



Scratches and scuffs won't dent your pocket

Research confirms 'on-the-spot' repairs are on the up!

A nationwide survey has revealed that around 50% of the 34m vehicles on UK roads are likely to have minor paintwork damage, such as scratches, scuffs and 'kerbed' alloys. This is good news for leading 'on-the-spot' car paintwork repair specialist ChipsAway, who commissioned the research and whose brand emerged as the best known amongst motorists surveyed.

The research was not only undertaken to measure the level of brand awareness, but also to assess perceptions of the market and to understand potential demand for the ChipsAway service. Face-to-face interviews were conducted in seven different geographic regions from Edinburgh to Exeter, and results were compiled by an independent research consultancy.

Commenting on the research results, Chief Executive of ChipsAway Lloyd Evans said, "ChipsAway was the first company to introduce the 'on-the-spot' paintwork repair system to the UK. Based on unique technology, our specialists are able to produce high quality results within a few hours and at a fraction of the cost of traditional body shop methods.

"The survey results are good news for ChipsAway. The fact that out of all the people asked, 75% intend to get damage repaired and the number of people who understand there is an alternative to body shops has virtually doubled, is incredible. We are especially pleased that brand awareness has increased significantly and look forward to the next few years as we continue to grow and develop to meet rising market demand."

Since the introduction of a national advertising campaign in 2008, considerable investment has gone into promoting the ChipsAway service to car owners nationwide. This includes the

development of a TV advert, which has been aired on many of the major digital channels such as ITV4 and Sky news, not to mention Yellow Pages, Yell.com and online Pay per Click advertising.

Overall, the research confirmed that the national advertising campaign and TV advertising in particular has impacted strongly on brand awareness amongst motorists and has increased understanding of the nature and benefits of the ChipsAway repair service, leading to substantially accelerated lead generation.

ChipsAway has a nationwide network of highly trained repair specialists operating from vehicles customised as fully equipped mobile workshops. This means they can repair minor dents, paintwork scratches and bumper scuffs to car paintwork on a 'same day' basis, cost-effectively and in a location most convenient to their customer.