

ChipsAway

Scratches and scuffs won't dent your pocket

Record consumer leads for Chipsaway May 2016

ChipsAway, the UK's leading minor car body repair specialist, saw record levels of demand for their service in May, with circa 25,000 consumer leads going out to the network!

That's a staggering increase of 13% compared to May last year, and a 5.5% increase vs the previous record month - July 2015!

Marketing Director at ChipsAway, Robin Auld comments "These record figures strongly underscore the strength of the ChipsAway brand and our wonderful franchisees. We've seen consecutive growth in customer enquiries for a number of years now and it's fantastic to be achieving record numbers.

We're seeing enquires coming from a huge range of sources, but the biggest drivers are both the national TV advertising campaign which is still increasing in efficiency even in its 6th year, and on-line sources which benefit hugely from our significant investment in on-line marketing and from our continual innovation by working with Google and other partners on improving the effectiveness of our marketing activity."

A very large number of the consumer leads also come from recommendations and people who have used ChipsAway before, which further highlights the quality of ChipsAway repairs and the satisfaction of customers.

Would you like to request an estimate from your local ChipsAway specialist? [Just click here](#)

ChipsAway, who have been established in the UK for over 20 years, provide high quality repairs to minor damage such as paintwork scratches, bumper scuffs and kerbed alloy wheels. Repairs are completed within just a few hours and at a far lower cost than traditional body shops. With 35 million cars on the road and over 24 million repair opportunities each year, demand for ChipsAway repairs is higher than ever before.

ENDS -

Investment: £29,995+VAT

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