

AASI - A Profile

The Past

Born in Nov.1904 with Six Persons having the precious Possession of a Car which was more a “Miracle” than a “Marvel” with the primary purpose of protecting themselves from Curious onlookers, forming an Association it has blossomed into a selfless Service oriented Organisation taking away the anxieties of Vehicle Owners in all Administrative matters relating to the Transport Department.

Known earlier as ‘South India Motor Union’, it was incorporated under Indian companies Act in July 1911 and changed its name to the present one namely “Automobile Association of Southern India” in 1930.

Originally the Group was formed both in Madras and Nilgiris and Nilgiris union later got merged with the one in Madras.

In 1910 the South India Motor Union was affiliated to Royal Automobile Club of England and Adopted its Badge and its Rules.

‘Happy is the Nation that has no history may apply equally to ‘AASI’. This was the remark made in 1940 in the first issue of AASI News Magazine while writing about the history of AASI.

Not much light has shone even later on history of AASI and as stated earlier instead of writing history we are limiting ourselves to collate the scraps of available information.

In 1926 the Five recognized Automobile Associations of India after a Conference agreed to provide mutual reciprocity of Services to its Members and in 1955 the Federation of Automobile Association of India with Headquarters at Bombay was formed. The other Associations affiliated to it are the Automobile Association of Eastern India(AAEI) at Calcutta, Automobile Association of Western India(WIAA) at Mumbai, Automobile Association of Upper India (AAUI) at Delhi and Automobile Association of Central India at Allahabad.

The AASI had spread all over South India with many Branches and Centres under Honorary District Representative. But gradually some of them had to be closed down and now it has 14 Branches.

The Membership that started with 6 in 1904 grew to 181 in 1910 and 5,200 in 1954 and has now become **34,000 in 2010**.

The Present

The nature of Services offered had also undergone changes with the changing times . From providing the service of persons to pick up horseshoes in the street to prevent tyre puncture, it has changed to providing patrols in cycles and later in Two Wheelers to attend Breakdowns and regulate parking in important places, functions and Cinema Theatres. It was also facilitating to get Motor Vehicle Tax paid for its Members. In the changed times the need has arisen more for the Administrative works like Application for Driving Licence, Renewal of Driving Licence, Cancellation of Hypothecation, Re-Registration, Fitness and now those Services are offered without any Extra Cost other than the Prescribed Fee.

The I.T. Industry which had, increased the foreign Travel of many Executives abroad had given rise to the demand for International Driving Licence and issue of it by AASI almost across the table had made this service and the Association popular.

Along with changed times of increasing Vehicle and indiscipline on road, Road Safety has become a matter of great concern and the Association is engaged in promoting Road Safety Awareness through many Campaigns particularly in Educational Institutions and imparting Defensive Driving Training to Executives and workers of leading Companies. In this M/S. Castrol has gone on a big way utilizing the Services of AASI not only for such a Training to its Employees but also to its Customers. The Japanese Industries car drivers, U.S.Consulate drivers and ITCompany drivers have been availing this training.

The Association is managed by Professionals and distinguished people from all walk of Life and has established tradition for Courteous, prompt and efficient service.

Services

Abroad

- ◆ Availing of Important Services like Breakdown, Towing, Maps, Travel Concessions in any Country from the 180 Automobile Associations of the World.

Local

- ◆ Discount in Vehicle Insurance Premium of 5% upto Rs.200/-.
- ◆ Discount in Selected Hotels and Establishments.
- ◆ All work connected with Transport Department will be done without any Hazzles.
- ◆ Defensive Driving Training.
- ◆ Breakdown and Towing Service.
- ◆ Touring Itinerary Service.
- * Training in Driving Simulator

Publications

1. South India Map
2. Safe Driving Hand Book
3. Road Atlas
4. Southern Motorist (Yearly House Journal)