

Autoglass® Newsbulletin

November 2012

Poor windscreen fitting standards revealed within the Republic of Ireland...



Over the last year or so, our technicians have been telling us that they were seeing an increasing number of previously-replaced windscreens which had been poorly fitted. Not only were these of substandard quality, but they believed a number could also have been potentially unsafe for the motorist and passengers.

We therefore commissioned an independent third party research body, the Transport Research Laboratory (TRL), to investigate this problem in more detail (The Transport Research Laboratory carries out independent research, consultancy, testing and advice for all aspects of transport). Some of the evidence that was gathered during the study clearly demonstrates the potential risk to passenger safety.

The results of the report show that:

- Over 35% of windscreens that have been previously replaced in the Republic of Ireland exhibit some type of quality or safety issue.
- Over 14% of windscreens were judged by TRL to exhibit serious safety issues with a potentially serious risk for motorists.
- More than 36,000 windscreen replacements per year in the Republic of Ireland are estimated to have quality or safety issues. Therefore, over a five year period, approximately 180,000 windscreen replacements may be introduced into the fleet which have quality or safety deficiencies and between 59,000 and 89,000 of these may have more significant safety issues.

These findings are self-evidently significant. A vehicle windscreen needs to be fitted properly for several reasons (a) to keep the driver and passengers in the vehicle in case of a crash (b) to permit the airbag to deploy properly and (c) to keep the roof from caving in during a roll-over situation. A poorly fitted windscreen will have a potentially negative impact in all these areas.

Having gained the full support from the Road Safety Authority

(RSA) we are actively bringing the findings of this report to the Insurance Industry, the Motor Industry and the Emergency Services.

We are also lobbying the government to introduce regulation into this area, and working with the RSA to implement a windscreen check after a road collision which will record if the windscreen remained intact which it's supposed to do.

The Transport Research Laboratory (TRL) investigation was conducted objectively and therefore included previous replacements carried out by

Autoglass®. Fewer than 5% of examples of poor quality replacements were found to have been carried out by Autoglass®, and none of these poor quality examples were regarded as “unsafe” by TRL. While we always endeavour to carry out our glass replacements to the highest standards, we realise that regrettably the quality of workmanship can occasionally lapse. We are very conscious about this issue, and have therefore, as a result of the findings of the TRL study, introduced several new actions in addition to our standard training to minimise the risk of

a poor quality replacement; we have introduced the Automotive Technician Accreditation (ATA) for all our technicians (see our previous Newsbulletin), we have increased the ‘pass’ level in our own internal Technician audits (described below) and we have introduced regular branch audits to ensure our branches are kept to the highest standards.

We will be bringing further updates about the issue of poor quality windscreen replacements in Ireland in future news bulletins. However for further information, please contact Alun Donnelly, Quality Manager from Autoglass® on 014090900.

Examples of poor fitting collected during the Transport Research Laboratory (TRL) study:



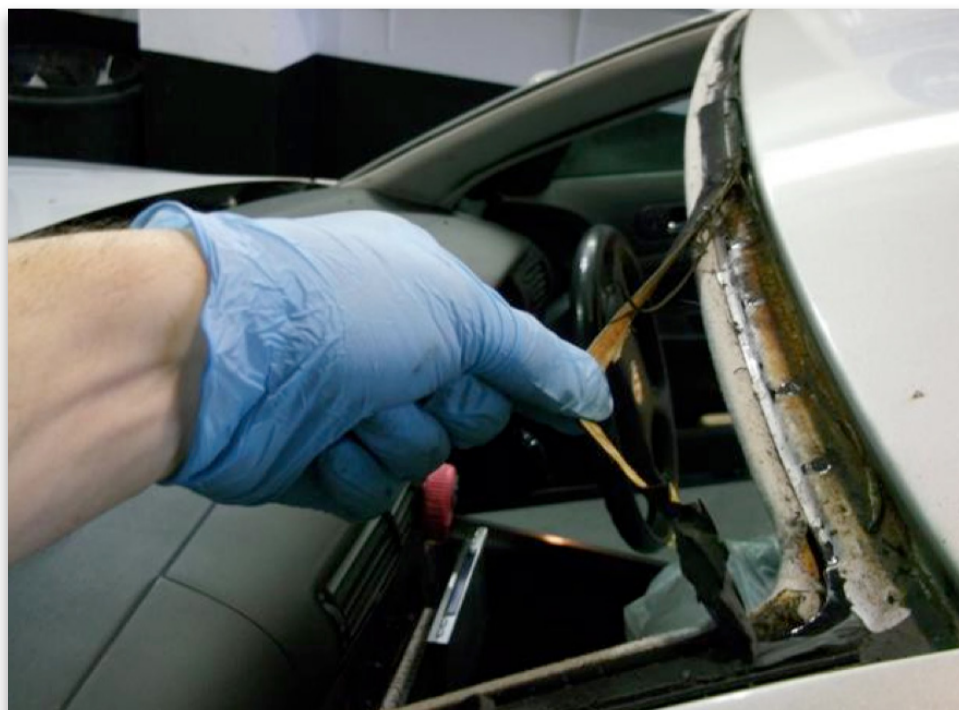
Corrosion due to lack of primer causing damage to the aperture



No adhesion between aperture and bond/glue



No adhesion between windscreen and aperture



Aperture corroded due to lack of primer



No adhesion between windscreen and aperture and severe damage caused by corrosion



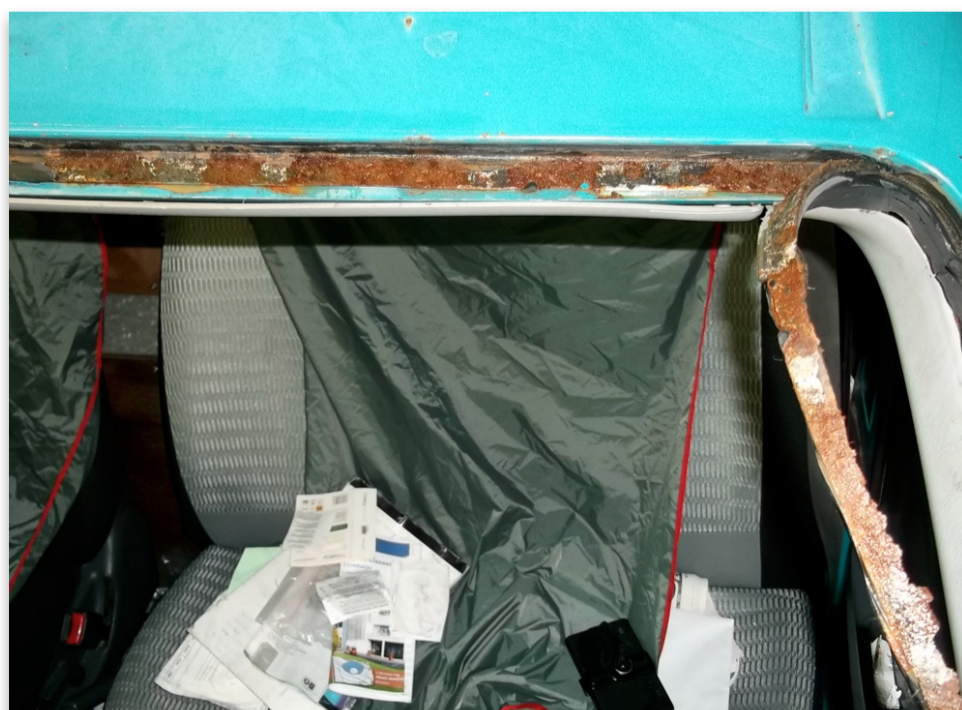
Corrosion due to lack of primer causing damage to the aperture



No adhesion between windscreen aperture due to non use of primer and poor fitting



Corrosion due to lack of primer causing damage to the aperture



Corrosion due to lack of primer and incorrect aperture preparation



No adhesion between windscreen and aperture caused by lack of primer and incorrect fitting procedures

You know you're OK with ATA



AUTOMOTIVE TECHNICIAN
ACCREDITATION



In keeping with its commitment to innovation in delivering the very highest quality and safety standards, Autoglass® is proud to announce that 100% of their Autoglazing Technicians now hold the Automotive Technician Accreditation (ATA).

The new ATA Autoglazing Assessment Centre, the first of its kind in Ireland was officially opened in April by the Chief Executive of the Road Safety Authority, Noel Brett, demonstrating the commitment of both Autoglass® and the Road Safety Authority to the highest standards of vehicle safety.

The ATA demonstrates to customers that the technician who

has fitted their replacement glass has achieved the highest levels of technical competence and professional responsibility in the repair and replacement of vehicle glass.

The General Manager of Autoglass®, Mr Heiner Herz added "We in Autoglass® are extremely proud of our Technicians who have worked hard to obtain this accreditation which is awarded

to each individual Technician. As we are now the only Vehicle Glass Repair and Replacement (VGRR) in the ROI to hold this accreditation we can now give our customers further reassurance that their windscreen will be replaced by competent and fully trained Technicians ensuring the correct glass, tools and products are being used and the correct processes are being followed.

Autoglass® Gold Heroes

We in Autoglass® have always prided ourselves on having the most highly trained Technicians in the business and to ensure we maintain this standard we carry out regular internal audits.



Due to the findings of the TRL study we have again reviewed our own internal processes and procedures to ensure every Autoglass® Technician “fits safety as standard”.

As part of this push to improve our own standards, we increased the pass rate for our Technician audit (which is the minimum

level required) and also increased our “gold” rate which, when achieved, means these particular Technicians have performed above and beyond the service, quality and technical ability we expect.

We are extremely proud of all of our Technicians who passed their audits and would like to take the

opportunity to extend our thanks in particular to those 48% who achieved ‘Gold’ status, for leading the way in terms of Quality, Safety, Customer Service and Teamwork.

100% gold for the next audit guys... no pressure!

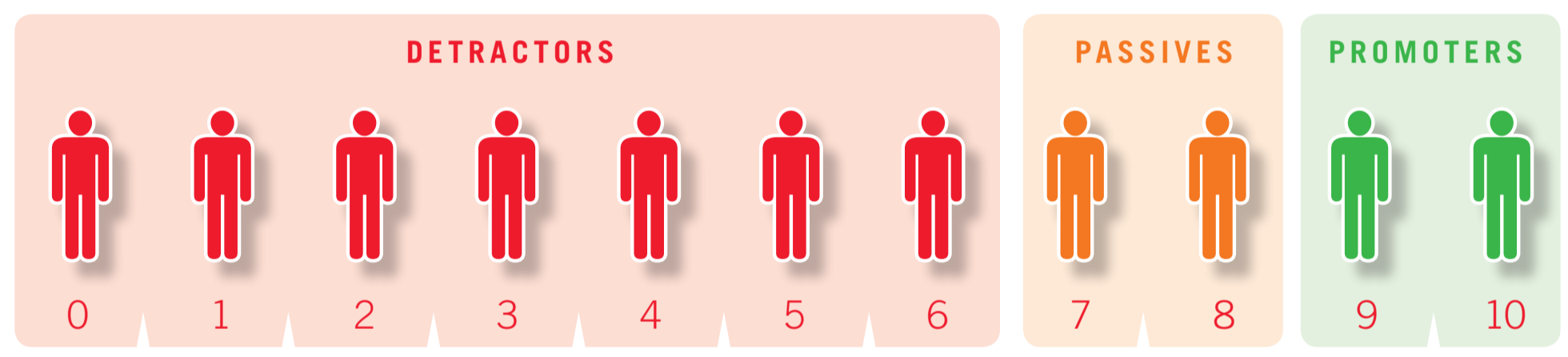
Autoglass® ... Do we satisfy our customers?

Net Promoter Score

The Net Promoter Score (NPS) is a simple but powerful tool to measure client satisfaction with one single question. The NPS assesses to what extent a respondent would recommend a certain company, product or service to his friends, relatives or colleagues. The idea is simple: if you like using a certain product or doing business with a particular company, you like to share this experience with others.

An independent company called GfK carries out the surveys by asking our customers the following question...

How likely are you to recommend Autoglass to a friend/colleague/relative?



Net Promoter Score = **% Promoters** — **% Detractors**

Example:

Customers surveyed:	100
Promoters	80 (Score of 9 or 10)
Passive	10 (Score of 7 or 8)
Detractor	10 (Score of 0 to 6)

Based on the scores above the Net Promoter Score (NPS) would be 70% NPS.

Autoglass® currently have a year to date NPS score of 84%. We have a target of 90% NPS and with the help of customer comments and feedback we feel this is achievable.

Autoglass® becomes preferred supplier to the Irish Brokers association (IBA)

Insurers/Brokers... Do we satisfy your customers?

Irish Brokers
association



Autoglass® are delighted to announce that we have become the preferred partner of the IBA.

This is an accolade Autoglass® were delighted to have been offered, and gratefully accepted. As the only fully ATA accredited Vehicle Glass repair & Replacement Company in Ireland, the IBA deemed this independent training standard merit to become their Preferred Partner. As Ciaran Phelan CEO of the IBA comments; “ In an era where training and development are such a massive part of day to day life for Brokers, the IBA are happy to support a company that value formal training and education with the aim of delivering a safe, professional, and quality service to clients”.

Autoglass® Industry News...

Dealer Claims of Safety: recent Dutch judgement

A Volvo advertising campaign in the Netherlands recently made the allegation that safety and installation quality would be compromised if anyone except an authorized Volvo Dealer replaced vehicle glass and that the only glass that would not compromise the safety would be Volvo “O.E.” glass. To refute the dealer’s allegation, our Dutch sister company, Carglass® Netherlands, presented a detailed rebuttal to that claim to the Dutch Advertising Standards Commission. After reviewing all of the information, the Commission definitively ruled in favour of Carglass® Netherlands and stated that the Volvo advertising was misleading.

Autoglass® present to the Institute of Automotive Engineers Assessors (IAEA)



The Institute of Automotive Engineer Assessors represents more than 1,200 automotive engineer assessors who are responsible for a range of activities such as:

- Vehicles damage assessment
- Accident reconstruction
- Mechanical failures
- Vehicle fire investigations
- Electrical failures
- Expert witness
- Repairer assessment
- Car fleet surveys
- Conciliation and arbitration

Autoglass® made a presentation to the Irish Region members of the IAEA and their guests in August on the importance of using correct procedures and materials when replacing glass.

Following the presentation, members were treated to a demonstration of the correct procedures by an ATA accredited technician and the Autoglass® Head Technical Trainer. Members also got to see some of the modern equipment used in the removal and installation of glass. Developed by Belron® Technical (our dedicated research and development organisation within the Belron® group) these tools not only help to speed up the process, they also ensure a cleaner and safer job for the technician and consumer.

The presentation covered:

- The importance of a properly fitted windscreen
- Autoglass® processes and Technician training
- Bonding materials
- Glass products OE Materials Vs Non-OE Materials



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ACCREDITATION**



AUTOGLASS®
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Ireland's leading vehicle glass specialist