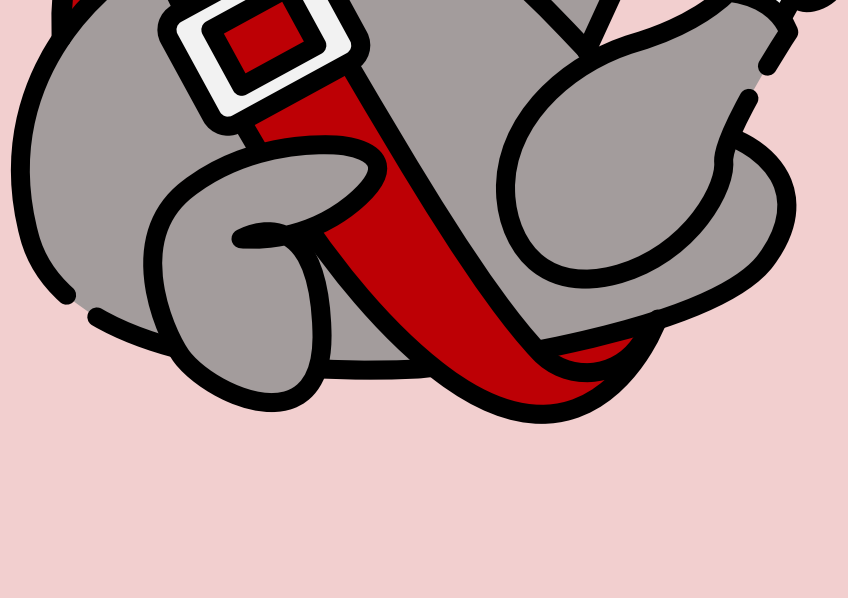


Be Thankful for

# PROTECTION PRODUCTS THIS THANKSGIVING



## SAFEGUARD YOUR TURKEY DAY TRAVEL AND BLACK FRIDAY DEALS

The days surrounding Thanksgiving are often considered the busiest travel and shopping times of the year.

- **90% of holiday travel is via car<sup>1</sup>**
- **Thanksgiving 2023 saw more than 55 million travelers<sup>2</sup>**
- **Black Friday–Cyber Monday weekend may hit a new sales record in 2024<sup>3</sup>**

## PUMPKIN PIE AND PROTECTION PRODUCTS



Travel is inevitable for everyone this time of year, no matter how long or short the trip. That makes it one of the worst possible times for any vehicle complications. Motor vehicle protection products can repair or replace critical parts of your new or used car, including:

- **Tires & wheels**
- **Windshields**
- **Key fobs**

If you're heading to dinner in a leased or financed vehicle, consider a GAP waiver. That way, you won't be on the hook for the entire remaining balance on the loan or lease in the case of a holiday fender bender.



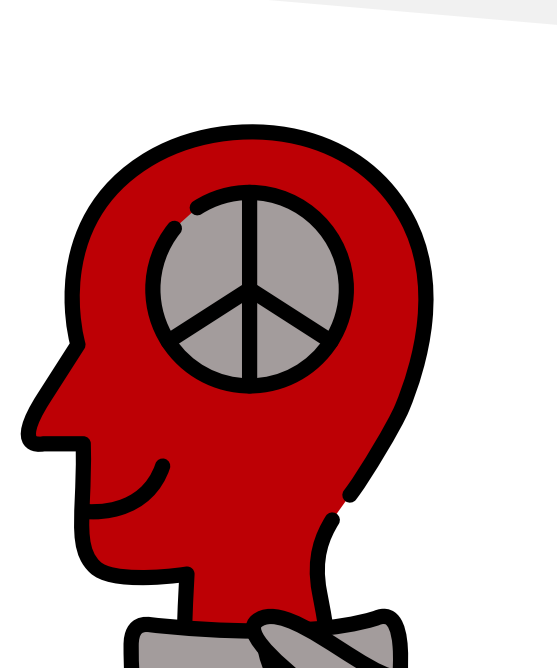
## GIVE THE GIFT OF PROTECTION

Some of the best deals of the year often start while you're still cleaning up from Thanksgiving dinner. When shopping Black Friday or Cyber Monday deals for your favorite people, consider adding service contracts for purchases such as:

- **Laptops**
- **Tablets**
- **TVs**
- **Smartphones**

The best present is one that you know will last, and protection products like service contracts help make that a reality.

## DON'T SWEAT THE SMALL STUFF



Between finding perfect gifts for your loved ones and fighting traffic to get to gatherings, there's enough stress surrounding the holidays. Add more peace of mind to the season with protection products that help prevent you and your giftees from blowing your budgets.

For more information, visit [www.gapalliance.org](http://www.gapalliance.org)

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<sup>1</sup> 115 Million Americans To Travel Over The Holidays In 2023, Says AAA. (Forbes.com) <https://www.forbes.com/sites/suzannerowankelleher/2023/12/11/115-million-americans-travel-holidays-in-2023-aaa/>.

<sup>2</sup> Forecast number of Thanksgiving holiday travelers in the United States from 2001 to 2023. (Statista.com) <https://www.statista.com/statistics/372271/number-of-thanksgiving-holiday-travelers-us/#--:text=The%20number%20of%20Thanksgiving%20holiday,in%202005%20at%2058.6%20million.>

<sup>3</sup> Black Friday – Cyber Monday weekend poised to hit record \$75 billion in US retail holidays sales. (Bain.com) [https://www.bain.com/about/media-center/press-releases/2024/black-friday-cyber-monday-weekend-poised-to-hit-record-\\$75-billion-in-us-retail-holidays-sales.](https://www.bain.com/about/media-center/press-releases/2024/black-friday-cyber-monday-weekend-poised-to-hit-record-$75-billion-in-us-retail-holidays-sales.)