



For Immediate Release:
October 13, 2009

Press Contact: Skye Communication, LLC
Skye MacBroom: (203) 879-2258
sm@skye.com

Glass America Launches New Website To Celebrate 10th Anniversary

CHICAGO – Glass America, a leading national automobile glass repair and replacement company, has just launched a newly redesigned website in celebration of its 10th anniversary. Founded in 1999, the company has grown from its first store in Naperville, Illinois to 94 service centers nationwide in its first decade.

“We are proud of our growth, but it is the hard work ethic of our store teams and field group who have helped us to become a truly American company that promises consumer auto safety with every installation,” says David Rohlfing, President and CEO of Glass America. “Our re-designed website shows a fresh new side of the Glass America family as we enter the next decade.”

The business strategy behind the new www.GlassUSA.com was to bring Glass America into a more modern web presence with a focus on interactive tools, consumer friendly features, an expanded media library with videos, and a customer testimonial page. There are convenient new interactive e-tools such as a page for insurance agents to submit claim forms right online, and a slideshow of the glass installation process.

The “Frequently Asked Questions” page is geared directly toward first-time customers who may not be familiar with the auto glass repair and replacement process. Typical questions such as, “Will you work around my schedule? How long can I expect this to take? Will you help me with my insurance claim?” are all answered in detail.

“The new website will help Glass America to improve its position with search engine optimization so that we can improve our web visibility and drive more consumers to the site,” explains Nathan Edwards, Vice President – Business Support. “Phase one of the re-launch is complete. Phase two will include designing further enhancements for our consumer, fleet and insurance customers.”

Auto glass installation is a very technical industry filled with specific safety guidelines and regulations, but the descriptions and tone used in the new GlassUSA.com website is consumer friendly and easy to understand.

When visitors click on the “What to Expect” tab, they can visit the “Scheduling” page where the text asks, “Our place or yours? Glass America can accommodate even the most demanding schedules with flexible drive in service to any of our convenient locations or our mobile service that brings us right to your doorstep. Either way, your windshield repair or replacement will be convenient and of the highest quality.”

On the “Quick Installation/ Repair” page, the text describes original equipment manufactured glass and adhesives, safe drive-away times, and more.

“Our goal with re-launching the new website was to create a user friendly consumer oriented website that was both educational and simple to navigate. We want to express that we understand that it’s never a good time to crack or chip a windshield, but we’re here to help and make the process easy,” said Rohlfling.

About Glass America

Founded in 1999 and headquartered in Chicago, Illinois, Glass America is one of the largest independently-owned automobile glass replacement and repair companies in the country. Glass America has 94 service centers conducting business under the names Glass America and Auto Glass Service which are conveniently located in the states of Alabama, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Kentucky, Maryland, Massachusetts, Michigan, Missouri, New Hampshire, New York, Ohio, Pennsylvania, Tennessee, Texas, Virginia, West Virginia, and Wisconsin. Glass America offers a complete line of auto glass repair and replacement services for all years, makes and models, foreign and domestic, commercial or passenger vehicles. In contrast to many auto glass companies in the country, Glass America buys glass only from OEM (original equipment manufactured) suppliers. This means the proper windshield with the perfect fit.

As a leader in the auto-glass replacement industry, Glass America upholds the highest levels of quality craftsmanship, and consistently maintains a proven track record for excellent customer service. The company is a member of the Independent Glass Association and the National Glass Association, and all technicians are certified by Sika Adhesive Systems and LYNX Services. All auto glass installations and workmanship will meet or exceed the Auto Glass Replacement Safety Standards (AGRSS), and have a national lifetime warranty. Glass America’s direct billing procedures and pricing structures meet or exceed the requirements of all insurance companies and glass networks. All of the company’s national service areas offer both drive-in and mobile services, and always strive to make business as quick and as convenient as possible for their patrons. For more information on Glass America, or to place an order, please call 1-800-634-5623 to connect to the nearest location. For more information, please visit www.glassusa.com. Glass America has a media library at <http://www.glassusa.com/MediaLibrary.asp> that contains the following informational videos: Eye on America, The Importance of Auto Glass Safety, The Auto Glass Replacement Safety Standard, and Why Quality Matters, an interview with David Rohlfling, President & CEO.

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