

ONLY THE BEST OF BELRON® COMPETE IN UK HOSTED GLOBAL EVENT

The UK is to host a major international competition organised by vehicle glass repair and replacement specialist Belron® to find its top technician worldwide.

'Best of Belron® 2008' will be held on 14th and 15th May 2008 – at a secret location to be disclosed closer to the event - after the UK beat off competition from across the world to stage the prestigious two-day event.

Belron®, which owns Autoglass® in the UK, has 19,500 staff across four continents serving more than eight million customers a year.

Technicians from 25 countries will be battling it out for the title of 'Best of Belron' in front of more than 750 international representatives from the insurance, fleet and lease sectors, and across Belron. In the coming months, each country will stage their own national final to determine which one of their technicians will represent them in the final competition in May.



The biennial event is designed to demonstrate Belron's commitment to safety, quality and efficiency in vehicle glass repair and replacement. The competition will not only test the technicians' technical ability but also their customer service skills. The event will conclude with a special gala dinner to celebrate the achievements of the competition finalists.

Originally created to showcase the skills of Belron's technicians worldwide, 'Best of Belron' has become one of the most eagerly awaited dates in the international vehicle insurance and fleet industry calendar. Previous events have been held in Germany, Holland and Belgium.

Justin Bazalgette, Belron Technical Centre manager, said: "Best of Belron is a unique opportunity for our technicians to demonstrate their skills and expertise in front of key industry representatives.

"Belron has over 1,600 service centres and 7,100 mobile vehicles serving over eight million motorists worldwide. Every four seconds one of our technicians repairs or replaces a piece of vehicle glass. It is important that our technicians are fully trained to provide the best service to our customers everytime."

Belron's research into vehicle glass and future trends in the industry will be demonstrated in an exhibition available throughout the event. Live demonstrations, presentations, videos and competitions will emphasise Belron's commitment to excellence in vehicle glass repair and replacement.

Jeff Boekstein, Belron Sales and Marketing Director commented: "We understand how important an excellent claims experience is for an insurance company's policy renewal rate. The 'Best of Belron' competition is one of a number of methods we employ to ensure that we deliver an excellent service every time we deal with a customer."

For more information please contact: John Robinson, Sales and Marketing Director, Belron® Technical (email: johnr@belron.com) or Jane Bracewell, Communications Executive, Belron® (email: janeb@belron.com)

Photograph Caption – Winner of Best of Belron 2006 Thomas Bessel of Cargalss, Germany.

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Issued on behalf of Belron® by Lois Burley PR Ltd (0121 666 7003).