

Canadian Tire Corporation and RBC announce long-term strategic loyalty partnership

Torys acted as counsel to Canadian Tire Corporation with a team that included Josh Lavine, Joel Ramsey and Tia Eisner (corporate/tech contracting), Molly Reynolds (privacy), Richard Johnson and Vanessa Fisher (tax).

On March 27, 2025, Canadian Tire Corporation, Limited (“CTC”) and Royal Bank of Canada (“RBC”) announced a long-term strategic loyalty partnership between Avion Rewards and Triangle Rewards. The collaboration will enhance the value of both programs by linking millions of eligible RBC credit and debit cardholders to Triangle Rewards, enabling them to earn more Canadian Tire Money while unlocking exclusive promotions at Canadian Tire, SportChek, Mark's and other CTC retail banners. The partnership expands the reach of Triangle Rewards and further strengthens Avion Rewards' strong network of merchant partners.

Under the partnership, eligible RBC credit and debit cardholders will be able to earn Canadian Tire Money at an accelerated rate when shopping at CTC's retail banners. They will also enjoy exclusive offers and promotions through RBC and Avion Rewards. These new offerings are expected to launch in 2026.

Further information can be found on Canada Newswire's [website](#).

A proudly Canadian business since 1922, [Canadian Tire Corporation](#) has built an expansive national retail presence, exceptional customer brand trust and one of Canada's strongest workforces – employing, along with its local Dealers and franchisees, tens of thousands of Canadians. At its core are retail businesses, each designed to serve life's pursuits: Canadian Tire, offering products spanning living, playing, fixing, automotive, and seasonal & gardening, bolstered by notable banners Party City and PartSource; Mark's, a leading source for casual and industrial wear; SportChek, Hockey Experts, Sports Experts and Atmosphere, offering the best brands of active wear and gear; and Pro Hockey Life, a hockey specialty store catering to elite players.

[Royal Bank of Canada](#) is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. As Canada's biggest bank and one of the largest in the world, based on market capitalization, it has a diversified business model with a focus on innovation and providing exceptional experiences to its more than 19 million clients in Canada, the U.S. and 27 other countries.

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