

Have comments, rants, or praise? [Email](#) us!

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KICKING ASPHALT

A Better World Club Newsletter

TOP STORY

It's Our Birthday!!!

BWC Celebrates With a...Facelift!

Oh, Like You Didn't Get a Facelift When You Were 12!

For more than a decade, 12 years to be exact, Better World Club has worked to provide our members with the best roadside assistance, in a way that doesn't compromise our members' values.

So, as we age, we decided we need a new look. For Kicking Asphalt that means: more graphics!

We're also in the process of giving our website's homepage a new look, and will want your feedback when we post it soon.

We want to emphasize not just what we do and how we do it, but we want to emphasize the WHY — that Better World Club is the nation's only environmentally-friendly auto club with unique roadside assistance, auto insurance, and travel discounts.

We'd love your feedback on the changes we've made thus far!

Our email is club@betterworldclub.com, and is the best way to relay your thoughts.

Regardless of how you feel about our new style, just remember: we're still the same, wonderful, caring, eco-minded auto club you've always known.

We're just a little older, a little wiser, and a little less wrinkled.

AAA Watch

TopTenREVIEWS Ranks BWC Ahead of AAA



AAA Responds That They Are Ahead of Better World Club...Alphabetically

In its recently released 2014 Roadside Assistance Service Review, *TopTenREVIEW* ranked Better World Club over AAA. Was it our good looks? Our willingness to thank them for the placement with a generous gratuity?

Nah!

TopTen took into account four major aspects of the business: services, coverage, extras, and help and support. They scored each company on a scale from 1 to 10 (10-9 excellent, 8-6 good, 5-4 average, 3-2 poor, 1-0 bad). They then calculated these numbers in to overall scores, and even made a cool graph for easy comparison.

BWC finished one spot ahead of AAA, receiving a total of 8.48. AAA received an 8.4.

For a closer look: AAA beat us out in both the 'extras' category and the 'coverage' category -- barely.

Help and support was tied.

Better World Club's services ranked higher -- and price is also a BWC advantage.

To fully enjoy AAA's benefits you have to upgrade to their Plus or Premier plan; something *TopTen* took into account.

In the price comparison, BWC is reported as having overall lower prices than AAA. AAA prices do vary across the country, so *TopTen's* numbers are an average. Our prices, on the other hand, are even across the board. But remember: we DO price match -- in fact, we see it as a challenge. Go on...try us!

In the end, the one big difference that set us apart from the gargantuan auto club was our environmental agenda. Our discounts for hybrid owners, our nationwide bicycle *only* roadside-assistance plan, and our Good Car-ma rewards program.

So thank you, *TopTen*, for the fine recognition. And thanks for not requesting that gratuity. Ours really aren't all that generous.

Read More:

- [TopTenREVIEWS](#)



Washington Watch

Obama's New Emission Rules: Will They Survive Challenges?



Chamber of Commerce Trashes EPA's New Climate Rules — Just in Time for a Business Survey That Supports Them

The Obama administration aims to achieve a carbon emissions cutback of 30 percent by 2030 (compared to those in 2005). The proposed rule amounts to one of the strongest actions ever taken by the federal government to fight climate change.

Yet, the current state of the nation seems to be "skeptical." And some might say: if at this point you're not skeptical of the Obama administration's ability to enact its agenda...you haven't been paying attention.

Granted, in many cases, this hasn't been for a lack of trying. Nowadays you have to wrangle 60 votes in the Senate just to order a tuna sandwich, and at the end of the whole wrangling process all you get is a pickle and coupon for 25 percent off a *can* of tuna that you can't redeem until 2050, and Nebraska is allowed to opt out of the pickle.

And even if they are able to push through all the adversity, will this effort achieve as much as a carbon tax on fossil fuels? (See AAA Watch.)

Finally, can the environmental community achieve its climate change goals — a key point of which is to reduce coal mining — without advocating any transition support for coal miners?

Read More

- [On Our Blog](#)
- [Wall Street Journal](#)



Green Car Insurance



Get a Quote

Join now and save 10%



Featured Partner

Bike to the Future!!!



It's not a car, it's not a bike...it's an ELF!!!

The Better World Club is proud to announce that we've formed an eco-minded transportation superhero team with **Organic Transit**.

It's as if Green Lantern and Green Arrow teamed up; or James Bond and Jason Bourne; or Jay Z and Beyoncé.

The point is: together we've activated some serious wonder powers!

Through our collaboration, every new ELF owner is provided with outstanding roadside assistance whenever they need it, wherever they are, for their first year on the road.

Already own an ELF? We'll offer you the same, sweet membership at a discount.

We all just want to save the world. But if we can do it in style...well, that's even better.

Read all about it.

- [Digital Times: ELF Bike](#)
- [BentRider: A Visit to Organic Transit](#)
- [Visit Organic Transit's Website](#)



BWC In the News

BWC Wins 1st Place Trophy for Bicycle *Only* Roadside Assistance



Well, If There Were One, We'd Definitely Be the Favorite!

Outside magazine took a moment to compare bicycle roadside assistance services on an online article this past month.

The article was presented objectively, and simply laid out the services provided by BWC, AAA, and Velosurance. The consensus of the staff at BWC: we win!!!

While *Outside* does a great job of clarifying the differences between AAA, Velosurance and BWC, they did, however, get a few *minor* details wrong:

"Better World Club, another auto club that aims to support sustainable transportation, has offered bicycle roadside assistance since 2012."

Wrong! We have been offering bicycle roadside assistance since 2002. Actually, we started the whole thing.

Also, we are the only nationwide bicycle-only roadside assistance provider. That's right: "nationwide." *Outside* missed this *tiny* bit of information as well.

BWC recognizes the bike as not only a legitimate mode of transportation, but as many peoples' sole mode of transportation. We offer bicycle-only roadside assistance as a statement of support. If that's not trophy worthy, what is?

Admittedly, we are biased. So obviously, we encourage you to read the article and appoint the victor yourself.

Here's the article:

- [Outside Magazine: The AAA Club for Cyclist](#)



Member Alert



Don't Let the Fine Print Leave You Stranded

New Car? New Roadside Assistance Service? Make sure it's the service you need!

OK, so you're finally behind the wheel of your new car! Aw...new car smell! Life is good. Well, we want to help you keep it that way! After all, **when you've got good roadside assistance, you've got peace of mind.**

Many times when you purchase a new car you get a long list of amenities, like: a box of cookies, a round-trip ticket to the moon and free roadside assistance for a year. Or something along those lines, right?

But then you read the fine print!

You find that the cookies have nuts that you're allergic to; the round-trip ticket to the moon is only valid after a million dollar "donation"; and **the roadside assistance service will only tow you back to the dealership you bought it from**, anywhere else, and anything else will be out of your pocket. **No lockout service, no jump start service, no towing to your favorite mechanic shop.** Also, do they have a **mile cap or price cap?** Some roadside assistance services come with the stipulation that they will only cover up to \$50 -- when the hook-up of the tow-truck alone can be \$80 -- this can catch people off guard.

So we urge you to **READ THE FINE PRINT on your new roadside assistance policy** and make sure you have the coverage you want and the coverage you need.

We're here if you need us! And remember: we cover YOU, not the car.



Notable Event



The **Moms Across America March, July 4th** parades in hometowns all across America is gearing up now. Last year 172 Mom leaders in 44 states stood up for health and freedom in America. For 2014, MAM has set a goal of 400 parades in all 50 states, reaching five million+ neighbors nationally plus many tens of millions more through media.

This rapidly growing grassroots movement, started by two Moms who saw that their children's health improved when they got off GMOs, went from a reach of zero to one million Moms in just five months. Their goal is to empower millions more to educate themselves about GMOs, get them labeled and offer GMO free and organic solutions such as your brand.

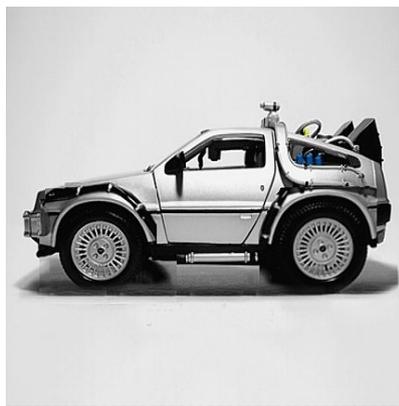
They invite you to be a part of the solution.

To learn more and to find a parade location near you visit the MAA website: www.momsacrossamerica.com



Quotes, Snippets, Miscellaneous Tidbits

Back to the Furture Delorean Smart Car!!! Whaaaaaat??????



10 Weird Environmental Issues with Serious Impacts on Wildlife

.....
Q: How do Prius owners drive?

A: One hand on the wheel, the other patting themselves on the back
.....

10 Eco-Friendly College Campuses

By REBECCA KERN

Colleges are going green to save the planet and some money, too. Warren Wilson's EcoDorm, built in 2003, was the first college building to earn the Leadership in Energy & Environmental Design's (LEED) highest rating—the Platinum certification—for existing buildings.

[Complete Story](#)

Target Stores to Stock More Environmentally Friendly Products

By ELIZABETH A. HARRIS

Target, one of the country's largest retailers, announced on Tuesday that it would expand its inventory of "natural, organic and sustainable" goods to meet growing customer demand. The company said it would introduce more than 120 new products over the next several months, and unveiled a new umbrella category for these items – "Made to Matter – Handpicked by Target.

[Complete Story](#)

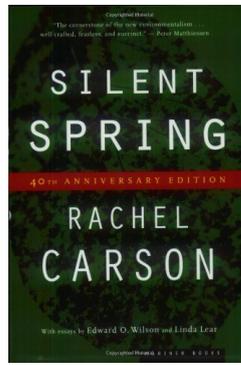
Eco-Friendly Roofing Options

By DAN CHIRAS

Most homeowners have to replace their roof shingles at some point. Exposed to sunlight, heat, cold, rain, wind, and sometimes snow, sleet and hail, conventional asphalt shingle roofs last 20 years, if you're lucky.

If you'd like a roof that will outlast a conventional asphalt shingle roof and is made from eco-friendly roofing materials, consider the products outlined here.

[Complete Story](#)



Silent Spring by Rachel Carson

A trailblazing classic that contributed to a fundamental change in the way we see our environment.

Other Articles of Interest

- [Our Good Earth by Charles C. Mann](#)
- [Blood Wood by Patrick Symmes](#)
- [Red Is the New Green by Patrick Symmes](#)
- [The Stolen Forests by Raffi Khatchadourian](#)
- [The Wrong Kind of Green by Johann Hari](#)



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