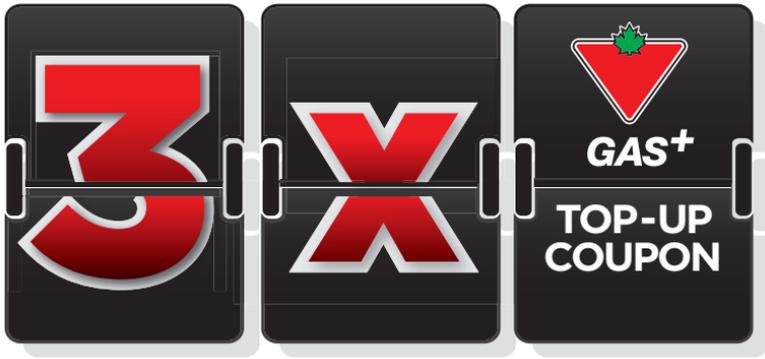




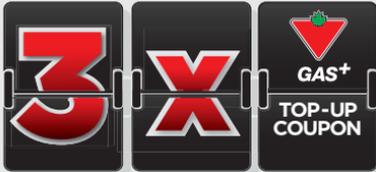
*Pretty,*  
**DEADLY.**

Distracted driving kills.  
Drive Safe.





# Collect Even More e-Canadian Tire 'Money'<sup>™</sup> with this 3x Top-Up coupon.




**Only at participating Canadian Tire gas bars. With payment in kiosk only. Coupon valid until September 30, 2015.**

\*Make a qualifying fuel purchase and redeem this coupon along with your My Canadian Tire 'Money' Card, Canadian Tire Options<sup>®</sup> MasterCard<sup>®</sup>, or Options<sup>®</sup> World MasterCard<sup>®</sup> to collect an additional 3x multiplier reward in e-CT 'Money'. Only valid at participating GAS+ locations. Minimum 15L fuel purchase required. Cash, Debit or Gift Card customers may not redeem this coupon for paper Canadian Tire 'Money'. The 3x bonus is based on the weekly Canadian Tire Petroleum multiplier rate of collecting e-Canadian Tire 'Money', and will be added to whatever you would otherwise collect, without the bonus. Applicable multiplier rate and chart posted at gas bar. **Coupon is for one time use only and must be surrendered at time of redemption. May not be combined with any other offer.** Terms and conditions apply to collecting and redeeming. Visit [canadiantire.ca](http://canadiantire.ca) for more information.<sup>®/™</sup> unless otherwise noted, all trademarks are owned by Canadian Tire Corporation, Limited. <sup>®/™</sup> MasterCard and the MasterCard Brand Mark are registered trademarks, and PayPass is a trademark, of MasterCard International Incorporated.

**Cashier: please refer to the CTR 3X Top-Up guide posted on portal for instructions**



Example only:

**12x** +  
Weekly  
Multiplier Rate



3x Top-Up  
Coupon

**= 15x**  
**NEW**  
Multiplier Rate



*It pays to buy gas here*

# message from **the Ontario Association of Chiefs of Police**

Ontario's roadways are among the safest in North America. This is something all of us – government, law enforcement organizations, and all Ontarians – should be proud of. Safe roads are a big part of safe and healthy communities. But we must do more to prevent needless deaths on our roads, especially when it comes to distracted driving.

Distracted driving is the leading cause of traffic-related deaths in Ontario. The most disturbing part of this fact is that such deaths are largely preventable if motorists simply did not engage in behaviours that put them, their passengers, and other drivers at risk. Examples of distracted driving behaviours police officers consistently report seeing include using a mobile device, eating and drinking, talking to passengers, grooming, using a navigation system, and changing the radio, CD, or other type of music player.

The Ontario Association of Chiefs of Police's (OACP) 2015 *Drive Safe! R.I.D.E.* campaign is bringing together a variety of safety partners to raise public awareness about the dangers of distracted driving throughout the year. This initiative goes beyond law enforcement. The Government of Ontario continues to work with police services and community groups by passing legislation aimed at fighting distracted driving. Our *Drive Safe! R.I.D.E.* campaign corporate partners are committed to doing their part in the fight against distracted driving. Community groups work hard throughout the year with their police services to educate motorists about how they can be safe on our roadways at all times.

Distracted driving is dangerous and not worth the risk. When you're behind the wheel, keep your attention completely on the road. If you are a passenger, do not distract your driver. Ontario's police leaders want everyone to get home safe and sound.



Chief Jennifer Evans

President, the Ontario Association of Chiefs of Police

**Drive  
now.**

**Text  
later.**

**Live  
longer.**

A message from Insurance Bureau of Canada,  
representing Canada's private home, auto and business insurers.



IBC.CA |  @INSURANCEBUREAU

# What are you looking at ?



Driving and using a mobile phone to talk or text is dangerous.

Ontario's penalties for distracted driving are significant.

Unless it's an emergency and calling 911, you must be parked off the road to call or text.

**Eyes** on the road  
**Hands** on the wheel

## fact:

When drivers take their eyes off the road for more than two seconds the risk of a crash doubles.

A driver using a mobile phone is four times more likely to be in a crash than a driver who is focused on the task of driving.

# Driving demands **YOUR** full attention **EVERYTIME** you get behind the wheel.

## What is Distracted Driving?

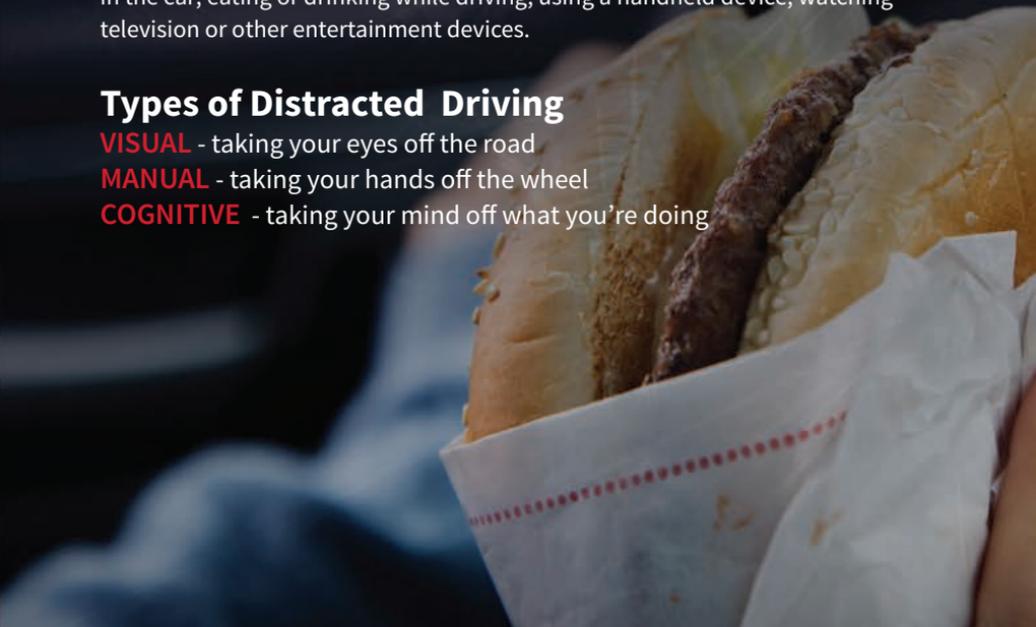
Distracted driving can be defined as any activity which takes a driver's attention away from driving and can include: adjusting the stereo; searching for something in the car; eating or drinking while driving; using a handheld device; watching television or other entertainment devices.

## Types of Distracted Driving

**VISUAL** - taking your eyes off the road

**MANUAL** - taking your hands off the wheel

**COGNITIVE** - taking your mind off what you're doing



**WHY DRIVE WHEN  
YOU CAN TAKE THE TRAIN?**

If you drive when you are unable to give all of your attention to your driving, you're putting yourself, your passengers, and others at risk. **You can make a difference.**

# Tips for Driving **UNDISTRACTED**

1. **Keep the phone out of arms reach.** Put it in your glove compartment or leave it in your purse, which you can put in your backseat.
2. **Turn off your phone when you're driving.** If you don't hear it ring, you can't pick it up.
3. **Download anti-texting software onto your phone.**
4. **Don't text or call others when you know they are driving.** Parents often call their teenagers to make sure they are safe on the road or have safely reached their destination. But calling or texting them while they are driving may cause them to be distracted.
5. **Have a designated "texter" while driving.** If you have a friend or passenger in the car with you, have them answer the phone or respond to a text message.
6. **Remember that distracted driving is just as bad as impaired driving.** Several studies have shown that texting while driving impairs your driving ability in the same way that alcohol does.
7. **Imagine the pedestrians and passengers in the other cars are people you know and love.** Would you want a distracted driver on the road if your loved ones were there? Also, driving distracted with passengers in your car puts their lives at risk as well as yours. It also sets an example that you don't want others to mimic.



A MORE HUMAN WAY TO TRAVEL VIA Rail Canada



**A VEHICLE  
IS STOLEN  
EVERY**



## **NUMBERS DON'T LIE**

According to Statistics Canada, one car is stolen every three minutes, costing consumers, police and insurance companies more than \$1 billion annually.

There is a way to fight back: GLOBAL*i* the next generation of vehicle registration, protection and recovery. Vehicle owners, car dealers and law enforcement are now united through a powerful and user friendly website.

**DISCOURAGE AUTO THEFT.  
JOIN THE NETWORK.**

[Gi.RSR-GLOBAL.COM](http://Gi.RSR-GLOBAL.COM)



**GLOBAL*i***  
theft deterrent



# Distracted driving kills.

The facts on distracted driving are extremely disturbing:

- The Ontario Provincial Police estimates that distracted driving deaths are expected to eclipse drunk driving fatalities for the seventh straight year in 2015
- Driver distraction is a factor in 4-million motor vehicle crashes in North America each year (CAA)
- Distracted drivers are 3 times more likely to be in a crash than attentive drivers (Alberta Transportation, 2011)
- 80% of collisions and 65% of near crashes have some form of driver inattention as contributing factors (National Highway Traffic Safety Administration, 2010)
- Drivers engaged in text messaging on a cellular phone are 23 times more likely to be involved in a crash or near crash event compared with non-distracted drivers. (Virginia Tech Transportation Institute, 2010)
- Economic losses caused by traffic collision-related health care costs and lost productivity are at least \$10-billion annually or about 1% of Canada's GDP (Government of Canada)



# Drinking and Driving is an Expensive Gamble.

A convicted offender faces the following costs:

ITEM	COST
Legal Costs (estimated range)	\$2,000 – \$10,000*
Criminal Code fine	\$1,000-\$5,000*
Back on Track program	\$578
Licence reinstatement fee	\$150**
Increased insurance (est. \$5,000 extra per year for 3 years)	\$15,000*
Ignition Interlock	\$1,500*
<b>Total Estimated Cost*</b> (plus applicable taxes on some items)	<b>up to \$28,000*</b>

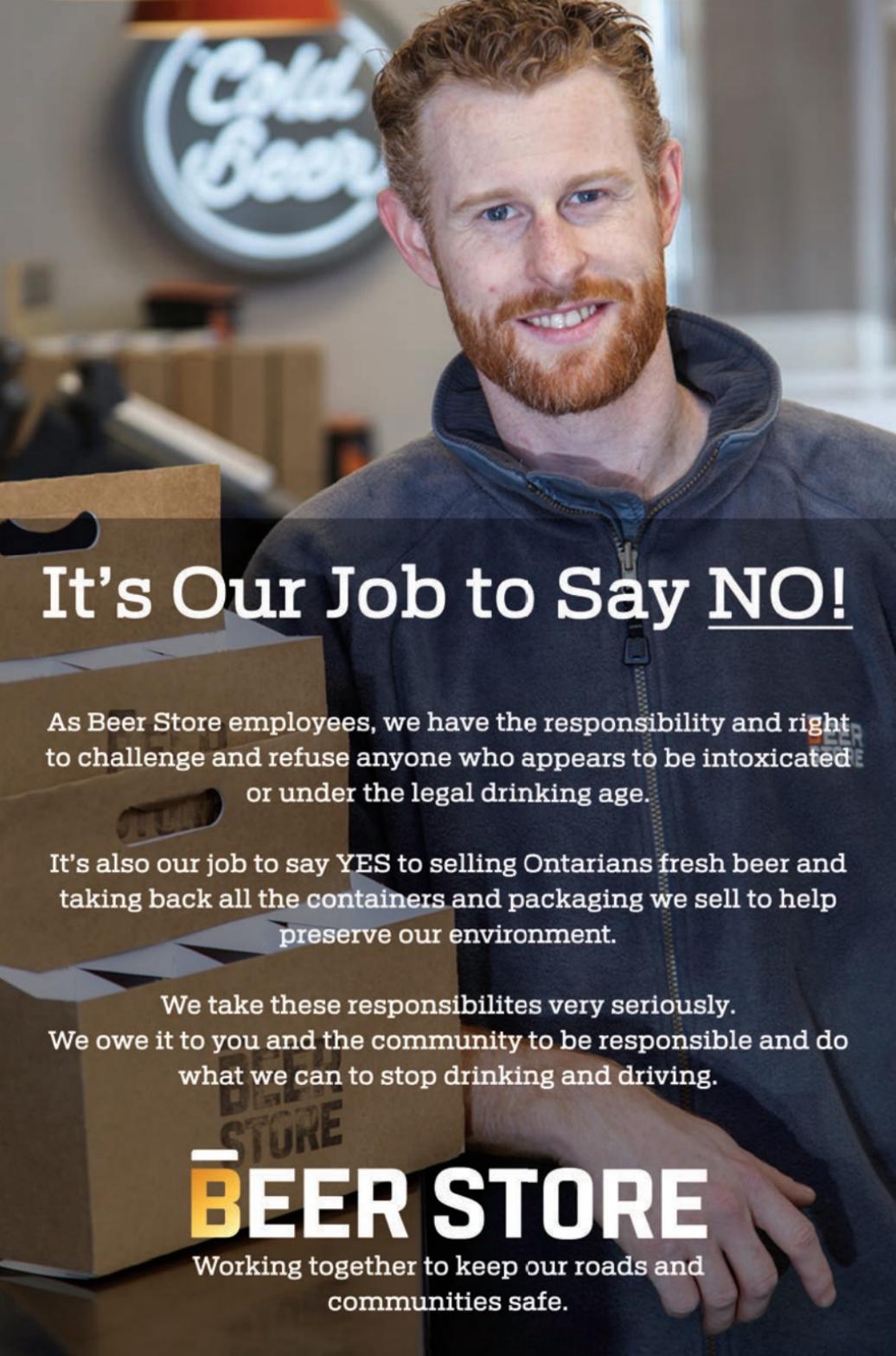
\* actual costs may vary

\*\*Effective July 1, 2015, reinstatement fee is \$180

Information provided by MTO

# FACT

Every year some 160 lives are lost and more than 3,350 people injured in collisions involving a drinking driver.



# It's Our Job to Say NO!

As Beer Store employees, we have the responsibility and right to challenge and refuse anyone who appears to be intoxicated or under the legal drinking age.

It's also our job to say YES to selling Ontarians fresh beer and taking back all the containers and packaging we sell to help preserve our environment.

We take these responsibilities very seriously. We owe it to you and the community to be responsible and do what we can to stop drinking and driving.

**BEER STORE**

Working together to keep our roads and communities safe.



**Thanks for being a  
responsible driver. My family  
sure appreciates your smart choice.**

**A public safety message  
from Smart Serve Ontario.**

For more information on responsible alcohol  
service and education, visit [smartserve.ca](http://smartserve.ca)





# **Kick Your Aggression to the Curb.**

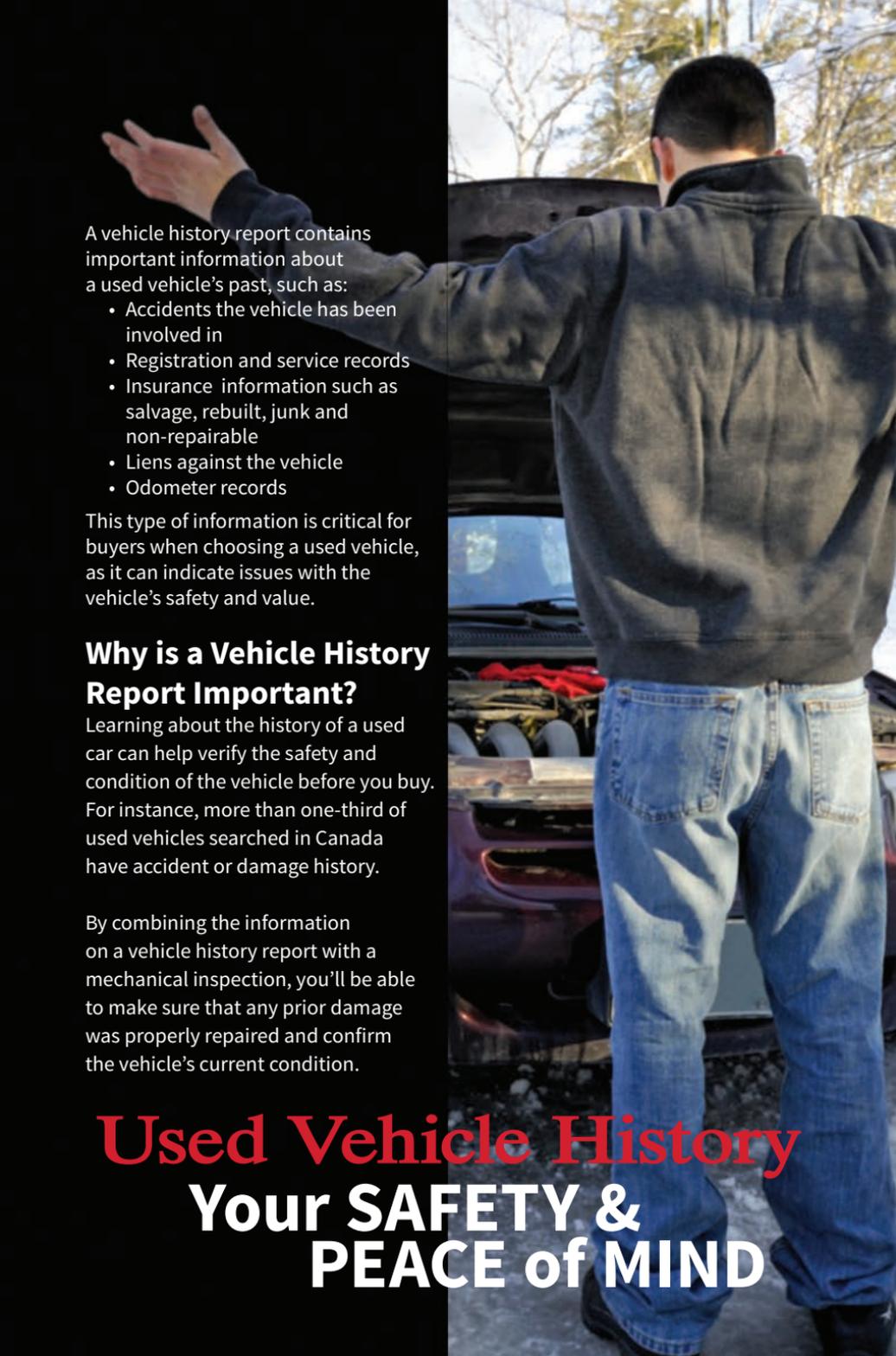
- Don't drive when you're angry, upset or overtired
- Allow enough travel time and know alternate routes
- Drive the speed limit
- Let other drivers merge
- Acknowledge your mistakes with a wave
- Don't take the bait! Avoid a confrontation!
- Ignore rude gestures
- Give an aggressive driver a lot of room
- Give others the benefit of the doubt – poor driving isn't always intentional

***Remember to practice safe and  
courteous driving at all time!***



**OACP**

**Drive Safe! Save Lives.**



A vehicle history report contains important information about a used vehicle's past, such as:

- Accidents the vehicle has been involved in
- Registration and service records
- Insurance information such as salvage, rebuilt, junk and non-repairable
- Liens against the vehicle
- Odometer records

This type of information is critical for buyers when choosing a used vehicle, as it can indicate issues with the vehicle's safety and value.

## **Why is a Vehicle History Report Important?**

Learning about the history of a used car can help verify the safety and condition of the vehicle before you buy. For instance, more than one-third of used vehicles searched in Canada have accident or damage history.

By combining the information on a vehicle history report with a mechanical inspection, you'll be able to make sure that any prior damage was properly repaired and confirm the vehicle's current condition.

**Used Vehicle History**  
**Your SAFETY &  
PEACE of MIND**

# 35%

## OF VEHICLES SEARCHED IN CANADA HAVE ACCIDENT HISTORY



### Get the CarProof report to learn about:



Accidents the vehicle's been involved in



The current safety of the vehicle and to confirm that any prior damage has been properly repaired



Enforceable liens from across Canada



Odometer records and more!

Order your CarProof report today at [www.carproof.com](http://www.carproof.com).

# CarProof®

1.866.835.8612 | [www.carproof.com](http://www.carproof.com)



# STUNT DRIVING

RECKLESS,  
DANGEROUS & ILLEGAL!





## Ontario has very strict penalties for driving aggressively, including street racing, driving contests and **STUNT DRIVING**.

Some examples of stunt driving include doing any activity with one or more people while engaged in some of the following driving behaviours:

- › Driving 50 kilometers per hour or more over the speed limit
- › Lifting any tire off the surface of the road (e.g. performing wheelies)
- › Abrupt stopping or slowing down with the intention of interfering with another vehicle
- › Driving too close to another vehicle, pedestrian or fixed object

For more information about stunt driving, please see [www.e-laws.gov.on.ca/html/regs/english/elaws\\_regs\\_070455\\_e.htm](http://www.e-laws.gov.on.ca/html/regs/english/elaws_regs_070455_e.htm).

### **If a police officer determines that you were stunt driving, you can:**

- › Have your vehicle immediately seized for 7 days
- › Face an immediate 7-day licence suspension

**This is determined at roadside – not in court.** And the police don't care if your vehicle is rented, if it's your only transportation, if it's the middle of the night, or if you've borrowed it.

### **If convicted, you may face additional tough penalties that include:**

- › A minimum fine of \$2,000 up to \$10,000
- › A jail term of up to 6 months
- › A licence suspension of up to 2 years for the first conviction – up to 10 years for a second conviction within 10 years
- › 6 demerit points

**Finally, you can expect a dramatic increase in your insurance costs for 3 to 5 years.**



# If **YOU** are involved in a collision... **COLLISION REPORTING CENTRES** are here to **HELP!**

**\$1000 or more combined vehicle damage MUST be reported to Police.**

Report the collision to the Police at the **Collision Reporting Centre** when there are:

- No Injuries
- No Criminal Activity
- No Dangerous Goods

Exchange information at the scene, then conveniently report in the safety of your local Collision Reporting Centre as soon as possible. Our professional and courteous staff will guide you through the process with Police, and if you wish to report to your Insurer, they will assist you for convenient **"One Stop Service"**.

Moving Collision Reporting from the side of the road helps to prevent secondary accidents/injury to citizens and Police, and allows Police Services to re-assign officers to higher priority calls for service.

Our "Damage Reported to Police" sticker program and photographs of all vehicles brought to our Collision Reporting Centres help to prevent insurance fraud.

**ACCIDENT SUPPORT SERVICES has 29 Centres  
across Ontario to serve you!**



For more information and locations please visit  
[www.accsupport.com](http://www.accsupport.com) or call 1-877-895-9111

PROUD TO SUPPORT THE 2015 DRIVE SAFE CAMPAIGN

**here's to** all the people that  
believe a perfect summer day is  
one you can remember.



**Need a TAXI:** Download FREE TAXI APP [www.taxiguydialer.com](http://www.taxiguydialer.com)  
or Call 1-888-TAXIGUY (829-4489)

**MOLSON Coors**

celebrate responsibly



# DELICIOUSLY RESPONSIBLE

*grand manan*

## CAESAR

<i>1</i>	LIME
<i>1-2 pinches</i>	DULSE SEAWEED POWDER
<i>handful</i>	ICE CUBES
<i>1 pinch</i>	FRESH GRATED HORSE RADISH
<i>3 shakes</i>	HOT SAUCE
<i>3 shakes</i>	WORCESTERSHIRE SAUCE
<i>1 cup</i>	TOMATO JUICE
<i>splash</i>	CLAM OR OYSTER JUICE

THIS SUMMER,  
BE SURE TO INCLUDE  
EVERYONE IN  
THE CELEBRATION.

Everyone can enjoy an alcohol-free  
0% Cocktail. Find how to make this drink and  
more recipes at [deflatetheelephant.com](http://deflatetheelephant.com)



**arrive alive**  
**DRIVE SOBER**  
arrivealive.org



WHEN YOU DRIVE HIGH,  
YOU LOSE YOUR PERIPHERAL VISION

**EGGS**  
ON  
**WEED**  
.CA



**GET HOME SAFE!**

.....  
KEEP YOUR EYES ON THE  
ROAD AT ALL TIMES





# You are up to 23 times

more likely to crash  
when you drive distracted

## Talk to your teen about safe driving habits.

For more information and resources – like our parent-teen driving contract – visit [www.justdrivecanada.ca](http://www.justdrivecanada.ca).



Eyes on the road.  
Hands on the wheel.  
Mind on the task.  
#JUSTDRIVE



**Allstate**<sup>®</sup>  
You're in good hands.

On behalf of the Ontario Association of Chiefs of Police, I would like to thank the following sponsors and partners for their support of the 2015 Drive Safe Campaign. If you would like more information on this or any other campaigns, please email [oacpadmin@oacp.ca](mailto:oacpadmin@oacp.ca).



Ron Bain  
Executive Director, OACP



[www.oacp.ca](http://www.oacp.ca)

Plan Ahead    Call Home    Take a Cab  
Use Public Transit    Stay Over  
Be a Designated Driver

**arrive alive**  
**DRIVE SOBER**  
[arrivealive.org](http://arrivealive.org)

Thanks for always  
driving sober!