AAA Discounts & Rewards
Program Overview
ABOUT AAA

FEDERATION

Since 1902, motorists across the U.S. have relied on AAA for roadside assistance, travel planning, driver safety and child passenger safety programs. Today, AAA is a federation of affiliated motor clubs with 58 million members nationwide.

AAA NORTHEAST

AAA Northeast is a not-for-profit motor club with 64 locations and 5.7 million members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York and Rhode Island.
Connecticut 581,200
Massachusetts* 2,324,500
New Jersey 742,000
New York 1,636,600
Rhode Island 486,400

*Includes Salem, New Hampshire

Source: Direct Focus Active/Pending Members
MEMBER DEMOGRAPHICS

52% millennials/gen x

$120K average HHI

77% homeowners

50% men/women

57% married

49% college grad

33% have children

Source: 2017 GfK MRI Doublebase

© Copyright 2018. AAA Northeast. All Rights Reserved. CONFIDENTIAL.
The AAA Discounts & Rewards program includes over 7,000 local and national partners with 125,000+ locations. It contains both everyday discounts and exclusive, limited-time offers in-store and online.
VALUE AAA

TRUSTED & VALUED
When you partner with AAA Northeast, you gain access to 5.7 million members who value membership for the services it provides, including discounts and savings.

SATISFACTION
Feel good about being a customer.

SPEND MORE
Buy more and spend up on expensive items.

ENGAGED & LOYAL
When AAA is associated with a product or offer, members say they are 20-25% more likely to buy.

QUANTITY
Shop and buy in larger quantities.

FREQUENCY
Shop more frequently and bring others with them.

*Source: Various AAA brand studies between 2002-2009
Data Sharing & Business Intelligence
Data-share is not a requirement but recommended whenever possible to better align membership and promotional strategy. This allows for continued growth within the partnership.

Established Business
Your business must be established for a timeframe of 3 years minimum with a proven track record.

Best Available & Program Support
Offer must be best in market to ensure members are receiving exclusive access above and beyond external user groups. Program support is also encouraged to help raise awareness of the benefit to drive business and increase sales.
PARTNER TESTIMONIALS

“...works effectively which mutually benefits AAA membership with Live Nation concerts and products...continues to deliver positive results and goodwill.”

“Our nearly 20-year exclusive relationship... is the "gold standard" in the travel industry...”

“...a comprehensive and detailed marketing plan structure based on club and member research...has driven positive results.”

“AAA has significantly helped us build our brand and increase market share...”
AAA Northeast
Attn: Partnerships & Promotions
110 Royal Little Drive
Providence, Rhode Island 02904

401.868.2000 x2247
partners@aaanortheast.com
AAA.com/Partners