

ChipsAway

February 2010

Fabulous new face of ChipsAway unveiled!

Leading repairer of minor automotive paintwork damage ChipsAway has unveiled the famous face that will become synonymous with the brand over the coming year. Best known as Channel Five's lively presenter of car enthusiasts' favourite programme Fifth Gear, Vicki Butler-Henderson is also a well respected journalist, and a successful racing driver and instructor. Vicki will be presenting a new DVD for ChipsAway and will appear in the company's marketing material as well being involved in a number of special projects planned to mark the franchisor's fifteenth successful year since its launch in the UK.

"Vicki was our natural choice for a celebrity endorsement," explains Lloyd Evans, Chief Executive of ChipsAway. "She embodies our key values; she's smart, successful and a real winner when it comes to cars! We are delighted that Vicki has agreed to become 'the face of ChipsAway', she's great fun and a real professional. Her association with our brand has been warmly welcomed by the franchise network and we are all really looking forward to working with her over the coming months."

For her part, Vicki adds that she's thrilled to be part of the ChipsAway success story. "I'm proud to have been asked to support ChipsAway in building awareness of their brand and promoting a wider understanding amongst motorists of their great repairs and outstanding customer service," she says. "I've seen a ChipsAway repair at first hand and was absolutely amazed by the quality and speed with which it was accomplished. I'll certainly be using ChipsAway in the future whenever I need the best automotive paintwork repair system around!"