



National Research Project confirms massive market for ChipsAway repairs

October 2009

In a recently completed National Survey commissioned by leading automotive paintwork repair franchisor ChipsAway, more than half of all motorists questioned (51%) admitted to having minor damage to their car paintwork and of those currently without damage (mostly those with newer vehicles), 85% stated that they would expect to have any future scratches and scuffs repaired.

According to Lloyd Evans, Chief Executive of ChipsAway, the findings confirm a massive market potential for ChipsAway franchisees. "The latest vehicle licensing statistics released by the Department of Transport indicate that there are over 34 million vehicles on the road in the UK," he said. "Extrapolating our research findings, we estimate that means 17 million potential customers for ChipsAway!"

The Survey was commissioned to assess perceptions of the market and to measure levels of brand awareness, as well as to understand potential demand. Face to face interviews were conducted in seven regions across the UK, from Edinburgh to Exeter, and was analysed by DJS Research Limited, an independent consultancy.

"The project was undertaken to quantify some of the findings that had arisen out of focus group research conducted on our behalf earlier this year," Lloyd Evans explains. "We are committed to increasing our national advertising and marketing activity, which in turn is aimed at growing our brand awareness as well as supporting new business generation for our network. These research findings will be invaluable in ensuring we get the right messages across to our target marketplace –

and we are delighted also to be independently confirmed as brand leader!”

Sharon Nichols of DJS Research said that the survey had found substantially higher levels of awareness of the ChipsAway brand name than for any other minor automotive damage repair company.

“More great news for ChipsAway is that 85% of those who had used ChipsAway in the past stated that they would recommend the company to others,” she added.