



Uniform Membership Card Design

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Uniform Membership Card Design

Brand Management Quality Standard #2 – Uniform Membership Cards

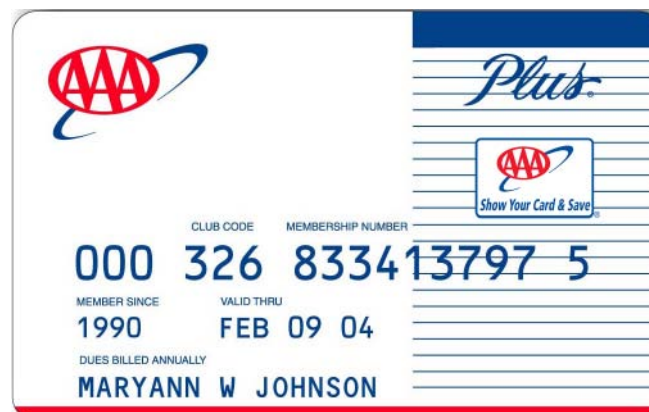
Effective Date – 9/1/97; Implemented By – 9/1/01; Revised 2/08/05

New membership cards are to be issued to members in conjunction with the effective date of Automotive Quality Standard #17 which is 7/1/05. Re-issuance of membership cards will follow the club's normal reissue cycle with all cards reissued by 7/1/07 (2 years after the effective date).

AAA club membership cards shall be uniform in terms of 30-mil plastic construction and information elements.

What the Standard Means:

- a. The following information will be displayed on the front of the uniform membership card:
 - Member's name.
 - Membership type including Plus, Plus/RV, Premier, Premier/RV
 - Standardized 6 digit Issuer Identification Number which will consist of a 3 digit ISO prefix assigned to AAA or CAA, followed by a 3 digit club code.
 - 9 digit individual membership number which uniquely identifies each member as one of the following two options:
 1. 8 digit base number that adds a 1 digit associate identifier as the last digit of the designated 9 digit individual membership number. This is digit 15 of the 16 digit total.
 2. 7 digit base number that adds a 2 digit associate identifier as the last two digits of the membership number. These are digits 14 and 15 of the 16 digit total.
 - 1 check digit
 - Expiration date stated as "Valid Thru" or use of the term "Billed Annually."
 - AAA Masterbrand Logo; clubs may also include the local club name and/or logo.
 - Membership tenure information stated as "Member Since" or "Membership Year."





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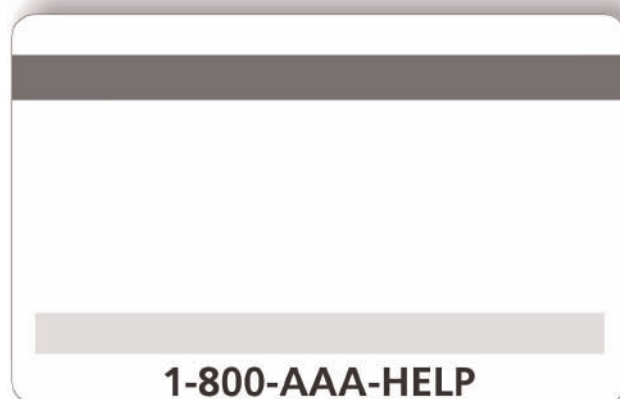
- b. The following information will be displayed on the reverse side of the card:
 - A nationally accessible toll-free number for Emergency Road Service (1-800-AAA-HELP or equivalent) if not displayed on the front of the card.
- c. Membership cards will meet ISO/IEC industry standards as summarized in the AAA Brand Management Guide.

The following examples identify required 30-mil plastic construction and information elements for the front of the membership card.



- d. Membership cards will have a two-track magnetic stripe which is encoded in accordance with ISO/IEC standards as outlined in the Uniform Membership Card Magnetic Stripe Specifications.
- e. The back of the card will include an ISO/IEC compliant signature panel.

The following example identifies required construction and information elements for the back of the membership card.





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- f. Use of unique graphic treatments and color on the membership card, when in accordance with the requirements set forth in the AAA Brand Management Guide, is at the discretion of the club. To avoid any need for revisions or possible interruptions in card usability, clubs are encouraged to consult with Brand Management and/or Accreditation teams of the National Office prior to finalizing card designs.
- Graphics must not blur or alter the visibility or location of required 30-mil plastic construction and information elements as indicated above.
 - The following represents examples of adding graphics to a membership card using the watermark and photographic approach.





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Magnetic Stripe Specifications

Several Uniform Membership Card (UMC) fields are located in both Tracks 1 and 2 of the magnetic stripe. This redundancy allows a Track 1 or Track 2 card reader to read, validate, and transmit the membership information that will uniquely identify the individual who is using the UMC. The following fields are located on both Tracks:

- **Issuer Identification Number (IIN)** This number is created by combining a unique 3 digit ISO Prefix and a 3 digit AAA/CAA club number. There will be a single source of these numbers for all clubs.
- **Membership Number** This field holds a 9-digit AAA/CAA Membership number.
- **Check Digit** A single digit check digit, calculated using the Luhn formula detailed in ISO/IEC 7812-1-4.4 (Annex B) is combined with the IIN and the Membership Number to create the 16 digit Primary Account Number (PAN). The PAN displays on the top line of the UMC.
- **Expiration Date** This field contains the 2 digits indicating the card replacement year, followed by 2 digits indicating the card replacement month. Neither millennium values nor the day of the month are included in this date.
- **Card Type** This field contains a 3 digit ISO Service Code that indicates that the UMC can be used internationally, subject to normal processing limits, for goods and services only.
- **Pin Code** This field reserves an area on the track for a code that can be used to authenticate the card user.
- **Membership Indicator** This field indicates the type of membership a cardholder has purchased. A change in membership will require the issuance of a new card. The Brand Management Guide indicates the membership type with unique cards for each category.
- **Associate ID** This field contains a 2-digit number that will identify the member or associate who is authorized to use this card. Since this number may be requested for service, it can also be encoded on the front of the UMC.
- **Loyalty Code** This field is a 4-digit number to be used by clubs that participate in loyalty programs requiring a unique AAA identifier.
- **Club Specific Data** The club can use these fields for data that may be useful for them. On Track 1, there are 10 bytes of alphanumeric data available. On Track 2, there is 1 byte of numeric data available to clubs.



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Detailed Magnetic Stripe Specifications

Format for Track 1 of the Uniform Membership Card Magnetic Stripe

Field	Size	Field Name	Example and Formatting Information
1	1	Start Data Sentinel	"%" (Hex 05) See Note 1
2	1	Format Code	"B" (Required by ISO/IEC 7813-10.1.2)
3	16	Primary Account Number (PAN) created from: ISO Prefix = 3 Club Number = 3 Member Number = 9 Check Digit = 1	e.g., 1112223333333334 where ISO number = 111, club number is 222, membership # is 333333333, and check digit is 4 If Member Number is smaller than 9 digits, 1112220000333334 (Right justify, Zero Fill)
4	1	Field Separator	"^" (Hex 3E) See Note 1; indicates the end of the PAN
5	2 to 26	Name	e.g., Public/John Q.Mr (Hex 0F) See Note 1; Surname Separator is "/" (Hex 00) See Note 1; First name and Middle Initial Separator is " " (Hex 0E) See Note 1; Title preceded by "."
6	1	Field Separator	"^" (Hex 3E) See Note 1; ends a variable length field
7	4	Expiration Date	YYMM; The date after which a member's UMC must be replaced. YY must be 00 - 99 MM must be 01 - 12
8	3	Card Type	"101" (ISO/IEC 781310.2.4, Table 1)
9	5	Pin Code	For Future Use: zero fill e.g., "00000"
10	1	Membership Indicator	"0"=Basic "1"=Plus "2"=Plus RV "3"=No Road Service "4"=Premier Account "5"=Premier RV Account
11	2	Associate ID	"00"=Primary Member "01" to "99" = Associate Member
12	4	Loyalty Code	Unique AAA Identifier for clubs and partners that participate in UMC-based loyalty programs, "4976" otherwise, zero fill
13	10	Club Specific Data (e.g., Agent, Group or Card Number)	OPTIONAL: For clubs that require additional data such as an agent number, group code or duplicate card counter, otherwise, zero fill
14	2	Track Version Number	"02" This version number will increment by 1 when a track revision occurs and the AAA/CAA UMC specifications are re-issued.
15	1	End Data Sentinel	"?" (Hex 1F) See Note 1
16	1	Check Digit	ISO/IEC 7811-2:1995(E) 12.2; Computed LRC ensures that no data was lost in the reading of Track 1

Note 1: Non-ASCII; As defined in ISO/IEC 7811-2:1995(E) 10.1.3, Table 4



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Format for Track 2 of the Uniform Membership Card Magnetic Stripe

Field	Size	Field Name	Example and Formatting Information
1	1	Start Data Sentinel	(Hex B) See Note 2
2	16	PAN created from: Club Number = 3 Member Number = 9 Check Digit = 1	e.g., 1112223333333334 where ISO number = 111, club number is 222, membership # is 333333333, and check digit is 4 If Member Number is smaller than 9 digits, 1112220000333334 (Right justify, Zero Fill)
3	1	Field Separator	(Hex D) See Note 2; indicates the end of the PAN
4	4	Expiration Date	YYMM; The date after which a member's UMC must be replaced. YY must be 00 - 99 MM must be 01 - 12
5	3	Card Type	"101" (ISO/IEC 781310.2.4, Table 1)
6	5	Pin Code	For Future Use: zero fill e.g., "00000"
7	1	Membership Indicator	"0"=Basic "1"=Plus "2"=Plus RV "3"=No Road Service "4"=Premier Account "5"=Premier RV Account
8	2	Associate ID	"00"=Primary Member "01" to "99" = Associate Member
9	1	Club Specific Data (e.g., Agent, Group or Card Number)	OPTIONAL: For clubs that require additional data such as an agent number, group code or duplicate card counter, otherwise, zero fill
10	4	Loyalty Code	Unique AAA Identifier for clubs and partners that participate in UMC-based loyalty programs, "4976" otherwise, zero fill
11	1	End Data Sentinel	(Hex F) See Note 2
12	1	Check Digit	ISO/IEC 7811-2:1995(E) 12.2; Computed LRC ensures that no data was lost in the reading of Track 2

Note 2: As defined in ISO/IEC 7811-2:1995(E) 10.2.3, Table 7