



**PRESS RELEASE - October 2011**

**YouGov research confirms ChipsAway brand leaders**

Results of a recent YouGov survey showed that ChipsAway has strengthened its position as brand leader of the 'on-the-spot' automotive repairs sector with 30% recognition compared to the next most cited which was high street brand Halfords at 8%.

The survey was carried out by professional research and consulting organisation YouGov, who have been 'acclaimed as the country's most accurate opinion polster'. The results showed that out of all car owners who named a minor automotive paintwork repair company, ChipsAway came out on top.

The survey also revealed that 66% of car owners are said to have paintwork damage to their cars. With over 34 million vehicles on the UK's roads<sup>1</sup>, this equates to over 22 million repair opportunities, which is an absolutely massive marketplace - thought to be worth approximately £2.68 billion! Despite this, ChipsAway estimates that currently it serves less than 5% of this marketplace.

The research follows a high profile national marketing campaign, including TV advertising, and highly effective Pay Per Click Google Adwords activity.

ChipsAway Chief Executive Lloyd Evans comments: "The results of the survey are fantastic and we are especially pleased that awareness of the ChipsAway brand has increased significantly since the introduction of the national advertising campaign. This has also been reflected in substantially higher lead generation. Enquiries for specialist ChipsAway repairs have increased nationally by over 30% this year."

Overall, the survey confirmed that ChipsAway's marketing campaign has impacted strongly on brand awareness amongst consumers and has clearly increased understanding of the nature of the repair service, leading to substantially accelerated lead generation and a higher quality of leads, as well as consolidating and strengthening ChipsAway's position as brand leader.

**Ends**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,124 adults. Fieldwork was undertaken between 31st August - 2nd September 2011. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

1 Department for Transport, 2010 *Vehicle Licensing Statistics:2010* [pdf] Available at: <http://www2.dft.gov.uk/pgr/statistics/datatablespublications/vehicles/licensing/latest/vls2010.pdf> [Accessed 14<sup>th</sup> October 2011]