

Autoglass celebrates landmark birthday and 30 million customers

Submitted by: pr-sending-enterprises

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Autoglass, the UK's leading vehicle glass repair and replacement specialist, has announced it has served over 30 million customers and replaced 17 million windscreens as it celebrates 40 years of serving UK motorists.

The company is celebrating its 40th birthday with the launch of a stop-motion video highlighting 40 years of automotive innovation, featuring its staff from across the UK.

Matthew Mycock, Autoglass Managing Director commented: "The company and industry has undergone enormous change over the last 40 years. Our focus on innovation and customer service has seen us lead the industry to keep the windscreens of UK motorists in a safe and high quality condition for driving. We are incredibly proud to have served over 30 million British motorists over our history. It is a remarkable statistic that on average, over the last 40 years Autoglass has repaired or replaced a customer's vehicle glass every 42 seconds."

Launched in 1972, Autoglass was based in Salford, Manchester providing a vehicle glass replacement service across the North of England. Primarily a branch-based operation, the company also had mobile technicians, providing an emergency roadside windscreen replacement (<http://www.autoglass.co.uk/Windscreen-replacement.191.0.html>) service to motorists whose windscreen shattered - a common problem in the 1970s when windscreens were made from toughened glass.

It was in 1983 that Autoglass was merged with Bedford-based Windscreens to become a national business, expanding across the UK over the next few years with an increasingly mobile operation.

As part of the global Belron group, Autoglass was able to benefit from the world's largest vehicle glass repair and replacement (VGRR) specialist's expertise and recognised the importance of investing in research, training and quality tools to achieve the highest standards. This drove the ambition to be the UK's best VGRR service provider and to set the industry standard.

This ambition led to an innovative approach to business and to the introduction of initiatives such as windscreen chip repairs (in 1990). This meant the company was able to offer further value and convenience to UK motorists. Autoglass has also worked with the BSI to set the chip repair standard, the IMI (Institute of Motor Industry) to develop the ATA (Automotive Technician Accreditation) for vehicle glass technicians and developed its own patented tools.

To celebrate 40 years of innovation and world-class service Autoglass staff from all over the UK helped to film a stop-motion video. The video showcases automotive innovation across the company's 40-year history in a light-hearted and engaging infographic on an iPad, highlighting that throughout all the changes over the last four decades Autoglass staff have been always been on hand to help.

The video was produced from a total of 1,600 still photographs taken at the company's Bedford branch and headquarters, involving staff from across the UK.

Autoglass fans can win a pair of tickets for a Ferrari Driving Thrill with Red Letter Days by watching the video and finding the answer to a question within the video. The video can be viewed here and to enter the competition please visit the brand's Facebook App.

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About Autoglass:

Autoglass is the UK's leading vehicle glass repair and replacement company, serving more than 1.5 million motorists each year - 24 hours a day, 7 days a week, 365 days a year.

Whether drivers choose to have Autoglass help fix their problem in one of 101 Autoglass branches located across the UK or whether they'd prefer the convenience of getting one of Autoglass' 1,300 mobile technicians to come to their home, at work or wherever they are located, customers can relax in the knowledge that all Autoglass workmanship is guaranteed for as long as drivers own their vehicle.

What's more, Autoglass has strong relationships with most of the UK's major insurance companies enabling the company to take care of insurance claims for the customer, if they are claiming for the work on their vehicle insurance.

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