



Autoglass® is a leading consumer automotive service brand, providing vehicle glass repairs and replacements to 1.5 million motorists every year. With the widest reaching auto glazing network in the UK and Ireland, Autoglass® has more than 100 branches nationwide and 1,300 mobile service units operating 24 hours a day, 365 days a year. Autoglass® is part of the Belron® group, operating in 33 countries and serving over 11 million motorists worldwide.

Market

Over the last 20 years, windscreens have evolved to play an integral role in modern automotive design and today's cars typically use 20 per cent more glass than in the 1980s. Windscreens can also incorporate complex technology such as rain sensors, wire heating, cameras and satellite navigation components. The latest BMW 3-Series, for example, has 10 variations and the current Ford Mondeo has 23. Specialist skill is required to ensure they are repaired and replaced to the highest safety standards and that's where Autoglass® excels. The company is the UK's market-leading auto glazing expert.

Product

Quite simply, Autoglass® fixes broken vehicle glass on any make, model or age of vehicle. The company operates a 'Repair First' philosophy ensuring that wherever possible, its technicians will repair a chipped windscreen rather than replace it so the existing seal doesn't have to be disturbed; a safe solution that saves time, money and is better for the environment.

If the damage is beyond repair, Autoglass® will replace the windscreen. It only uses glass manufactured to original equipment maker (OEM) standards, ensuring that each replacement windscreen is as good as the original and a perfect fit for the vehicle. It also uses one of the quickest drying bonding systems for safety and customer convenience. As part of its commitment to the environment, Autoglass® reprocesses any laminate screens it removes.

Appointments can be made by phone or online and customers can choose to take their vehicle into their local branch or arrange for one of the company's 1,300 mobile technicians to come to a location of their choice.

Did You Know?

Autoglass® doesn't just repair chipped windscreens; it has even repaired a chip on the viewing glass of the tiger compound at Glasgow Zoo.

The jingle used in the brand's Heroes adverts has been translated into 12 different languages and is now used by Belron® subsidiaries in 20 countries.

Achievements

Thanks to its focus on delivering a first-class service, Autoglass® was recognised by the Institute of Transport Management as Automotive Supplier of the Year in 2011. Other accolades include two National Training Awards, a Glass Training Ltd (GTL) Commitment to Training Award and the Insurance Times Training Award.

In addition, Autoglass® holds the ISO 9001 standard for quality management and ISO 14001 for environmental management.

Because a windscreen accounts for 30 per cent of a vehicle's structural strength, Autoglass® places considerable emphasis on training its technicians to ensure every screen is fitted safely. It remains the only company in its industry to have achieved accredited status from Thatcham and the Institute of the Motor Industry (IMI) for its National Skills Centre in



Birmingham and its Startline Induction and Repair training programmes. Autoglass® was also the first to introduce the Automotive Technician Accreditation (ATA) scheme. Under the ATA, technicians work towards three accreditation levels dependent on knowledge, skills and experience, ultimately leading to Master Auto Glazing Technician status.

Recent Developments

In recent years Autoglass® has invested in innovative devices to ensure it continues to deliver work of the highest standard. The Ezi-Wire®, for example, helps technicians safely remove the glass from the windscreen and enables them to carry out their job both safely and professionally. New windscreen lifting and positioning devices such as the Lil' Buddy and the new Belron® 1-Tek® have delivered many benefits and encouraged more women to consider a career as an auto glazing technician; Autoglass® now employs 20 female technicians.

Autoglass® has also established a team of 'home workers' to provide greater flexibility for its customer contact centre workforce, enabling it to maintain call quality throughout peak periods of demand.

Promotion

Autoglass® became a household name in the 1990s after becoming the main sponsor of Chelsea Football Club. Since then it has invested in a number of high profile brand campaigns to ensure it remains at the forefront of motorists' minds.

In 2005 the Heroes radio campaign launched, using real Autoglass® technicians to explain the benefits of repairing windscreen chips. The campaign became the most successful in Autoglass® history, helping to boost brand recognition and drive contacts via the call centre and website up by 20 per cent. The campaign took double honours at the 2007



Media Week/GCap Radio Planning Awards, winning the award for Outstanding Campaign Above £250,000 and the Grand Prix for Most Outstanding Radio Planning. In 2008 it went on to win the Effectiveness Award for Campaign with Best Results.

In April 2008 the firm brought the award-winning radio concept to TV with a super heavyweight campaign. The advert showed real-life Autoglass® technician Gavin, the popular voice of the company's radio campaign, explaining the importance of getting windscreen chips repaired and highlighting the quality and safety benefits of the Autoglass® service.

The staff testimonial format of the Heroes campaign has been extended to feature a variety of technicians across radio and TV, including the first female face of the brand, Izzy. The Heroes are also featured on the Autoglass® technician vans, website and Facebook page.

Brand Values

The Autoglass® vision is to be the natural choice through valuing its customers' needs and delivering world-class service. Its brand values are: teamwork, improvement, care, excellence and trust.

► www.autoglass.co.uk

Brand History

► **1972:** Autoglass Supplies Ltd is launched, providing mobile vehicle glass replacement across Northern England.

► **1982:** Autoglass Ltd becomes part of Belron®, the world's largest vehicle glass repair and replacement company, extending its UK service into all five continents.

► **1983:** Autoglass Ltd merges with Bedfordshire-based Windshields Ltd and becomes Autoglass Windshields, rebranding to simply Autoglass in 1987.

► **1990:** The windscreen repair service is launched.

► **1994:** Autoglass® becomes a registered trademark after a seven-year IP registration process.

► **2002:** Carglass Ireland rebrands to Autoglass®.

► **2005:** Autoglass® launches the Heroes radio campaign.

► **2006:** Lil' Buddy is introduced to the Autoglass® workforce.

► **2007:** Autoglass® becomes the first windscreen repair and replacement company to offer online booking at autoglass.co.uk.

► **2008:** Autoglass® launches its first ever TV adverts.

► **2009:** The Heroes campaign is extended to the website and outdoor advertising with the introduction of new van livery. Ezi-wire® is also introduced into the Autoglass® workforce.

► **2010:** The first female Autoglass® technician appears in the Heroes TV campaign and the brand sponsors the Sky Sports News bulletin. A Facebook page and Twitter presence also launch.

► **2011:** Autoglass® becomes one of the first service brands in the UK to utilise F-Commerce, with appointment booking via Facebook. The Belron® 1-Tek® is also introduced to the Autoglass® workforce.

