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## **ChipsAway launch new website**

The launch of a new, more user-friendly website by ChipsAway, the UK's leading automotive paintwork repair specialist, has already had a significant impact on the business - substantially increasing traffic and generating higher levels of enquiries for paintwork repairs.

This brand new website [www.chipsaway.co.uk](http://www.chipsaway.co.uk) is now much more customer focused and includes easy to use features such as a quick, free no-obligation estimate tool. Visitors to the site simply add their name, postcode and contact details to receive a call back from a ChipsAway repair specialist.

Rebecca Dodd, Marketing Executive for ChipsAway, said: "Year-on-year website generated repair leads are up 66%, and even in the short space of time that the new website has been live, we have already seen a record number of visitors!

"We will be investing heavily in search engine optimisation and marketing, as well as a social media strategy so customers know how easy it is to get a ChipsAway estimate and to ensure we maintain our position as market leaders of the minor automotive paintwork repair industry."

The website includes information on the range of ChipsAway services, customer testimonials, contact details and a news/blog section. Visitors to the site also have the opportunity to sign up to the ChipsAway newsletter.

Sliding images across the top of the screen give a quick glimpse into the superb ChipsAway service and the results that can be achieved. There is also the opportunity to watch a video of a ChipsAway repair in action and the latest TV advert.

For further information please contact 0800 028 7878, or to see the new website for yourself visit [www.chipsaway.co.uk](http://www.chipsaway.co.uk).