

Green Flag stays ahead of its rivals in key areas

Submitted by: Green Flag Group

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A survey of leading roadside rescue and recovery companies reveals that Green Flag Motoring Assistance customers rate the company ahead of its rivals in key areas.

An independent survey of more than 1,000 motorists showed that Green Flag customers were more satisfied with the overall time taken from initial call for assistance to receiving help and getting on their way. And in the important area of providing value for money, it was Green Flag's customers who scored their provider higher than those of its main rivals.

Overall satisfaction with Green Flag was also high with 96 per cent of those surveyed describing the service as excellent or good.

Green Flag spokesperson, Nigel Charlesworth, commenting on the findings of the survey said: "The results are encouraging and show that we continue to meet our customers' expectations in important areas such as providing value for money and at the same time delivering operational effectiveness and efficiency at the roadside."

Green Flag was formed in 1971 and currently serves almost 5m customers, 24 hours a day, all year long. Its incident management centre in Leeds handles around 1m breakdowns each year. Customers have access to some 6,000 UK expert technicians and 10,000 across mainland Europe. On average, Green Flag reaches its customers within 39 minutes*.

The company recently introduced a new system allowing motorists stranded at the roadside to find out exactly when help will arrive. New technology means that Green Flag customers who call for help using their mobile phone can receive messages informing them of the progress of the recovery and an estimated time of arrival at the scene of the breakdown.

Recent research by Green Flag has revealed that the top reason motorists carry mobile phones in their cars is in case of a breakdown.

For more information on Green Flag Motoring Assistance visit www.greenflag.com.

Ends

Notes to editors

- Research carried out by MORI Telephone Surveys with 1,000 breakdown customers split equally between Green Flag, The AA and the RAC. Interviews were conducted March 29 to April 17, 2004.
- *Verified by 218,461 customer questionnaires received May 2003 - April 2004.

Press calls

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