



**Autoglass® is a leading consumer and business automotive brand,  
providing vehicle glass repair, replacement and recalibration  
to more than one million motorists every year**

### Market

Autoglass® is the UK's favourite vehicle glass repair, replacement and recalibration specialist. Autoglass® is part of Belron® Group, which operates in 37 countries and served 16 million customers in 2021. Autoglass® has the widest reaching network in its field in the UK, with more than 1,000 technicians and over 90 centres providing a world-class service to motorists.

Windscreens play an integral role in modern automotive design and the average car in the UK car parc uses 15% more glass than 10 years ago. The windscreen is important for vehicle safety – its correct fitting and bonding can save lives. Windscreens now incorporate complex technologies such as cameras and sensors to enable Advanced Driver Assistance Systems (ADAS) that form part of the journey to autonomous driving, such as Autonomous Emergency Braking and Lane Departure Warnings.

Autoglass® is exceptional in the vehicle glass repair, replacement and recalibration market, as it has its own dedicated research and development team: Belron® Technical – a network of innovators and thinkers, all focused on driving technical standards and developing innovations that break new ground to improve the service provided to its customers.

Autoglass® works with companies in the insurance, fleet, lease, and rental segments – large and small – across a full spectrum of industries, and continues to expand its commercial partnerships within these sectors. Autoglass® handles some of the vehicle glass claims for nine of the top 10 motor insurance companies in the UK, providing a world-class service to policyholders, demonstrated by its NPS score of 77 in 2021.

### Product

Autoglass® exists to make a difference with real care. By providing exceptional customer service at every touchpoint and being an ambassador

for road safety, Autoglass® has become one of the UK's most trusted service brands.

The company operates a 'Repair First' philosophy, ensuring that, wherever possible, it will repair a chipped windscreen rather than replace it. This is a safe solution that saves time and money, as well as being better for the environment. If the damage is beyond repair, Autoglass® will replace the glass. It only uses Original Equipment Manufacturer (OEM) standard glass, ensuring that each replacement windscreen is as good as the original. Autoglass® is an industry leader in safety and champions the

### DID YOU KNOW?

**A windscreen repair can  
be up to six times cheaper  
than a replacement**

role that ADAS technology plays in improving driver safety. The recalibration service provided by Autoglass® delivers a seamless customer journey with the glass replacement and recalibration happening at the same appointment. As well as being a far better customer journey, this eliminates any risk that may exist between the time of glass replacement and subsequent recalibration –



including on-board diagnostic checks prior to the windscreen removal to understand if there are any existing faults to the vehicle.

### Achievements

Autoglass® is proud of being a trusted and respected company in the eyes of its people, customers and partners. Its work for charity is extensive, supporting more than 15 UK-based charities and community projects. In addition, in 2021, the annual Spirit of Belron® Challenge saw Autoglass®, Belron® and associated brands raise more than €1.7m for Afrika Tikkun.

Autoglass® is committed to achieving continual improvement in Health and Safety management and it is certified to ISO 14001, ISO 9001 and OHSAS 18001 standards. Progress around sustainability and corporate responsibility has been significant. Autoglass® announced in 2021 that it now purchases 100% of its electricity from renewable sources and recycles 100% of its glass waste. The company has also reduced its carbon emissions by 43% over the past four years, a reduction of more than 5,600 tonnes, as part of its ongoing commitment to responsible business practices.

### Recent Developments

Autoglass® prides itself in being at the forefront of innovation in the automotive after-market and has invested heavily in understanding the implications of ADAS technologies. In 2016, it became the first to offer a nationwide ADAS recalibration service.

Autoglass® ensures that all customer-facing employees complete three levels of ADAS training. It has more than 90 centres offering recalibration across the UK and continues to invest as the adoption of this technology grows.

Autoglass® also spearheaded the creation of an industry standard ADAS training accreditation in collaboration with the Institute of the Motor Industry (IMI). Introduced in 2018, the accreditation ensures that technicians can identify and interpret





## Brand History

- 1972** Autoglass Supplies Ltd is launched, providing mobile vehicle glass replacement.
- 1982** Autoglass Ltd becomes part of Belron®, the world's largest vehicle glass repair and replacement company.
- 1983** Autoglass Ltd merges with Windshields Ltd to become Autoglass Windshields, rebranding to Autoglass® in 1987.
- 1990** The windscreen repair service is launched and Autoglass® becomes a registered trademark.
- 1997** Autoglass® becomes the main sponsor of Chelsea Football Club.
- 2005** Autoglass® launches its 'Heroes' advertising campaign.
- 2009** The Autoglass® Specials brand is launched.
- 2015** Autoglass® leads the industry with its Advanced Driver Assistance Systems (ADAS) recalibration investment, and it is rolled out nationally in 2016.
- 2018** Autoglass® launches Rain Repel – the Advanced Windscreen Kit as well as the industry's first skill for the Amazon Echo, enabling customers to book an appointment using voice. Autoglass® also expands its ADAS expertise to 70 centres offering recalibration.
- 2020** In response to the Covid-19 pandemic, Autoglass® launches Full Interior Sanitisation and Touchpoint Sanitisation.
- 2022** Autoglass® continues to extend its footprint, with more than 90 centres nationally.

information relating to a specific vehicle and its ADAS features, in order to determine which method of recalibration is required and then calibrate correctly – significantly reducing the completion time. In 2021, around 24% of vehicles that had a replacement windscreen fitted required an ADAS recalibration, in 2015 it was only just over 2%.

### Promotion

Autoglass® became a household name in the 1990s after becoming the main sponsor

of Chelsea Football Club. Since then, it has invested in several high-profile brand campaigns to ensure it remains at the forefront of motorists' minds, cementing its position as a great British brand.

In 2005, its 'Heroes' advertising campaign was launched, featuring real technicians and Autoglass® continues to feature real technicians in all of its advertising. Autoglass® firmly believes its people are 'everyday heroes' that deliver its brand promise consistently to customers.

This format has been extended throughout the company's brand communications, with employees appearing on vans and online. Sonic branding, in the form of the famous 'Autoglass® Repair, Autoglass® Replace' jingle, is one of the most recognisable assets of the brand.

### Brand Values

Autoglass® has the philosophy that it makes a difference with real care.