

Release date October 2010

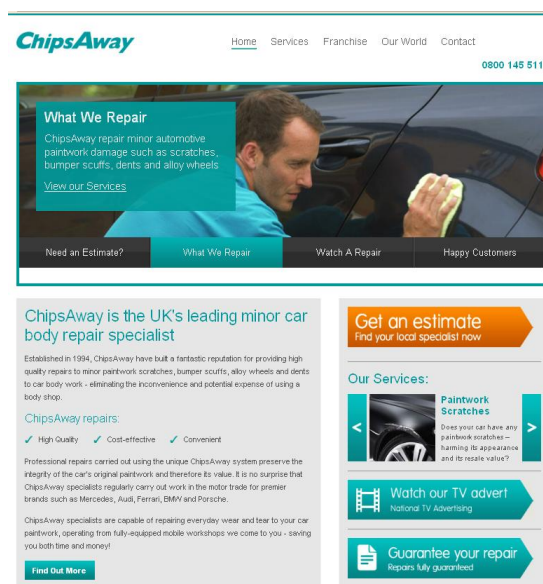
ChipsAway

Record breaking summer for ChipsAway

ChipsAway, the UK's leading minor car body repair specialist, has reported another record breaking summer, following a third highly successful national TV campaign and the launch of a brand new website in July.

The new look website has had a significant impact on the business - substantially increasing traffic and generating higher levels of repair enquiries for the franchise network.

Visitor figures for the ChipsAway website were up by over 50% in August this year compared to 2009 – with a record-beating 2,143 visiting in a single day! Repair leads to the ChipsAway network were also significantly higher, with a total of 14,389 leads being distributed through the 24/7 UK based Call Centre in August alone - representing a 34% increase on figures for the same time last year.



ChipsAway's new TV advert, which was seen by millions of potential customers on a range of popular national TV channels, represented a further major investment by ChipsAway.



Aimed at supporting franchisees, the campaign generated a substantial amount of new business for the network through high impact promotion of

ChipsAway services direct to consumers.

Robin Auld, Marketing Director for ChipsAway, said: "These record figures are fantastic! It just goes to show that even despite the challenging economic climate, there are still lots of people out there who really value the high quality, cost-effective and convenient service ChipsAway offer. The new website together with national TV exposure has proved hugely successful in building brand recognition, generating new leads and maintaining our position as market leaders in the minor automotive paintwork repair industry."