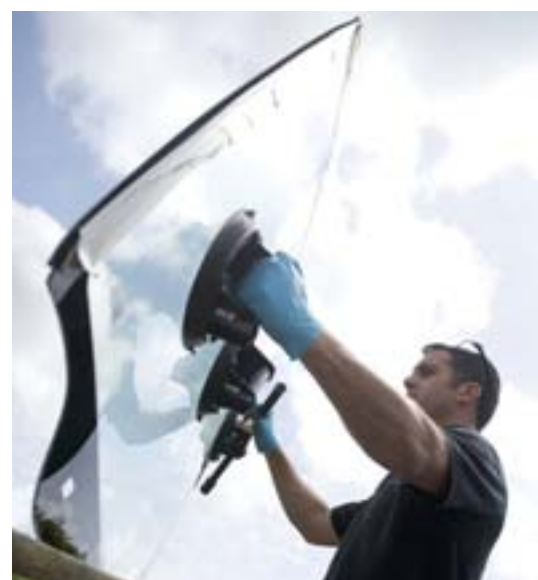




Autoglass® is a leading consumer automotive service brand, providing vehicle glass repairs and replacements to more than 1.5 million motorists every year. With the widest reaching auto glazing network in the UK and Ireland, Autoglass® has over 100 branches nationwide and 1,300 mobile service units operating 24 hours a day, 365 days a year. Autoglass® is part of Belron® group, operating in 33 countries with a team of more than 10,000 highly skilled technicians.



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 and satellite navigation components. The latest BMW 3-Series, for example, has 12 variations and the 5-Series has nine. 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 that 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, whether sourced from original manufacturers or other suppliers, 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.

Achievements

Thanks to its focus on delivering a first-class service, in 2010 Autoglass® was awarded the prestigious Regional Training Award by UK Skills for its high standards in training and for setting an example in skills development to UK industry.

Other accolades include a number of independent awards, including two National Training Awards, a Glass Training Ltd (GTL) Commitment to Training Award and the Insurance Times Training Award. In addition, Autoglass® holds ISO 9001 quality certification.

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.

Recent Developments

Autoglass® has demonstrated its commitment to raising standards within its sector by becoming 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.

Autoglass® takes an innovative approach to delivering work of the highest standard. The newly introduced 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.

The Lil' Buddy, an innovative lifting and positioning device, has delivered many benefits and has encouraged more women to consider a career as an auto glazing technician; Autoglass® now employs 22 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 Autoglass® launched the Heroes radio campaign, using real Autoglass® technicians to explain the benefits of repairing windscreen chips. The campaign has become 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-heavy-weight campaign. The advert shows 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. This campaign has continued into 2010, delivering record numbers of enquiries.

The brand has reinforced the Heroes concept on the firm's new van livery and website, which feature a variety of technicians from across the country. In addition the Heroes are featured on the Autoglass® 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.



Things you didn't know about Autoglass®

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

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

During 2009, the Autoglass® 'Repair First' philosophy resulted in savings of around 7,500 tonnes of CO₂ equivalent emissions and almost 3,000 tonnes of waste glass.

1958	1982	1983	1990s	2002	2005
FW Wilkinson is founded. In 1973 it becomes Autoglass Ltd and opens headquarters in Bedford.	Autoglass becomes part of Belron®, the world's largest vehicle glass repair and replacement company, extending its UK service into all five continents.	Autoglass Ltd merges with Bedfordshire-based Windshields Ltd and becomes Autoglass Windshields, rebranding to Autoglass in 1987.	In 1990 the windscreen repair service is launched. In 1994, Autoglass® becomes a registered trademark after a seven-year IP registration process.	Carglass Ireland rebrands to Autoglass®.	Autoglass® launches the Heroes radio campaign, using real Autoglass® technicians to explain the benefits of repairing windscreen chips.

2007	2008	2009	2010
Autoglass® becomes the first windscreen repair and replacement company to offer online booking at autoglass.co.uk.	Autoglass® launches its first ever TV adverts and Lil' Buddy is introduced into its workforce.	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.	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.