

Autoglass® Newsbulletin

January 2014

Windscreen safety seminar.

“The importance for safety of a correctly fitted windscreen and the risks associated with poor fitment”

About Belron®

- The largest dedicated vehicle glass repair and replacement company
- Operates in 35 countries
- 25,000 employees
- Serves over 9 million customers a year – a new car every 3 seconds.
- Largest glass buyer behind Toyota, GM and VW
- Belron® has been recognised for its innovation, investment in its people and excellent customer service with numerous awards



Mike McCarthy (TRL), Dr. Chris Davies (Belron), Tom McHale (RSA), Dr. Dietmar Golombowski (Dow)

Autoglass® in conjunction with the Institute of Automotive Engineers Assessors (IAEA) held a seminar in the Dublin Institute of Technology (DIT) on 3rd December 2013 entitled “The importance for safety”.

As part of its campaign to improve the standards within the Vehicle Glass Repair & Replacement (VGRR) industry and to communicate its safety

message directly to the engineers within the motor and insurance industries Autoglass® organised a seminar in partnership with the IAEA.

Experts from the VGRR industry presented key facts about the effects on safety of a correctly fitted windscreen and the hidden dangers of poorly replaced windscreens.

The first speaker, who had flown in from Switzerland specially for the event, was Dr. Dietmar Golombowski of Dow Automotive, among the world's leading

“The fact that the passenger dummy was restrained by a seatbelt and still managed to strike the dashboard, reinforced the key message that a correctly fitted windscreen is necessary”

experts in automotive bonding and adhesives. Dr. Golombowski's presentation included a crash test video which clearly depicted

a belted passenger dummy striking the dashboard of the test vehicle when the airbag inflated outside the confines of the vehicle caused by the windscreen becoming detached from the vehicle during impact.

The fact that the passenger dummy was restrained by a seatbelt and still managed to strike the dashboard, reinforced the key message that a correctly fitted windscreen

is necessary to support the passenger airbag so that it can inflate in the correct manner.

The second presenter was Dr Chris Davies from Belron® Technical, the technical support and innovation department of Belron®, the parent company of Autoglass®. Dr Davies built on the key messages from Dr. Golombowski's presentation by stressing the importance of both high quality laminated windscreens and high modulus vehicle glass adhesives (such as those produced by Dow Automotive) to ensure that vehicle glass replacement is carried out safely and to a high standard.

Dr Davies continued to describe the lengths that Belron® / Autoglass® go to ensure every technician is properly trained, accredited and equipped to replace a windscreen in such a way that returns the vehicle to its original condition therefore ensuring the safety of the occupants. The presentation then continued to highlight the ever increasing frequency and complexity of vehicle glass-mounted technologies - referred to as Advanced Driver Assistance Devices (ADAS) including lane departure, parking assist and traffic sign recognition systems (amongst others) and how these developments further support the need for high quality glass and adhesives as well as properly trained technicians to ensure correct fitting.



Dr. Dietmar Golombowski - Dow Automotive



Dr. Chris Davies - Belron Technical



Tom Mc Hale - Road Safety Authority



Mike McCarthy - Transport Research Laboratory

The third speaker on the night was Mike McCarthy, Head of Active Safety, from the Transport Research Laboratory (TRL). Dr McCarthy reinforced the message from the first two speakers about the importance of a correctly fitted windscreen and shared with the audience the results of tests that TRL have carried out in relation to the role of a windscreen in a vehicle's structural rigidity, the prevention of occupant ejection and roof crush as well as proper airbag deployment. The closing section of the TRL presentation focused on an independent study that TRL carried out in 2012 in the Republic of Ireland. This study looked at previously replaced windscreens, finding an alarmingly high percentage with problems and concluding that there could be up to 89,000 vehicles currently on Irish roads that have poorly replaced windscreens that could potentially compromise the safety of motorists if they were involved in an accident - clearly an unacceptable level of risk.

The final speaker was Tom McHale from the Road Safety Authority (RSA) who is the Principle Engineer and the Head of Vehicle Standards. The presentation focused on roadworthiness and safety

and, in particular, vehicle condition, NCT statistics and the 2013-2020 Road Safety Strategy. According to 'Action 66' this aims to review the aftermarket and vehicle servicing/repair industry and implement market surveillance to improve standards. Tom McHale, on behalf of the RSA expressed strong support for the Autoglass® campaign for

improved standards and was confident that the work which the RSA and Autoglass® have done over the past two years will have a positive effect on the industry and therefore on road safety in Ireland.

The feedback received after the seminar was overwhelmingly positive, having achieved its main goal to inform and educate the key players within the motor

& insurance industries of the dangers of poorly replaced windscreens. We at Autoglass® regard this seminar as a positive step towards improving standards in the VGRR industry in Ireland which in turn will have a positive impact on motorists' safety.



Autoglass® release the latest research by TRL highlighting the effect on safety of a correctly fitted windscreen.

Autoglass® has released the latest research by the Transport Research Laboratory (TRL) entitled "Quantifying the effects on safety of a correctly fitted windscreen".

We had previously mentioned our intention to continue to work closely with the Transport Research Laboratory (TRL) and the Road Safety Authority (RSA) in relation to illustrating and measuring the real life consequences of a poorly fitted windscreen and we have recently received a second report from TRL which verifies these risks.

The TRL report "Quantifying the effect on safety of a correctly fitted windscreen" states:

- Passenger ejection: The risk of serious or fatal injury has been shown to be increased between 3 and 40 times for ejected occupants compared to being retained inside the vehicle.
- Roll-over situation: TRL Research has shown that in such accidents, the displacement of the roof towards the occupant may be increased by up to 30% if a windscreen is not present.
- Torsional and structural stiffness. The presence of a correctly fitted windscreen contributes to 34% of a passenger car's stiffness which is important to its handling characteristics.
- Pedestrian Impact: A poorly bonded windscreen may not remain in place

after a pedestrian impact. This would mean the injury risk for the occupants would increase.

- Airbag inflation: Crash tests carried out to FMVSS212 standards and at a speed of 30mph/48kph with an unbonded windscreen,

"TRL Research has shown that in such accidents, the displacement of the roof towards the occupant may be increased by up to 30% if a windscreen is not present"

the windscreen was completely displaced and consequently the passenger airbag inflated outside the confines of the vehicle and was therefore incorrectly positioned when the dummy first struck the airbag.

The Transport Research Laboratory (TRL) also provided research evidence from their own

database which highlights some significant statistics relating to the UK market. TRL state that between 22 and 45 fatally injured occupants per year might have been in travelling in vehicles

that experienced a windscreen displacement. When the statistics reported by TRL are applied to the Irish market, we would estimate that anywhere between 5 and 9 fatalities in 2011 might have been travelling in vehicles that experienced a windscreen displacement. These statistics also do not include severe or increased injuries caused by a displaced windscreen. On the basis that the previous TRL study demonstrated that there is a lower standard within the Irish windscreen replacement market, these levels of fatalities and injuries are in fact likely to be somewhat higher.

Autoglass® is continuing its campaign to highlight the importance of a correctly fitted windscreen using the correct processes, tools, consumables and glass.

Our website www.autoglass.ie will keep you informed of our progress. Also connect with us via facebook and twitter.



Leasing company leads the way in driver safety briefing.

Autoglass® were delighted to present on the importance to safety of a correctly fitted windscreen during a breakfast briefing held by Merrion Fleet Management on “Driving for Work Risk Management” on the 25th October.

Amongst the speakers were David Wilkinson, Sales Director, Merrion Fleet Management, Deirdre Sinnott, Senior Policy Inspector from the Health & Safety Authority (HSA), Mark

Sage, Country Sustainability & OHS Manager from ABB, Rory O’Hagan, Head of Fleet Services from Advanced Pitstop and Alun Donnelly, Quality Manager from Autoglass®.

The areas covered by Autoglass® were as follows:

Windscreen fitting:

- The importance of a correctly fitted windscreen
- The risks within the Vehicle Glass Repair & Replacement

(VGRR) industry in Ireland and the issues uncovered by the Transport Research Laboratory (TRL)

- Autoglass® push for standards to be implemented into the VGRR industry
- Vehicle glass, Primers & Glues
- OE & OEM versus Aftermarket & Counterfeit glass
- The risks associated with not using the correct materials

KEY POINTS for Fleet Managers & Company drivers.

The risks associated with choosing a poor provider.

The questions Fleet Managers & Drivers should ask of their glass provider.

This briefing was of particular interest to organisations whose employees drive as part of their work in either a company vehicle or their own vehicle.



Road Safety Awareness & the Union of Students in Ireland (USI).

For the past 2 years, the USI have invited Autoglass onto Campus around the country to highlight the importance of a properly fitted windscreen to the Student body of Ireland.

These ‘Road Safety Campus Tours’ include car crash re-actments, a roll over simulator provided by the Road Safety Authority, tributes to road traffic victims & demonstration safety checks. The purpose is to drive home to the student body the implications of their driving behaviour, pedestrian dangers and to instill a responsible mindset across road safety issues.



In 2013 we assisted the Programmes in Sligo IT, Waterford IT and Limerick IT

2013 Event Days...

Key partnerships and associations amongst various industries within Ireland is key to providing the best of customer service to every type of client we serve no matter what they drive!

This is some of our year in review...

Dromoland Castle & Country Club golf outing.

The Autoglass® Mid West golf outing took pace on June 28th

in the splendid surroundings of Dromoland Castle Co Clare. This was the first golf outing within this region and we had brokers from Limerick, Kerry and Clare who took on this superb championship course played in ideal calm conditions. James Cullinane of Sullivan Insurances Limerick took home first prize in tight circumstances (winning it with a better back nine as three players tied at the top). He was closely followed by Patrick O Brien of Goggin Insurances Listowel and Ian Sullivan also of Sullivan Insurances.

Autoglass® would like to thank all who participated and looking forward to further outings nationwide.



Don Reddan, James Cullinane (Sullivan Ins) and Eibhin Wallace (Tim Duggan Ins)

Gerard Daly (Daly Ins), Ed Henshaw (Autoglass®) and Ian Sullivan (Sullivan Ins)

Liam O Connell (Autoglass®), Diarmuid Reddan (Don Reddan Ins), Patrick O Brien (Goggin Ins)

Autoglass® held another golf outing at the K Club in August.

The event was played on the Palmer Course which proved very challenging on the day.

16 Players took part on the day and thankfully the weather held with just the odd shower.

Ciaran Phelan (IBA) took home first prize closely followed by Gerry Dempsey (BLD) & Ken Dunne (BLD) for 2nd and 3rd place.

We would like to thank all those for taking part and look forward to seeing you all again in the near future.



Ed Henshaw (Autoglass®), Liam Pike (Champions), Stephen Carolan (Ben McArdle), Chris Hamilton (Liberty)



Ciaran Phelan (IBA), Graham McElhinney (JLT), Adam Black (Relay)



Pete Pearson (Belron), Gerry Dempsey (BLD), Ken Dunne (BLD)

...2013 Event Days continued.



The Autoglass® Team & IRHA President **Eoin Gavin** meet the Minister for Transport **Leo Varadkar** TD at the IRHA Annual Conference in Cork.



Autoglass® were delighted to host a table at the IBA Annual Lunch in October. **Heiner Herz** - Belron, **David Fitzgerald** - Head of Claims Allianz, **Brendan Spring** - IBA and **Pat Tobin** - Business Manager Allianz.



Presenters from the Merriion Fleet Management Driver Safety Briefing

Best of Belron®

best of
BELRON®
2014

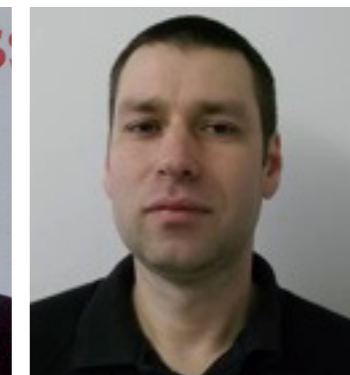
Autoglass® is pleased to announce that the Best of Belron® competition will take place in Rome, Italy on 21st & 22nd May this year. This is an opportunity for Belron® Technicians from around the globe to represent their country and win a year's salary as a first place prize.

Our national competition will be held in Dublin on the 31st January this year. Best of luck to Dave, Tomasz and Wojciech.



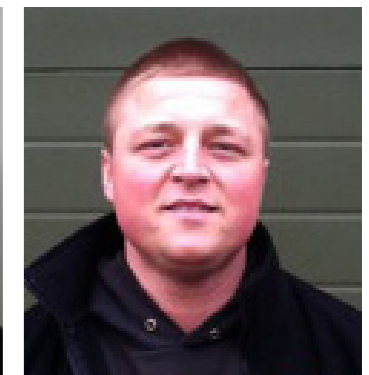
Dave Roach:

Branch → **CORK**
Joined → **SEPT 2006**
Years → **SEVEN**



Tomasz Jaworski:

Branch → **TALLAGHT**
Joined → **JULY 2006**
Years → **SEVEN**



Wojciech Szewczyk:

Branch → **ATHLONE**
Joined → **AUGUST 2008**
Years → **FIVE**

Competition page!



...but to win we need to test your knowledge from the newsletter first!

Answer the following 2 questions correctly, and be in with a chance to win!

Q.1 What percentage of torsional and structural stiffness of a vehicle windscreen contributes to the vehicles handling characteristics?

Q.2 According to the TRL report, how many vehicles may be driving on Irish roads, which have suffered poorly replaced windscreens?

Email your answers, your name, and contact number to info@autoglass.ie with 'Competition' as the subject.

The winner will be contacted by email on Tuesday 25th March at 3pm.

Terms and conditions apply. Please log on to www.autoglass.ie to access these. No internal Autoglass® staff may apply. No cash alternative is available etc.

RSA Insurance & Autoglass® Partnership.



Autoglass® are delighted to continue their partnership with RSA Insurance as preferred provider of Vehicle Glass Repair and Replacement services.

The Sales Director of Autoglass®, Eddie Irving, comments "this is really exciting news to announce to the Broker Market. It is a credit to RSA Insurance to recognise the value of a well handled glass claim. RSA Insurance have always supported Autoglass® since the inception of the Quality & Safety campaign in Ireland. RSA attended the ATA Accreditation centre opening in Waterford, and since then have been avid supporters of improvements in the Vehicle Glass Repair & Replacement market.

The key benefits to an RSA Broker are as follows:

- 24/7 Nationwide & European prioritised service
- High level of Customer Service (85% Net Promoter Score in 2013)
- Safe repair/installation by *ATA accredited Technicians
- 100% Original Equipment Manufactured Glass only
- **Lifetime guarantee
- Support from Belron, the leading Global Vehicle Glass Repair and Replacement service provider

*Automotive Technician Accredited **Not transferable

Why use Autoglass®?

- Autoglass® can repair or replace any type of glass on any make, model or age of vehicle.
- Autoglass® operate a 'repair first' philosophy which means that whenever possible, we will repair your existing windscreen rather than replacing it with a new one, saving your client time and potentially money.
- At Autoglass®, we only use glass manufactured to OEM standards. This ensures that the glass we fit is as good as the original piece of glass we are replacing.
- Autoglass® can service any customer anywhere in the county through our branch & mobile network.
- Autoglass® are the only nationwide Vehicle Glass Repair & Replacement (VGRR) Company who has the Automotive Technician Accreditation (ATA) certification for 100% of our Technicians.
- Autoglass® holds the ISO 9001:2008 Certification of Quality Assurance. The scope covers all branches, mobile units and all Head Office functions, and were the only VGRR Company to hold this.


AUTOGLASS®
1850 36 36 36
www.autoglass.ie
Ireland's leading vehicle glass specialist



Irish Brokers
association 

IRHA 
IRISH ROAD HAULAGE ASSOCIATION

