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Resisting Road Rage

Tips To Help Keep Your Cool On The Road

The third annual **In The Driver's Seat Road Rage Survey**, commissioned by AutoVantage, a leading national auto club, found that the least courteous city in the country is Miami, followed by Boston and New York. It's the third consecutive year that Miami takes the crown as road rage capital of America. The other two cities in the bottom five were Baltimore and Washington, D.C.

The most courteous city is Pittsburgh, followed closely by Portland, Ore., Seattle, Minneapolis and Cleveland. New trends and road rage triggers for 2008: drivers talking on cell phones, eating, drinking, texting and e-mailing.

The **In The Driver's Seat 2006 AutoVantage Road Rage Survey** was conducted to determine the driving habits and attitudes of regular commuters across the U.S. and to learn more about consumer views on the topic of "Road Rage."

Here are the top tips to help drivers resist road rage:

1. Try to remain calm and in a positive frame of mind. Don't retaliate. Never take the other driver personally; he/she is only reacting on a road rage instinct.
2. Don't make eye contact with an angry driver.
3. Before you react to anything that is done to you, please ask yourself, "Is getting back at that jerk worth my life?"
4. Be polite and courteous, even when others are not.
5. Always ask yourself: "Could the other driver have possibly made a mistake?"
6. If you are harassed by another driver and being followed, do not go home. Go to the nearest police detachment.
7. Slow down and relax!
8. Never underestimate other drivers' capacity for mayhem.
9. Reduce your driving stress by allowing enough time to get where you are going. Know the roads that are under construction and listen to weather reports that may cause traffic delays. Practice patience and keep your cool.

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10. Remember that you cannot control the drivers around you, but you can control the way they affect your well-being. Be calm and drive safely.

About AutoVantage

Members of AutoVantage (<http://www.autovantage.com> or 1-800-876-7787) can save from 5 to 20 percent on car care at some 19,000 service locations, including participating AAMCO, Jiffy Lube, Meineke and American Car Care Center locations. AutoVantage also offers 24-hour nationwide emergency towing, roadside assistance, and lockout protection from its network of more than 10,000 emergency roadside assistance providers. Trip routing for maps and door-to-door driving directions across the U.S. are also included. AutoVantage is offered by Affinion Group, a leader in the membership, insurance and loyalty marketing businesses, providing products and services that touch the lives of millions of Americans.

About Affinion Group

As a global leader with nearly 35 years of experience, Affinion Group (www.affinion.com) enhances the value of its partners' customer relationships by developing and marketing valuable loyalty, membership, checking account, insurance and other compelling products and services. Leveraging its expertise in product development and targeted marketing, Affinion helps generate significant incremental revenue for more than 5,300 affinity partners worldwide, including many of the largest and most respected companies in financial services, retail, travel, and Internet commerce. Based in Norwalk, Conn., the company has approximately 3,300 employees throughout the United States and in 10 countries across Europe. Affinion holds the prestigious ISO 27001 certification for the highest information security practices, is PCI compliant and Cybertrust certified.