MARCH 2004

Horizons

AAA Southern New England

BOS Agenda #1

It's Here!

AAA Travel Marketplace

History is set for the making Friday, March 5 through Sunday, March 7 as AAA Southern New England hosts the first-ever AAA Travel Marketplace.

Fidelity Investments Clubhouse at Gillette Stadium in Foxborough will be the site of this massive undertaking, which will bring together hundreds of representatives offering the best in travel exclusively for AAA members.

"The idea behind the AAA Travel Marketplace is to offer our members the ease and convenience of travel planning by assembling the most

A New Attitude Toward Travel is in Store for the New Year

The New Year may very well bring with it a new outlook for travel. Although residual effects of September 11 can still be felt, indications are strong that Americans will be taking to the road in pursuit of some rest and relaxation. According to the Travel Industry Association of America (TIA), leisure travel volume is expected to grow 3.2 percent in 2004, up from a predicted 2.8 percent annual increase in 2003.

> ***'Leisure travel has been the bright star in a relatively dim travel constellation.'***
>
> — Dr. Suzanne Cook
> Senior Vice President of Research,
> Travel Industry Associaiton.

"Leisure travel has been the bright star in a relatively dim travel constellation. However, Americans have remained reluctant to commit, so last minute planning and booking will continue to be the norm," said Dr. Suzanne Cook, Senior Vice President of Research, TIA. "We expect that the increased preferences for domestic travel, close-to-home destinations, and highway travel will continue, although I think as time goes on Americans will begin to go back to their more traditional travel patterns."

Travel officials expect leisure travel to increase this year, especially to the beaches of Florida, which have proven to be a popular destination during the winter months for folks from the northeast.

AAA Southern New England members went to the warmth during the winter months, according to Carl Richardson, Director of Auto Travel for AAA. Trips to Florida remain the most popular destination, especially during the early part of the year, according to Mr. Richardson, with members visiting the Orlando-area theme parks topping the list.

"The northeast has always comprised our list of travelers, especially during the winter months," said Julie Fernandez of the Orlando/Orange County Convention & Visitors Bureau. According to Ms. Fernandez, traffic from the northeast United States accounts for 28 percent of those spending at least three days in the Orlando area during what would [illegible]

knowledgeable travel professionals in one place," explained William Sutherland, Vice President, AAA Travel Agency. "That's what we have accomplished. All our members have to do is come by, bring their questions, and their credit cards."

Additional savings will be offered to

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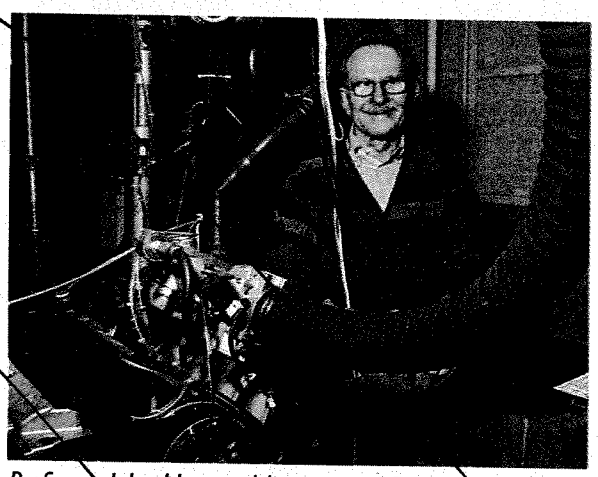
considered to be prime "drive destinations" comprise a larger percentage.

Experts Examine the Road Next Traveled

Will your 2015 Toyota be a hybrid? Will you buy your 2030 Ford based on horsepower or processing speed? In 2040, will you custom-design a reconfigurable car-truck-sport utility vehicle on your laptop?

With so many variables, it's impossible to predict how the pieces-parts of automaking will come together. Specs for future cars must integrate engineering breakthroughs, safety concerns, new materials and production methods, *informatics*, government regulations, and most unpredictably of all, what the public wants.



Professor John Heywood has spent 35 years working as a researcher and engineer at MIT.

For 35 years, John Heywood has been an engineer and researcher at the Massachusetts Institute of Technology (MIT) in Cambridge. He has been a driving enthusiast for even longer. As Director of the Sloan Automotive Laboratory, his work focuses on improving engines and fuels. He recently led an MIT assessment of hydrogen fuel cell vehicles.

According to Mr. Heywood, hydrogen fuel cell vehicles have long-term potential to reduce both carbon dioxide emissions and our dependence on petroleum, but they are far from the only alternative.

Hybrids enjoy a head start in the marketplace. More than 35,000 hybrids, which run on a combination of battery-powered, self-charging electric motors and gas engines, were sold in 2002. Experts predict hybrid sales will double as SUVs and pickup trucks hit the market.

The Sloan Automotive Laboratory also is getting more mileage out of existing technology. Working with the Department of Energy and an industry partner, they are developing a gasoline engine that runs with the efficiency of a diesel.

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*AAA, Enterprise to Host Spectacular Auto Sales Event

When was the last time someone paid you to purchase a vehicle?

That's exactly what's in store for AAA Southern New England members the weekend of March 19-21 as Enterprise Car Sales is set to offer spectacular savings on the sale of their certified used vehicles.

This special sales event will be happening at Enterprise Car Sales locations in Worcester, Woburn, and Canton. Members taking advantage of this spectacular opportunity and purchasing a car

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DESTINATION OF THE MONTH
Take a peek at "America on the Move," at the Smithsonian Institution in Washington, D.C.
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THE WINNERS ARE
We'll introduce you to the seminfinalists of the AAA Travel Challenge.
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SEUSSICAL FUN
The news is great! Let's celebrate! It's Dr. Seuss' birthday...let's not be late!
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ALL REVVED UP
Warmer temperatures mean getting outside. We'll offer some motorcycle safety tips.
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SAVING YOUR MONE
Saving your money is more than putting it in the bank, but knowing about the bank, too.
Page 2

Enterprise Car Sales Event Continued from Page 1

during that weekend will receive $200 to be used whenever and however you choose. Put the money toward the purchase of the car or enjoy a night out on the town to show off your brand new vehicle. It's entirely up to you.

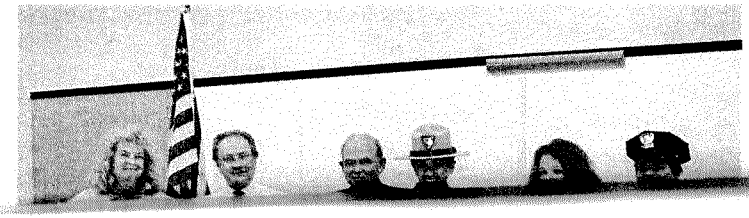
Vehicles featured for sale can include anything from a small economy car to a full size luxury vehicle. Cars are generally less than two years old with mileage averaging 15,000-25,000. Available vehicles can be viewed prior to the sale by logging onto aaa.com.

Enterprise Car Sales offers haggle-free buying and worry-free ownership. And, because Enterprise is offering the best prices, below Kelly Blue Book values to AAA members on low-mileage, certified used cars, you won't need to haggle on our used car prices. If you buy a used car from Enterprise Car Sales and it doesn't meet your satisfaction - no problem. Enterprise also offers a seven-day repurchase policy as part of their commitment to AAA members.

Enterprise Car Sales has been in the used car business for more than 40 years and our personal account executives will work with you to find the perfect used car.

As an added benefit, representatives of the AAA Southern New England Bank will be available to offer special rates and on-the-spot financing for the purchase of your vehicle. And, members of the AAA Insurance Agency team will also be available to assist you with your needs.

Whether you need a second car, or you're just looking for an inexpensive first car, Enterprise Car Sales can help fulfill your driving needs.



For More Information...

The exclusive AAA member sales events will be held at the following Enterprise Car Sales locations:

Enterprise Car Sales, 248 Mishawum Rd., Woburn
(888) 611-7411
Enterprise Car Sales, 467 Park Ave., Worcester
(866) 853-1461
Enterprise Car Sales, 348 Turnpike St., Canton
(866) 853-1446
See ad on Page 7

AAA Financial Services

RATES

To take advantage of AAA's valuable financial services, call 1-800-793-0508, click on aaa.com, or visit one our 28 branch locations. Let AAA help your money travel further.

bundance of scenic views, peri-
d architecture, and quintessen-
ial New England town centers,"
aid Bill Steelman, Director of
Heritage Preservation, Essex
National Heritage Commission.

Along the road wonderful
surprises await -- including a
gentle buffalo, llamas, Wolf
Hollow, marshes, artists' painting
spots, museums, rivers, boats,
antiques, farms, and dramatic,
open space.

Begin in Gloucester, at Good Harbor, near the famous Fisherman's "Man at the Wheel" -- and Fisherwoman's -- Memorial Statues. Head west on Route 133, toward Newburyport.

The Cape Ann marina and boatyard complex is on your right as you begin your journey. It's on the lovely Annisquam River; whale watches and fishing boats leave from here and The Gull Restaurant offers good food and a riverside perch. Continuing on the winding 133, look for clammers and boaters on the river.

The next town is Essex. Spacious marsh views behind Farmham's Clam Shack -- on the right -- attract artists all seasons. Just past the clam shack, is a sign and turn-off to the Essex Greenbelt's 33-acre Cox Reservation, 82 Eastern Avenue. It's a marvelous site for a picnic lunch, hike on the trails, and salt

For Your Information

For more information on the sights along the way, visit website www.essex-heritage.org.

We Sell Cars

{You Get $200* at the AAA Member Car Sale!}

If you're looking for your next car, the time to buy is now! Enterprise is selling a great selection of certified vehicles with no-haggle pricing and one of the best used car warranties in the business. Plus, **AAA Southern New England is offering a $200 gift cheque to members*** upon purchase of an Enterprise vehicle. Use the money toward your car payment or go out to dinner and celebrate! AAA financing also available. Mark your calendar for this three day event!

Sale Dates & Times

March 19, 9 a.m.–6 p.m. • March 20, 9 a.m.–4 p.m. • March 21, 12 p.m.–5 p.m.

Enterprise Car Sale Locations:

Canton, MA
348 Turnpike St.
(866) 853-1446

Woburn, MA
248 Mishawum Rd.
(888) 611-7411

Worcester, MA
467 Park Ave.
(866) 853-1461

AAA Southern New England

Enterprise 1 800 car sales
Haggle-free buying. Worry-free ownership.®

Check out our car sale inventory at aaa.com

*Gift cheque offered to AAA members only on vehicles purchased from Enterprise Car Sales on March 19-21, 2004 at the above listed locations. Offer void when 7-day Repurchase Agreement is activated. No cash advances. Cheque will not be replaced if lost or stolen. If not presented on day of sale, cheque will be issued within 30 business days of purchase. Not valid with any other Enterprise Car Sales offer. Not valid with previous Enterprise used vehicle purchase. Certain restrictions apply. Contact your local Enterprise Car Sales office for more details.

The Perfect Used Car Package and Haggle-Free Buying and Worry-Free Ownership are service marks of the Enterprise Rent-A-Car Company.

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