



# Birchwood GM's PALAY PRESS

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On May 16, 2006 I was watching Canada AM. The VP of Marketing for Goodyear, Ian McIntosh, was being interviewed on a study just completed on DRIVING TRIBES!!!! I found it fascinating. The following is an overview of their findings.



A NEW POLL LOOKS AT WHAT ANNOYS CANADIANS MOST BEHIND THE WHEEL, AND CLASSIFIES BAD DRIVERS INTO FIVE SO-CALLED "TRIBES", WHAT BUGS DRIVERS MOST?

### "Driver Pet Peeves"

- ROAD RAGE/IMPOLITE GESTURES 74%
- TAILGATING 72%
- DOOR DINGS 72%
- ROAD HOGS 72%

Source: Goodyear Canada

### Canada's Five Driver Tribes:

#### #1. The Panic Buttons (24% of drivers):

Meet them:

The Panic Buttons are made up predominantly of older, retired females (aged 55+) with a lower household income, and are most commonly driving full size vehicles.

This group is deeply critical and highly averse to all driving faults in others. Many in this group may feel over-whelmed driving in today's fast-paced environments, and as a result, score extremely high in all areas. What drives them crazy are drivers who weave through traffic to gain one or two car lengths, drivers who engage in 'Road Rage' behaviour and drivers of vehicles that are unsafe.

### "Get There Safely"

**Panic Buttons:** Relax & drive in off-peak hours.

**Mind Your Manners:** Focus on your own not others' driving.

**Fast and Furious:** Get out of their way.

**Better Safe than Sorry:** Steer away from danger.

**Indifferents:** Start paying attention.

Advice:

"If you're panicked behind the wheel, it's time to slow down, relax and focus," said Ian McIntosh of Goodyear Canada. "Drivers need to focus on getting there, wherever that may be, with safety and security in mind."

To get there - relax and take your time. Being overly nervous behind the wheel can be dangerous because timid drivers are often distracted and their actions can be unpredictable. Consider driving during off-peak hours when roads are quieter.

## **#2. The Mind Your Manners (20% of drivers):**

Meet them:

Skewing slightly more female than men, members of the Mind Your Manners tribe often live in outer suburbs with large families, and they're most likely seen behind the wheel of an SUV.

What sets this tribe apart is their deep annoyance with inconsiderate and rude behaviour on the road. The big annoyance for this group is bad parking behaviour, including: drivers who take another person's parking spot, park across two spots, or bang their car doors into the car next to them; They're also ticked off by drivers who change lanes without signaling and those who tailgate or follow too closely.

Advice:

To get there - don't sit and stew about other drivers. Stay focused on your own safe driving habits rather than becoming fixated on frustrations you can't control.

## **#3. The Fast and the Furious (20% of drivers):**

Meet them:

They're young (18 - 24), they're male, and they usually drive a sports car. The Fast and Furious are generally unconcerned by any other drivers, except those that slow them down or who get in their way. This segment just wants to get where they are going, as fast as they possibly can.

Advice:

To get there - step aside. If you see this guy coming let him by. He's an accident waiting to happen. If you're his friend, slow him down!

## **#4. The Better Safe than Sorry's (18% of drivers):**

Meet them:

They're just that - sensible, responsible drivers who represent an almost even gender split, typically 35-44 with school-aged children, (age 6-12), and often found driving minivans and pick-up trucks.

This tribe is acutely bothered by those who disobey the speed limit, those distracted by cell phones or make up, and those who run amber and red lights.

Advice:

"The Better Safe than Sorry's know who drives them crazy on the road, they just need to learn how to avoid them, and that means steer away from the likes of the Panic Buttons and the Fast and the Furious," added McIntosh.

## **#5. The Indifferents (18% of drivers):**

Meet them:

The Indifferents are made up of more men (58%) than women (42%). They earn a modest income (\$40K-\$60K) and live on the suburban fringe. Their ages vary, as do the vehicles they drive.

This tribe is characterized by passive drivers who simply refuse to let other drivers' short-comings bother them. Indifferents score below average on all factors measured - meaning nothing bothers them at all.

Advice:

To get there - get aware. Driving is one of the most dangerous things we do. Be aware that your laissez faire attitude may inadvertently contribute to chaos around you.

**Canadians are most annoyed by deliberate actions that directly affect our safety, our property and the environment. In general, drivers are more forgiving of habits or actions if they aren't likely to directly impact our safety or property - for example drivers who eat, smoke and drink while driving - even if we don't always agree with them.**



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Some CAR HEAVEN facts;

- Since 2005, GM's collaboration with Car Heaven has helped take over 17,000 high polluting vehicles off the road.
- That's a reduction of:
  - 1,146 tonnes of smog-causing emissions
  - 4,733 tonnes of carbon monoxide emissions
  - 7,744 tonnes of greenhouse gas emissions
- The average vehicle donated to Car Heaven (model year 1990-1991) is over 33 times more polluting than a 2006 GM Pontiac WAVE.

**Please call MICHAEL PALAY at 837.5811 to get more information on the CAR HEAVEN Program!**



## **2008 Buick Enclave It's in stock and it is amazing!**

Buick's Enclave is by far the most curvaceous and car like cross over SUV that GM has to offer. It wears the dressiest jewelry, starting with the headlamps. The main high-intensity-discharge projector lenses are ringed in blue, and the barrels for the inner high-beam projectors seem to have faceted sapphires stuck to them. Add to these the wide chrome rings around the side glass and the tail lamps, plus chrome wheels and door handles, and the message is clear: This ain't no Chevontiac or Toyonda. Perhaps the designer's greatest stylistic triumph was shrinking the visual mass of what is in fact a big honkin' brute (it's as long and wide as a Chevy Tahoe, but six inches lower).

The Buick Enclave has a big bod that can comfortably carry eight people when configured with 60/40 split-folding bench seats in the two back rows. With one hand, the middle-row seat's bottom cushion flips up as the whole seatback rolls forward to provide a wide path into the rear seat. It can then be positioned anywhere along the track to apportion legroom and cargo space as needed. The third row boasts the best-in-class space among the crossovers.

**I could go on and on about this phenomenal vehicle but seeing is believing. So call me and book an appointment for a test drive.**

***Please call or email me to discuss your vehicle needs for any of the Birchwood brands.***

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