools and resources to the public and the automotive service and repair industry. For more information about BCCA please visit www.becarcareaware.ca.

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