

Brokers Urge Ontario Motorists to Drive Safely on Dangerous Winter Roads

(Toronto, Ontario), January 18th, 2011. Today, the Insurance Brokers Association of Ontario (IBAO) is reminding Ontario motorists to exercise caution when driving on the province's icy roads this winter.

Recent winter storm weather has made Ontario roads increasingly dangerous, resulting in a number of fatal vehicle collisions. IBAO urges individuals to exercise the following measures when driving in these hazardous conditions:

- Be patient and drive cautiously;
- Invest in proper winter tires;
- Keep your distance from the car in front of you;
- Ensure your vehicle has had a full maintenance check-up;
- Keep a winter emergency kit in your vehicle, including ice scrapers, salt, gloves, windshield washer fluid and a blanket.

Encouraging safe driving has been and continues to be a central focus for IBAO and its members. "As the winter weather worsens, it is important that drivers adjust their driving technique so that they are always prepared for the volatile conditions," stated IBAO CEO Randy Carroll. "Drivers should exercise caution and stay alert when driving in these compromised conditions."

Ontario insurance brokers make a strong effort to inform and educate not only their clients, but all Ontario drivers about the dangers associated with winter driving. It is another reminder how committed they are to their communities and keeping local neighbourhoods and residents safe.

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The Insurance Brokers Association of Ontario (IBAO) is a 'not for profit' association that represents and serves the interests of over 11,500 independent Property & Casualty Insurance Brokers in the Province of Ontario. For information about IBAO, visit www.ibao.org or www.ibao.org/blog to receive timely news and information updates. You can also follow IBAO on Twitter or join the IBAO Facebook Fan Page.

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