

## ChipsAway expands global network into Brazil

Leading automotive paintwork repairs specialist ChipsAway has announced the launch of a new Master Franchise in Sao Paulo, Brazil, expanding its global network.

According to a Business Monitor International (BMI) report in February this year, a 10.6% year on year rise in Brazil's new vehicle sales not only makes it Latin America's biggest automotive marketplace, but also places the country fourth largest in the world after China, the US and Japan. BMI predicts continued growth in Brazil as income levels rise, driving up the country's vehicle ownership rate. The report predicts car makers will move in excess of 5 million vehicles annually by the end of 2015, marking almost 44% growth over last year's figures.

"We are very excited about extending our global reach and developing the ChipsAway brand into Latin America's biggest economy," commented ChipsAway Chief Executive Lloyd Evans. "Brazil is a relatively young country with an increasingly affluent population that is keen on cars. This is a great time to be launching our new Master Franchise, we have a strong team spearheading the venture and we're convinced that Brazilian car owners will absolutely love the professional quality repairs, outstanding customer service and excellent value for money ChipsAway offer!"

The Master Franchise will be operated by a team of four partners, each with complementary experience and skill sets. Gonçalo Sousa Eiró currently holds the Master Franchise license for Portugal, where ChipsAway has been in successful operation since 1997; he therefore has a proven track record, understands the business model and is keen to extend the reach of the ChipsAway brand into Brazil. His colleague and business



partner in Portugal since 2008, Jorge Martins, is also a partner in the new venture. Manuel Aguilar Oliva is a highly qualified business consultant with twenty years experience working in the automotive industry, in Europe, the US and South America, whilst the fourth member of the team, João Furlan Silva Teles is a Brazilian businessman whose family is providing substantial financial backing to the project.

ChipsAway is the world's leading brand in 'on-the-spot' automotive paintwork repairs, fixing minor damage such as scratches, bumper scuffs and kerbed alloys within a matter of hours and at a fraction of the cost of traditional body shop repair methods. Established over sixteen years, ChipsAway has around 350 specialists in successful operation across the UK and a growing network of Master Franchisors worldwide.

**Ends.**

**Picture caption:** (L-R) Manuel Aguilar Oliva, Lloyd Evans, Gonçalo Sousa Eiró and João Furlan Silva Teles outside ChipsAway Head Office, UK.