



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 109 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 28 countries with a team of more than 10,000 highly skilled technicians.



and the 5-Series has 21. 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 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 first-rate service, in 2009 Autoglass® topped its category at the inaugural Institute of Customer Service (ICS) Customer Satisfaction Awards. Autoglass® was also the top performer in the Services sector of the ICS UK Customer Satisfaction Index, which asked more than 24,000 people to rate how companies and organisations performed in 12 key public and private sectors.

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 and is exclusively recommended by the AA.

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 introduced in 2008, has delivered many benefits and has encouraged more women to consider a career as an auto glazing technician; Autoglass® now employs 11 female technicians.

During 2008, Autoglass® 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-heavyweight 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 2009, delivering record numbers of enquiries.

2009 has also seen Autoglass® further develop the Heroes concept with the firm's new van livery and website now featuring a variety of technicians from a range of regions across the country.

**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 to be caring, expert, professional, innovative and to have integrity.

[autoglass.co.uk](http://autoglass.co.uk)

**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 18 countries.

During 2008, the Autoglass® 'Repair First' philosophy resulted in savings of more than 13,200 tonnes of CO<sub>2</sub> equivalent emissions and 5,200 tonnes of waste glass.

1958	1982	1983	1990	1994	2002
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.	The windscreen repair service is launched.	Autoglass® becomes a registered trademark after a seven year IP registration process.	Carglass Ireland rebrands to Autoglass®.

2005	2007	2008	2009
Autoglass® launches the Heroes radio campaign, using real Autoglass® technicians to explain the benefits of repairing windscreen chips.	Autoglass® becomes the first windscreen repair and replacement company to offer online booking at <a href="http://autoglass.co.uk">autoglass.co.uk</a> .	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.