

# INFO<sup>2</sup> FIX

YEARS  
OF  
FIX AUTO  
UK



COVER STORY:  
CELEBRATING 20 YEARS  
OF FIX AUTO DAGENHAM

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FIX AUTO UK  
JOINS INFLUENTIAL  
AUTOMOTIVE 30%

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OUR FIX FAMILY, TELLING  
THE STORIES OF OUR  
FRANCHISE PARTNERS

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OF  
**AIRBNB VOUCHERS**  
IN ASSOCIATION  
WITH **3M**  
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# THE FIRST WORD

**W**elcome to our first InfoFix edition of 2025! This year marks an extraordinary milestone as Fix Auto UK celebrates its 20th year anniversary. When I look back, the evolution of our Fix Family has come a long way from the 13 Franchise Partners that took a chance back in 2005. The vision of Fix Auto founder Jean Delisle has remained the same over all these years... **'we are a group of successful body shops working together to promote their businesses'**. The first adopters of this vision were Chris Oliver, Neil Parker and

*"I'm proud that the group's reputation and achievements can be attributed to the unwavering commitment of our people and is the reason our future as a brand is prosperous"*

Paul Cunningham of Fix Auto Dagenham, of which I admire and thank them for their boldness, commitment and pioneering approach. I'm proud that the group's reputation and achievements can be attributed to the unwavering commitment of our people and is the reason our future as a brand is prosperous. Our brand that customers know and love today is here for the long run and I'm looking forward to the next 20 years.

When thinking about the future, as you'll read in this edition, we've reaffirmed our partnership with Apprenticeship Central – a business that is going to help us attract more talent across our group. Having started on the shop floor myself, I'm incredibly passionate about building our future workforce and giving them skills for life. The roles within our industry are incredibly diverse and offer more than just 'fixing cars' so it's our responsibility to communicate that and welcome the next generation with open arms.

Supporting our commitment to the future, we're now Silver Members of

the Automotive 30% Club. The decision to join this influential movement is based around Automotive 30% Club's primary aim in ensuring that at least 30% of key leadership and decision-making roles within our industry are held by women, something that will allow us to forge a more diverse and gender-balanced workforce.

Shifting the focus to our valued customers, a final sentiment that deserves commendation is our continually flourishing journey on Trustpilot. We say with pride that over 17,000 customers rate our services 'Excellent'. In addition to thanking our sites for providing the exceptional service required to warrant these reviews, we must equally thank our customers for sharing their positive experiences, which in doing so tells the world about all the great work Fix Auto UK does on a daily basis.

Enjoy! >

**Ian**



Paul Cunningham (left), Chris Oliver (middle)  
and Neil Parker, Fix Auto Dagenham's  
pioneering owners.



# FIX AUTO DAGENHAM 20<sup>TH</sup> ANNIVERSARY

This edition of InfoFix marks both a very special year and month for all that bear the Fix Auto UK flag. On March 11th 2005, three visionaries, Chris Oliver, Neil Parker and Paul Cunningham, made a decision that would change the landscape of the car body repair industry forever. This is the date that Fix Auto Dagenham put pen to paper in becoming the first ever Fix Auto UK Franchisee, homesteading a completely unique and exciting concept at the time, but also an unknown and untested one in the UK market in equal respect.

Today, Fix Auto UK comprises of more than 120 locations spanning every corner of the nation, so it is beyond fair to say that the trio's decision to trailblaze a new direction in accident repair was a well-informed one. To commemorate their 20th anniversary, we sat down with Chris, Neil and Paul at the place where it all started to document their remarkable tale so far.

The story begins in 1999 with a humble East London independent body shop named AJC Wilson. Founded by Chris alongside former business partners Alf Heritage and Janice Simmons, the modest 6,000 sq ft operation was trading successfully upon local reputation alone, but true to the tone of the article, Chris foresaw a shift within the landscape of the industry... "It was about visualising what the future looked like" states Chris. "It was about growth and professionalising our business. People buy from brands. People have always bought from brands. This was the way forward for us". Seeing that the market was changing, Chris continues to say "we've seen businesses form into regional groups, into sub regional groups, into large regional groups, and now big national groups. You're seeing that consolidation in the industry when, well, we were doing that 20 years ago. That was our future". A step ahead from the jump, the three understood earlier than most that both consumer and work provider demands were changing rapidly in the early 2000s, and that themselves and other body shops alike needed to change their mentality and become part of something greater to continue to prosper.

During these formative years also marks when Neil and Paul respectively became owners of the business, purchasing Alf and Janice's shares whilst still independent. Recalling their days of independence, Neil informs that "we were spending a lot of

time trying to get ourselves in front of work providers without having the sounding boards that we have these days. We can talk to another body shop and see if we're in the right space, if we're doing the right things and we didn't have that opportunity". Despite the prospect of an increase in business, Paul is quick to state that "in the early days it was definitely not about work provision, it was about sharing best practice and being that bigger voice. I remember a slide at one of the early conferences and it was an image of a big fish made with lots of little fish. That was the concept. All those little fish communicating to become that one big fish that could then attack the market". This statement alone bears the proof that the ethos of a group of independent body shops working together that endures today was present from the very start, and others, to the delight of Fix Auto Dagenham, were slowly beginning to take notice...

After moving from their initial site into their current commanding 20,000 sq ft operation in 2003, the stage was set for what would become the Fix Auto Dagenham we know today. Inspired at least in part by the boldness within Fix Auto Dagenham's decision to join, 2005 also saw other talismanic figures emerge that believed in the same vision. Paul Smith's Fix Auto Loughborough were next to join, with other esteemed locations such as Fix Auto Keighley, Fix Auto Bradford and Fix Auto Weston-super-Mare joining in the same year.. Despite the emergence of a fledging new network where business owners could share these best practises and consolidate their knowledge, the road was still uncertain coming into the latter half of the decade. Contending with severe economic downturn alongside the new model, Neil recalls that "in the early years it was about keeping faith in the concept, for the first five years it



Left: Paul and Neil with the Multi-Site Bodyshop of the Year Award they opted to share with fellow finalist Ranjit Gill (middle) at the 2022 Bodyshop Magazine Awards.

Continued over page...



Neil, Fix Auto Dagenham's Group Operations Manager, Scott Dunnell (middle) and Paul with the 2017 Motor Trader Bodyshop of the Year Award.



Paul (second left) accepts the Best Newcomer Award at the 2019 Volvo Cars High Achiever Awards.

was a linear growth, and I think a lot of the early adopters would agree". Paul adds that "faith is what kept it going. The concept was always right. We knew when we were wobbling a little bit that it was still the right thing to do".

Moving forward into 2011, the hard work and faith displayed by Fix Auto Dagenham and the other early pioneers was beginning to bear fruit. By this time, Fix Auto UK had developed into a nearly 50 strong network of independent body shops working together, just as the trio envisioned... "It was after the first five years that the trajectory just went up" confirms Paul. "There was a step change" Chris agrees, "we were now able to attract people of quality (to help with) the infrastructure and the scaffolding we've got around us now. We've met so many great people and great shops over the years, and we've all learnt from each other so much". 2011 also bears significance as this is when Fix Auto UK's Managing Director, Ian Pugh, joined the business, a fact many Franchise Partners state as a key turning point for the network. "A big point was Ian coming into it" confirms Neil, Chris expanding by saying that "his decision in bringing Rob Pugh (Fix Auto UK's Commercial Director) on, bringing all that data on, the call centre, the engineers. We've now got big business behind our small business".

With a symbiotic relationship of ambitious Franchise Partners and an equally invested Head Office Team to support them now established, the Fix Auto UK concept was no longer just a concept, it was reality. There are physical representations of this manifestation everywhere at Fix Auto Dagenham, even when walking through the door there is a trophy cabinet laden with awards, all of which they thoroughly deserve. Multiple winners of all the key industry awards of note, their consistent recognition as leaders in best practise is a tangible badge of honour that fosters the trust of their customers every time they walk through the door. Another badge of honour they bear, along with all other Fix Auto UK sites, is the esteemed BS 10125 accreditation, of which documents another industry first that belongs to Fix Auto Dagenham. "We were the first body shop in the UK to do that" declares Chris. "We led the charge, but we were also the first network to lead that charge as well. We've been leaders, people have always followed us, and the gap is getting bigger".

It is not just their awards and accreditations within the industry that evoke this trust however, with Paul stating that the more recent decision for the network to embrace Trustpilot was also key. Commenting on the 17,000+ reviews Fix Auto UK has collected in which 93% are Excellent, Paul proudly



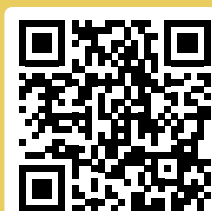
declares that “it’s up there with the massive blue-chip companies. That’s got to give trust and confidence to all of our clients, prospective clients, and the whole industry”. In relation to previous perceptions of body shops, the trust Paul speaks of marks a huge change in the industry according to Chris. “There was a massive absence of trust and confidence in any body shop in a general customer’s mind. We’ve built that, we have that now in spades, so that’s a great reputational legacy to have”. “Everyone knows who we are now” proclaims Paul, and to mirror Chris’ previous statement, Trustpilot is another area where the gap between Fix Auto UK and other body shops continues to widen.

What most will have hopefully grasped by now is that despite maintaining the same ethos and values, Fix Auto Dagenham is a business constantly looking forward. Discussing their next steps, Neil states how “it’s more about our internal growth now. We’ve been really successful over the last 10, 15 years with our apprentices, of which we’re massive advocates of”. Although collaborating with fellow franchisees is at the core of Fix Auto Dagenham’s beliefs, their championing of the next generation within their own business is clearly of equal priority. Chris sums this up perfectly by saying that “we’re sitting here in reception with a new joiner who’s been

with us for three months. I’d love to come back here in five years’ time and see that she was our customer manager. Things like that matter. Everybody talks about sustainability, but building that foundation of people who are like minded, who share the same attitudes is critical”.

Uncharacteristic of most great stories, this one doesn’t have an ending. Fix Auto Dagenham, alongside the Fix Auto UK network as a whole, is here to stay, and it goes without saying that this is only the first chapter in a journey that hopefully will continue indefinitely. >

SCAN TO GO TO  
FIX AUTO DAGENHAM  
WEBSITE



SCAN TO GO TO  
FIX AUTO HAINALT'S  
WEBSITE



# LATEST NEWS



## FIX AUTO UK JOINS THE INFLUENTIAL AUTOMOTIVE 30% CLUB

**F**ix Auto UK has reaffirmed its commitment to driving meaningful and measurable change by joining the Automotive 30% Club as Silver Members.

This significant milestone places Managing Director Ian Pugh among 72 forward-thinking CEOs and MDs across the automotive industry, all dedicated to the shared goal of ensuring at least 30% of key leadership and decision-making roles are held by women.

Our involvement follows an inspiring milestone in 2024, when Fix Auto Mid Devon's Finance Director, Alena Woolacott, was celebrated as one of the Automotive 30% Club's Inspiring Automotive Women. Her recognition highlights our network's ongoing efforts to champion gender diversity, and has paved the way for this formal collaboration.

Founded by Julia Muir in 2016, the Automotive 30% Club focuses on increasing female representation in the sector. Currently, the manufacturers, retailers, financing, leasing and other companies within the Automotive 30% Club are just 2% shy of achieving their collective goal. By joining the initiative, we are poised to play a pivotal role by sharing best practice and setting an example, and with an impressive

40% of our leadership and decision making roles currently already held by women within the Head Office Team, we can't wait to get started.

"Ian Pugh, Managing Director of Fix Auto UK, stated: "At Fix Auto UK our people culture, which is built on the principles of collaboration, transparency and trust, has been at the centre of our value led strategy. By joining the Automotive 30% Club, we're taking a significant step toward fostering a diverse and gender-balanced network, which is essential for our success. As a vital component of our Environmental, Social, and Governance strategy, this initiative will drive positive disruption in the industry and build on the excellent progress already spearheaded by Julia".

Julia added: "I am extremely pleased Ian and the forward-thinking Fix Auto UK team have joined The Club. Together we will seek solutions to attract, promote and retain high performing teams that can rise to the challenges of the industry transformation that is taking place, and we will work to ensure that women in the accident repair sector will thrive as well as their male peers". >



# FIX AUTO UK TAKES AN ACTIVE STEP TO GENERATING A SUSTAINABLE FUTURE FOR THE NETWORK

**F**ix Auto UK is taking a major proactive step forward in its Environmental, Social, and Governance (ESG) strategy.

To do so, the decision has been made to engage Cheryl Chung, a renowned ESG strategist with an impressive history of supporting global brands, to spearhead the development and implementation of our ESG framework.

This forward-thinking approach reflects the network's commitment to driving a meaningful, measurable change and that is aligned to our core values, and Cheryl will work closely with the Fix Auto UK team to define and formalise promises and practices within the Environmental, Social and Governance domains.

Commenting on the latest move by the network, Ian Pugh, Managing Director for Fix Auto UK, said "We are truly excited to welcome Cheryl back to the Fix Family. We previously engaged her services to help develop our communications strategies and we welcome her guidance once again. Cheryl is an award winning, highly experienced, individual who has held

numerous senior positions at global brands such as Boohoo and McDonald's UK.

"Our focus now is to lead by example when it comes to our social and environmental responsibility which, we believe, will cultivate sustainable, well positioned businesses while building our consumer brand and trust".

Ian concluded: "Cheryl's appointment is vital to our network and one I am truly excited about, we're able to turn the dial once again that reflects our long-term vision of continuing our value for our Franchise Partners and delivering the highest quality services for our customers and our working partners".

Cheryl added: "The importance of ESG cannot be underestimated. Embedding it into a core strategy isn't just about compliance, it's about creating long-term value, enhancing resilience and building trust. I am delighted Ian has brought me back into the Fix Auto UK family to help deliver what we believe will be a game changing strategy". >

Left: Welcome back. Fix Auto UK's Managing Director Ian Pugh welcomes back Business Consultant Cheryl Chung to the Fix Family.



**Automotive 30% Club**  
INSPIRING GENDER BALANCE  
**2025**



Leading the way. Fix Auto Mid Devon's Alena Woolacott with her 2024 Inspiring Automotive Woman Award.



# PROMOTING YOUR BUSINESS ON LINKEDIN – OUR TIPS & TRICKS

LinkedIn is the world’s premier business network with 875 million users. For brands that want to reach a professional network, strengthen employee advocacy, and position themselves as industry leaders in front of a massive audience, leveraging LinkedIn for Business is essential.

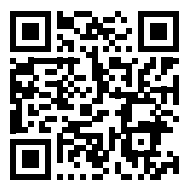
LinkedIn is not only good for networking with like-minded business professionals within your industry and local area, it’s also great for improving brand awareness and recruitment.

Users are able to set up either a LinkedIn profile for their business or a personal profile. Both options give you the ability to post content and engage with other users, however one is from a business perspective and the other is from an individual user perspective. We recommend setting up both...To provide an example, Ben Francis, CEO & Founder of Gymshark, has his own profile and his own voice that is separate to the company’s page.

*See for yourself below...*



**BEN'S GYMSHARK PAGE**



**GYMSHARK COMPANY PAGE**



**LINKEDIN BUSINESS SET-UP PAGE**



**LINKEDIN PERSONAL SET-UP PAGE**



**FIX AUTO UK LINKEDIN PAGE**

## \\ GETTING STARTED: CONTENT ///

Once you’ve set up the appropriate profiles and you’re ready to do your first post it’s important to consider that LinkedIn, as a social media platform, is very different to Facebook & Instagram.

LinkedIn users are there to network, generate new business, give opinions and share work related news, so the content you post has to be relevant to the activity on the platform. If you’re posting from a business page, be considerate towards how you want your business to be conveyed and your outward “voice”. It’s also important to have a “quality over quantity” approach when it comes to creating content, and it’s important to ensure that your content has intent.

*Here are a few messages that can be converted into posts on your business LinkedIn Page:*

**Your business is customer focused and has great customer service**

- *Share customer feedback and celebrate when you reach review milestones*

**Your business is made up of lots of skilled professionals who enjoy working at your business**

- *Share an insight into your business culture - do you celebrate seasonal events as a business?*
- *Celebrate employee anniversaries*
- *Share when employees are taking part in training courses that you’ve provided or promoted – these don’t have to be job related*

**You’re a socio-culturally conscious business**

- *Share any community activities you take part in as a business with local people*
- *Share any charitable work you’re taking part in as a business*

**You’re an active member of the wider industry**

- *Share any industry awards you’ve achieved and key news items*
- *Have you passed any certifications recently?*



# ★ Trustpilot

## WHY PEOPLE LOVE US...

I had an exceptional experience at Fix Auto UK, West Kensington which is the best I've had in years. I was promptly contacted by phone, text, and the staff to arrange a drop-off. When I mentioned a potential delay, they kindly advised me to reach out once the issue with the third party was resolved. To my surprise, the call handler remembered my case even after over a month and offered a drop-off on February 3, 2025. They also requested a picture of the damaged parts so they could order the necessary parts and complete the repair within a day or two. Upon arrival, I was greeted with a selection of courtesy options and informed that the call handler would contact me in a couple of days. The next day, I received a call to pick up my car. I was amazed by the impeccable workmanship; the car was valeted to the highest standard.

Overall, I found the staff incredibly helpful and the business to be well-run, possibly a family-owned operation run by a father and son. I highly recommend this hidden gem in West Kensington and will definitely be requesting their services in the future. I will also provide feedback to Admiral. The work was impeccable, and the customer service was amazing. Thank you all!

**Fix Auto West Kensington**

Wow what can I say Fix Auto have done an amazing job with my Toyota Yaris, I never thought when it went into them that it would come out looking like nothing ever happened to my car. It was dented, paintwork was badly damaged and they have given it me back like nothing has ever happened. The reception staff were amazing, especially Laura who kept in touch with me all the way through saying when it would go in and an expected date for it to be done. Naomi was amazing too she called me to say it was ready 6 days earlier than expected so even better news. Thank you so much to everyone at Fix Auto, I hope I never need you again but if I do there is nowhere else I'd come too.

**Fix Auto Leicester**

Every person involved in the repair and fix of my vehicle was extremely professional and helpful. From the drivers, to the reception team and the body shop manager - all were friendly, patient and receptive. The repair itself is first class.

**Fix Auto Bury St Edmunds**

What can I say, these guys go above and beyond for you, they fixed my Ford Puma and I'm so happy with the repair, it was done quickly and very professionally too. Rebecca in reception was amazing, keeping me informed and up to date on what was happening and repair was done super quick for me!

Can't fault the service from these guys and will not hesitate to recommend them to anyone who needs a repair. Keep up the fab work guys and thank you.

**Fix Auto Great Yarmouth**

Can't thank Fix Auto enough for their supportive and speedy response to a situation I found myself in on the 30th December. They were able to take in my car for repair and organise a courtesy car to be delivered to my home quickly to allow me to continue working. They kept me informed about the progress of my repair and the collection of my car was a very quick and straightforward process. Thank you!

**Fix Auto Glasgow North**



**People love us**  
★ Trustpilot

**SCAN ME**

**HEAR MORE FROM OUR CUSTOMERS**

★ Trustpilot

## NATIONAL RECOGNITION FOR FIX AUTO OSWESTRY & FIX AUTO WREXHAM

Fix Auto Oswestry and Fix Auto Wrexham are synonymous with championing their apprentices and engaging the youth in North Wales, which was once again demonstrated through their shortlisting at the Careers Wales Valued Partner Awards. Nominated for the 'Most Supportive Work Experience Employer', Owner Lee Hitch and Group Director Richard Edwards were in attendance alongside a packed-out crowd addressed by none other than BBC Wales Journalist Sian Lloyd.

The shortlist was occupied by businesses that could satisfy a criteria of offering tailored work experience with a well thought out programme of activities designed to support the learner in their placement, with the addition of having gone above and beyond in their support for a young person facing challenges or barriers to engaging. Although unlucky on the night, it can be said with supreme confidence that both Fix Auto Oswestry and Fix Auto Wrexham have gone above and beyond to satisfy these requirements, and with six active apprentices between the two sites with plans to induct more, they are only going from strength to strength...



Fix Auto Oswestry and Fix Auto Wrexham Owner Lee Hitch (left) alongside Group Director Richard Edwards at the Careers Wales Valued Partner Awards.

**LOC  
HER**

## FIX AUTO NEATH'S INSPIRING APPRENTICE ASCENT

Fix Auto Neath apprentices Jake Harris and Rhys Gibbins atop Pen y Fan.

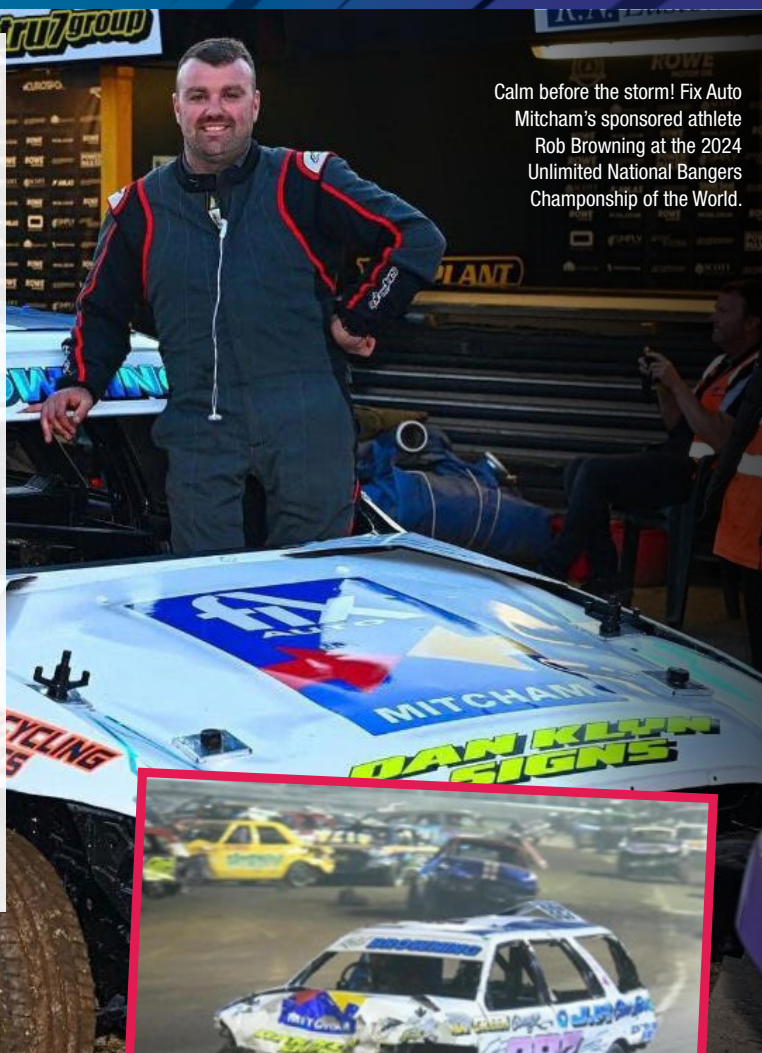
Fix Auto Neath apprentices Jake Harris and Rhys Gibbins were among a 26-strong team to embark on an epic 2,907 feet climb to the summit of Pen y Fan. What's more is that their ascent up South Wales' highest peak was all in support of their college friends, Ava and Orl, in their wonderful efforts to raise funds for their uncle's charity, Eamonn's Brain Battle. Despite challenging weather conditions, the team's spirits remained high, and the pair were rewarded in their efforts with a triumphant picture featuring the summit milestone on an albeit drizzly day in the Brecon Beacons National Park. The camaraderie shown amongst the team to complete the climb was commendable, and through this team spirit they were able to raise an impressive total of over £1,000 on the day, with Fix Auto Neath receiving a special mention for their generous contribution. Today, the Eamonn's Brain Battle fundraiser stands at over £50,000 and grows larger every day. What an achievement!



## FIX AUTO MITCHAM'S APPETITE FOR DESTRUCTION!

The Fix Auto UK colours were flying high at the 2024 Unlimited National Bangers Championship of the World, courtesy of Fix Auto Mitcham. For those unaware of the event, the final at Foxhall Stadium, Ipswich, marked the biggest event of the year for banger racer enthusiasts, with drivers completing a variety of qualifiers throughout the year for competition rights in the final showdown.

Unlimited, referring to the fact there are no engine or size restrictions, meant that Fix Auto Mitcham's sponsored athlete Rob Browning in car 887 was truly up against the biggest and best drivers and machinery in the world on the night. Although unlucky not to take a podium, Rob drove valiantly throughout, and by the end, the Fix Auto UK logo proudly donning the bonnet was barely visible after a huge front end smash! Thankfully, the cars that suffered a similar feat were in the right place for a tune up, and we imagine Fix Auto Mitcham Owner Dan Lawes' phone was off the hook with appointment requests after the event...



Calm before the storm! Fix Auto Mitcham's sponsored athlete Rob Browning at the 2024 Unlimited National Bangers Championship of the World.



CAL DOES

Braving the elements! Cameron Hawkins undertaking his 'Run the Month - Marathon Edition' challenge.



## CAMERON'S RUN FOR PROSTATE CANCER

Cameron Hawkins, a Customer Service Advisor in the Fix Auto UK Head Office Team, has completed an admirable fundraiser in support of Prostate Cancer UK. Taking place throughout January, Cameron took part in the 'Run the Month - Marathon Edition' initiative in his hometown of Swansea, impressively running a collective 37.5 miles in total through challenging winter weather conditions. The distance completed far exceeded his initial target of 26.2, and going the extra mile, quite literally, was rewarded by Cameron comfortably exceeding his fundraiser target of £500, smashing his initial goal by raising £629 by February 1st.

Cameron was amongst multiple friends that also took part in the initiative, and their strength in numbers is commendable considering that Prostate cancer now affects 1 in 8 men in the UK. Through raising this money, Cameron has most certainly done his bit to help fund lifesaving research and support for men and their families affected by prostate cancer.

「IN FOCUS」

# NORTH & NORTHERN IRELAND



「IN FOCUS」

## FIX AUTO MANCHESTER EAST

This North and Northern Ireland feature sees us visit an Oldham based car body repair centre steeped with history and years of expertise in their craft.



Above: All smiles! Operations Director Brian Kerrison (left) alongside Customer Service Director Ed Gore outside Fix Auto Manchester East.

Right: Fix Auto Manchester East's Managing Director James Gore accepting the Gold Award at the 2024 NBRA Greener Bodyshop Awards.



SCAN TO GO TO FIX AUTO MANCHESTER EAST'S WEBSITE



This of course refers to Fix Auto Manchester East, trading as such since 2011 under the management of three key men, Operations Director Brian Kerrison, Managing Director James Gore and Customer Service Director Ed Gore. Brian and Ed were available to show us around the site, talk us through the journey so far and tell us what has underpinned its success in that time.

Fix Auto Manchester East's story begins, much like the genesis of Fix Auto UK itself, with a partnership. Back in 2011, Brian Kerrison, already a successful local garage owner in his own right, tells us how "I was one of the first adopters of the Fix Auto Franchise. There was an evolution 14 years ago in the industry, and we merged Wimpole Garages Limited with Adamsons Crash Repair Centre under one Fix Auto banner". Kerrison's alliance with the Gore family's business since that time has proved to be a successful one, and the multi-award-winning repair centre today stands as a shining example of what a bodyshop should be in the modern age.

When asked about how he runs the site today, Brian begins by saying that "the motor car is changing quicker in the last 20 years than it has in the last 100 years. If you're not prepared to invest within the right equipment and training, you will very

quickly be left behind". This is most certainly true, and Brian adds that "we run the business on one mantra, and the mantra is right first-time quality. From a staff point of view, we constantly invest in training and through that we hold a number of prestige manufacturer approvals". In an business where reputation is everything, Fix Auto Manchester East's array of manufacturer approvals is as good as a guarantee to their customers that their vehicle is in safe hands.

Although a premium repair service is paramount, an equally valid concern is the impact our cars and repair services impact the world around us. "We invest very heavily in the environment" mentions Brian. "All the lighting within the building is LED for energy saving. We have a new compressor that saves two thirds on the energy that the old one was doing. We also recycle our own thinners". This hard work hasn't gone unnoticed, and Brian tells us that "this kind of investment has led to us being approved as a carbon neutral site (in line with PAS 2060). But, to retain that, you've got to constantly be looking at your processes and how you can save energy and reduce your footprint, which is what we do on an ongoing basis".

A man who certainly agrees with this statement is the Managing Director of the business James Gore, who although was away on the day of our visit, is central to their environmental mission alongside countless other areas of the site. The National Leadership Team representative detailed on the night of them achieving carbon neutrality in 2023 that the business "was looking at many additional ways to further reduce consumption which we could measure both in terms of energy and cost savings". Speaking on solutions, he says how they "installed solar panels nine years ago and have adopted numerous practices since" and that "crucially, we now have a baseline showing exactly where we stand, which will take the business into a new level of being environmentally friendly". When viewing this statement two years later, it is clear that it still rings true, and with network wide plans for further improved Environmental, Social and Governance (ESG) practises now underway, the "new level" James speaks of is just around the corner.

Shifting focus slightly, a man who certainly understands the people side surrounding what makes Fix Auto Manchester East tick is their Customer Service director Ed Gore, who also sat down to chat with us. Speaking about the site's motto surrounding customer service, Ed says firstly that "we try to be honest and open with people. If we promise something we deliver it, whether it be a courtesy car, being there on time or another issue". Ed continues, "If things go wrong or things are delayed you tell them straight away. Above all, we treat people like we would like to be treated".

Fix Auto Manchester East's priority of customer service it seems has brought them business from far and wide, but where do new customers find out about them in the first place? Ed replies that "because we're quite a high profile site with good road access, we've always got quite a lot of walk-in customers, which we enjoy dealing with". Ed continues to say that "a lot of people have heard about us through Trustpilot and have come to us because of that, even customers that are sent to us by insurance companies often have looked us up prior and see the good reviews, and are a lot more comfortable when they do get here".

So there you have it... Getting a snapshot into what makes a car body repair business at the tip of the spear both technologically and environmentally is always a pleasure, and by all accounts, this is just the beginning for Fix Auto Manchester East! >

「IN FOCUS」

# MIDLANDS



## FIX AUTO LOUGHBOROUGH

Situated in the very heart of the UK lies a business that has been a part of Fix Auto UK since the very beginning. Fix Auto Loughborough, a car body repair centre that has by this stage reached institution status, marks one of the first five sites to pioneer the thriving network of over 120 locations sporting the Fix Auto UK colours today, doing so under the vision of one key man...Paul Smith, owner of Fix Auto Loughborough alongside multiple other automotive businesses, showed us around his site alongside Workshop Manager Terry McCarthy to document their unique journey so far.

Above: Pride and place...  
Fix Auto Loughborough  
Owner Paul Smith standing  
outside his site.

Right: Paul with Fix Auto  
Loughborough's PAS 2060  
certificate, recognising the  
site as fully carbon neutral.



SCAN TO GO TO FIX AUTO LOUGHBOROUGH'S WEBSITE





Far left: Fix Auto Loughborough agreed to sponsor a Mazda MX5 in the high-profile BRSCC Supercup Series.

Left: Fix Auto Loughborough's Workshop Manager Terry McCarthy outside the site.

It is clear when arriving at the site that Fix Auto Loughborough is both purpose built and state of the art. Comprised of two neighbouring units that boast a spacious 10,000 sq ft and 12,000 sq ft of workspace respectively, both house the latest technologies including cutting edge wheel alignment equipment and spray booths to ensure the highest quality of repair. This wasn't always the case however, as Paul recalls when describing the site's origins that "I decided with a friend from university that we'd have a go at setting up a business. We used to live in an old mill house and it had lots of old buildings, so we saw an opportunity and converted some of them into workshops and started doing work for local people".

After parting ways with his business partner six years into their operation, Paul continued to nurture the business alone for many years, all whilst engaging with the wider industry extensively to future proof what would become Fix Auto Loughborough. "I was chairman of the Leicester VBRA (Vehicle Builders and Repairers Association) branch for two years and also ran the VBRA". Seeing the benefit of being part of a wider organization, Paul goes onto say how "We'd seen how well that (being a part of the VBRA) had gone, and one day I was asked to look at Fix Auto". Expanding on his reasoning for joining the network, Paul states "the main driver was the consolidation... Fix is a family. You're always conversing about operations, performance issues, how you can do things better, and you get the benefit of people who become your friends who want to help you".

Celebrating their 20th anniversary as a Fix Auto UK site this year, a lot has changed in the industry since their appointment. Paul's manifesto however has not. A people focused individual by nature, evolution through constant staff training lies at the heart of his success. "I've got a consultancy business as well, so I understand training and I understand measuring results". A man that can

speaking for this is Terry McCarthy, the Workshop Manager at Fix Auto Loughborough and the man that will take the business into its next era. "I started with Fix Auto Loughborough 11 years ago as a Junior Workshop Controller" explains Terry, "and I've been developed by Paul over the years to be where I am today". Documenting Paul's training further, Terry continues to say "he gives you pieces at a time, and then you master that, then you get another bit, and then all of a sudden you're like where am I? It's not like when you go to a training room and you're just looking at slides. It's all been on the job for me".

Although some employers see staff training as a costly exercise that takes workers away from the business, Paul's manta pays dividends in every sense of the word. A fully carbon neutral site in line with PAS 2060, Fix Auto Loughborough also boasts an array of manufacturer approvals including the Stellantis and VAG Groups along with Kia and Mitsubishi that accounts for almost 48% of vehicles parked in UK car parks. Upholding these approvals however requires continual investment in the next generation of repairers, another aspect of the business Paul manages with extreme care. Even as we get the tour of the site, Jake, the latest site apprentice is receiving a priming and painting demonstration before our eyes from Matt, an experienced painter who started with Fix Auto Loughborough 8 years ago as an apprentice himself. "We need to find young blood because we're an aging industry" informs Paul, "so it's always been our focus to train people. It is all about handing the baton on to the next person".

When considering Fix Auto Loughborough's array of industry leading attributes, it seems difficult to pinpoint their next goal. However, echoing the previous sentiment, through passing the baton onto Terry and nurturing the next wave of capable apprentices, Paul has positioned Fix Auto Loughborough to remain industry leading for decades to come. >

「IN FOCUS」

CENTRAL & GREATER LONDON

「IN FOCUS」

# FIX AUTO BASINGSTOKE CAR & VAN CENTRE

Our Central and Greater London feature finds us in the picturesque county of Hampshire, where we are greeted by none other than dual site owner Dale Morris. The local business man proudly owns Fix Auto Basingstoke, and the first dedicated Fix Auto Van Repair site in a state of the art facility down the road.



A new beginning! Fix Auto Basingstoke and Fix Auto Basingstoke Van Repair Owner Dale Morris standing outside his new site.



SCAN TO GO TO FIX AUTO BASINGSTOKE'S WEBSITE



SCAN TO GO TO FIX AUTO BASINGSTOKE VAN REPAIR'S WEBSITE



The team at Fix Auto Basingstoke Van Repair discussing site operations.



**M**arking the second site under his leadership alongside the maiden Fix Auto Basingstoke, it has to be said that despite our best efforts to capture the magnitude of the Van Repair centre, it really has to be seen to be believed. Even the walkway onto the site likens a drawbridge leading to a castle, laying way to the imposing 15,000 sq ft operation where this interview was staged.

"I started my working life as an apprentice aircraft fitter with British Aerospace in Weybridge many moons ago" explains Dale, "but I soon found that every morning walking through that factory seeing the same old guys, whacking the same old rivets into the same old pieces of metal day in day out. I didn't think I could do that. So, I came out of that and joined British Car Auctions, and that's the first foot into the motor industry that I had". Many associate Basingstoke as a popular destination for those fed up with the city smog of London, which happens to be where Dale "cut his teeth" in his own words "processing 600 vehicles per month (in a fleet work capacity) at a large West London accident repair centre". It seems unlikely that a mental seed wasn't planted whilst gaining this experience, especially when considering Dale is fast on the way to achieving rivalling volumes between his two existing sites alongside plans for further expansion, but more on that later...

"I joined the Fix Auto network back in 2018 and the brand is very important to me" Dale recounts. "It gave us a kudos both in the industry and to the general public looking for an accident repair centre to use". After opening the doors to Fix Auto Basingstoke in 2019, it seems Dale's operation was unfazed entirely by the COVID-19 pandemic about to ensue, and 4 years later, the next goal was clear... "We came out of COVID and our shop became very busy both with vans as well as cars, and we decided we had enough work to look at the possibility of opening another site solely for LCVs". After searching high and low for a suitable location for larger vehicles, the new site was

eventually found, a primary reason for the acquisition being it's perfect positioning on a main arterial road linking the town's key commercial and residential areas. Covering high top vans, long wheelbase vans and motorhomes primarily, Dales first act in setting up the Van Repair Centre came with installing both the groundwork and airlines needed to facilitate the installation of the twin oversized spray booths and large four-poster lifts it boasts today.

"Balancing the two business was a challenge at the beginning" recalls Dale, however he quips that doing so today is "actually quite easy". "I've got a really good team at both sites now, headed by two branch managers that makes it easy for me to balance the two sites because I have those two key people". Teamwork, as is paramount in most successful businesses, lies at the heart of Dale's concerns. In addition to instating managerial positions at both sites to supervise their continued prosperity, a frequent resource he draws upon is the advice and support of his fellow Franchise Partners. "As a sole owner of a business, there's not really anyone else who I can turn to within the business for advice. It's great to collaborate with other owners and directors of the Fix Auto Franchise Network at regional meetings throughout the year, and it's invaluable for me to go and talk to people about what's going on within the industry, how they're coping, volumes, staffing issues, that kind of thing. We feel that we're part of a team".

Much like the initial hurdles when instating Fix Auto Basingstoke Van Repair were water off a duck's back, the operation today is as streamlined as one cutting majestically through the water. It seems as though their customers agree, as Dale states with pride that "we are getting many five-star Trustpilot reviews, and they keep building and building and building". Addressing his plans for the future, Dales states that "our next goal is to set up one or two more sites, not necessarily in the same area. We're looking at expanding up and down the M3 corridor, and we'd like one in the South and one closer to London to join our group".

Whilst there is no shortage of ambitious business owners among the Fix Auto UK ranks, Dale's two existing sites and plans for more document not only an inspiring story of success, but also a network first.

Watch this space! >



「IN FOCUS」

# WALES & SOUTH



Above: Fix Auto Oswestry and Fix Auto Wrexham Owner Lee Hitch standing outside Fix Auto Oswestry.

Right: Fix Auto Oswestry and Fix Auto Wrexham Group Director Richard Edwards inside the workshop at Fix Auto Wrexham.

Opposite page: The devil is in the details...The team at Fix Auto Oswestry diligently conducting repairs.



「IN FOCUS」

## **FIX AUTO OSWESTRY & FIX AUTO WREXHAM**

Nestled into the Welsh hills lies two businesses owned by the Hitch family that have been part of the local community for over 50 years. This of course refers to Fix Auto Oswestry and Fix Auto Wrexham.



SCAN TO GO TO  
FIX AUTO OSWESTRY'S  
WEBSITE



SCAN TO GO TO  
FIX AUTO WREXHAM'S  
WEBSITE



**T**he heritage of these sites impressively dates back to 1971, where Owner's Robin and Ann Hitch founded their initial accident repair business on the very land Fix Auto Oswestry proudly stands today. Their son Lee Hitch, Manager and respective Owner of the two locations joined us alongside Group Director Richard Edwards in an exciting double interview showcasing their remarkable evolution since.

It is fair to say that both sites are institutions both in their community and within the Fix Auto UK network, with Fix Auto Oswestry now trading under its namesake for 14 years and Fix Auto Wrexham 10 years respectively. Lee comments on the maiden Oswestry's origins by saying "we could see that there was a lot of growth (in 2011), and joining a bigger family and having that expertise and those contacts that were available to us was important". He continues: "we wanted to remain independent what with the integrity and history of the business, and we felt that being part of that growth was a new exciting time for us, hence we joined and we haven't looked back since".

Despite its established roots, Fix Auto Oswestry continues to evolve today, with plans to expand the workshop into a neighbouring 3,000 sq ft building already underway to house new spray booths and increase workspace. From talking to Lee however, it appears to be the people that he is most concerned about. Staggeringly, around 30% of his 50-strong workforce between the two sites have recorded 20 years service or more for the group, but there is also a strong focus on the future as demonstrated by their championing of apprentices within the businesses.

"Apprentices are extremely important" says Lee. "My dad built the business around youth, and there's people that were at the business at the start who are still working for the business to this day. We've since got about nine apprentices now through various different departments, and every apprentice has a mentor who they work closely with". It seems that this balance of youth and experience lies at the heart of Fix Auto Oswestry & Wrexham's operations that hold them in such high regard to their valued customers.

After saying goodbye to Lee at Fix Auto Oswestry, Group

Director Richard Edwards was there to greet us at Fix Auto Wrexham, a man who has been with the Hitch family since the very start. "I've been working for the Hitch family for 47 years" recalls Richard. "In 2015 we discovered we needed to move to Fix Auto Wrexham, as we were feeding Fix Auto Oswestry from Wrexham postcodes and needed to cover this area". After purchasing a small 6, 000 sq ft unit to satisfy the increase in demand, further expansion was on the cards in 2017, with the site moving into the expansive 10,000 sq ft operation it is today.

Although Fix Auto Wrexham is younger than it's Oswestry counterpart, it still feels like just as much of a cornerstone to the local community. A local man all his life, Richard understands the importance of giving back to the area, stating how "we have a dominoes league that's very much a communal thing that we do. We're involved with the darts team, and we also sponsor the local Gressford junior football team".

Pursuing the subject further, it seems that Richard and Lee's community work doesn't stop at leisure, the pair also partnering with schools to help near school leavers looking to learn a trade. "We arrange day release from the schools where they're allowed to come into the workplace" explains Richard. "We have a young girl called Ashley who's come through that scheme, she's now doing MET and then we have Millie down in Oswestry doing the paint side". What's interesting is that although the car repair industry is sometimes considered to be a more male occupied one, both sites are attracting young men and women into the industry in near equal number, a fact Richard cites as critical. "The diversity in our business is getting more and more and I think that's really important as well as promoting the youth. We talk about staff shortages, but there's not one in my eyes when you look at what you can do with both males and females in our business".

Whilst lasting relationships have made Fix Auto Oswestry and Fix Auto Wrexham the businesses they are today, embracing modern techniques is critical in upholding their success for generations to come. Through their consistent investment to their sites, workforce and surrounding community, Lee and Richard are doing just that. >



*Fix Auto Oswestry and Fix Auto Wrexham Owner Lee Hitch (left) standing with apprentice painter Millie Stockley outside Fix Auto Oswestry.*

## INTERVIEW WITH AN APPRENTICE

# MILLIE

FROM

# FIX AUTO OSWESTRY

The car body repair industry is no different from any other in the sense that it must consistently champion and nurture the youth to prepare for the next generation. Through apprenticeships, Fix Auto UK constantly looks to find the future fixers of our network, and a shining example of this is Millie Stockley, a 22-year-old apprentice at Fix Auto Oswestry who is fast becoming an expert in her field.

We got the chance to interview Millie to get to the bottom of what underpins her success so far, with the hope that young people looking to enter our industry are inspired by what they discover.

**Please can you introduce yourself and your role at Fix Auto Oswestry?**

Hi, my name is Millie and I've worked at Fix Auto Oswestry for just coming up to two years now as an apprentice painter. I'm also just about going into my second year at college at the moment out of three years.

**What is your favourite part about being in the job role you are in right now?**

My favourite part is to be able to do the job start to finish and see an amazing result at the end of it. When we first get the vehicle, we assess the damage and look over the job card to see what the job involves. Then, typically we sand down repairs, prime repairs, sand down any adjacent panels that we're blending, mask the vehicle, sheet the vehicle, and finally paint and lacquer the vehicle.

**How did you hear about the position available at Fix Auto Oswestry?**

I was looking for a role within the industry and although I'd seen a few, I'd heard good things about the company and it was close to me personally. So I essentially applied, interviewed and then came to work here.

**What do you like to do in your spare time?**

I used to ride a motorbike and my dad's big into motorbikes, so I'm looking to go on and do my full license in motorbiking. Me and my partner go off roading in his Land Rover, but aside from that anything car scene related really.

My partner and I also usually go to the Billing Off Road Show, which is basically where loads of off-road vehicles get together and have a great time getting covered in mud. Other than that, we go down to Cornwall once a year.

**What is something you wish you knew before starting your apprenticeship?**

Something I wish I knew before I started my apprenticeship here was the ease of doing block training. It allows me to use and utilise my skills here

whilst also learning in a block basis and not having to spend every week at college. I really enjoy the flexibility.

**Could you describe what block training is?**

Yes, block training is where you go to college for several weeks during the year for a week at a time. You go down to college, you stay there, you do your learning while you're there, and then you do all the rest of your learning while you're here in your job.

**Once you've completed your apprenticeship, how do you see yourself progressing beyond that stage?**

After my apprenticeship I'd obviously like to be painting here confidently full time. I'd like to expand my knowledge in terms of different painting styles and body work in terms of panel work. I'd also like to do some more restoration, use some tinted lacquer, anything that I can to broaden my knowledge here and bring my skill level up.

**What advice would you give to any young females looking to get into accident repair?**

Advice I would give to young females looking to get into accident repair is really just to take that step. It's not as scary as it seems. I'm having a great time here and I absolutely love what I do. So, it's just to go for it, to be honest!

*For those that believe there is an industry skills crisis, this feature must come as a refreshing read. Millie, alongside multiple other apprentices that Fix Auto Oswestry support on a daily basis, is a living testament that the talent is there, and that with the right training, amazing things happen.*

*We hope Millie's story will inspire not just young women but rather any young people looking to pursue a career in this industry we hold so dearly. If that person is you, and you like what you read but still have reservations, to quote Millie, "Just go for it!"*



**fix** <sup>UK</sup>  
**AUTO**  
**APPRENTICES**

# BECOME A FUTURE FIXER

WITH



## JOIN THE FIX FAMILY

Fix Auto UK continuously searches for new apprentices across the country that will shape the future of the accident repair industry. Our 120 locations around the UK offer state of the art facilities and the opportunity to be a part of a forward thinking car body repair group. If you are passionate about cars, vehicle maintenance and repairs, an apprenticeship at a Fix Auto UK site is the perfect career choice. Aside from gaining invaluable hands-on experience from the start, successful candidates will also benefit from a comprehensive curriculum designed to hone their chosen discipline and inform on wider body shop practices.

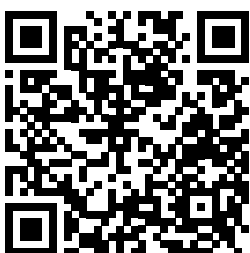
## COURSES AVAILABLE

There are currently a variety of Apprenticeship Programmes available, with multiple specialist training providers across the country. If you're considering enrolling onto a car bodyshop specific course, the below are relevant:

- Accident Repair Technician (Level 3)
- Automotive Customer Service Practitioner (Level 2 & Level 3)
- Vehicle Damage Paint Technician (Level 3)
- Vehicle Damage Panel Technician (Level 3)
- MET (Mechanical, Electrical, Trim)
- IMI Electric/Hybrid Vehicle System Repair and Replacement (Level 3)
- IMI Diagnostic, Testing & Repair
- EV (Electric Vehicle) can be tailored to any of the above programmes

## HOW TO GET STARTED

To enquire about upcoming Fix Auto UK Apprenticeship courses in your local area, or to find out more on how to get started, please contact our Fix Auto UK Apprentice Team. Email: [apprentice-programme@fixauto.co.uk](mailto:apprentice-programme@fixauto.co.uk)



Scan here for more information and to hear from some of our apprentices from across the UK.



## **FIX NETWORK GLOBAL CONFERENCE SPEAKER ANNOUNCED!**

**T**he Fix Network Global Conference is set to take place from April 27th to May 1st 2025, and they have pulled out all the (pit) stops to ensure it's better than ever!

What's more is that the first speaker has now been revealed, and is none other than global racing icon Romain Grosjean. From securing podiums during an illustrious decade long F1 career to gracing our screens more recently in the hit Netflix series Drive to Survive, there is little Romain hasn't seen on the track...

Taking place this year at the Dreams Playa Mujeres Golf & Spa Resort in Cancun, Mexico, Romain will share his lessons from the fast lane to Fix Network allies around the world, including insights on performance and adaptability in high-pressure situations and taking on challenges with courage and vision.

Please be aware that registration for the 2025 Fix Network Global Conference is still open! Don't miss this opportunity to network with peers and partners, celebrate network successes and experience engaging sessions and speakers. To view further information on the conference or to register, scan the QR code to see more. >



Left: Ex-F1 driver Romain Grosjean ready to take the Fix Network Global Conference by storm!



## **ELECTRIFIED SMASH REPAIR**



## **FIX AUTO AUSTRALIA CHARGED FOR THE FUTURE WITH PIONEERING EV TRAINING**

**A**s electric vehicles (EVs) surge in popularity across Australia, the demand for repair shops equipped to handle the unique challenges of high-voltage systems is accelerating.

According to the Electric Vehicle Council's latest State of EVs report, EV sales now represent 9.5% of all new car purchases in Australia, and the Fix Auto Australia network has responded by launching a comprehensive accreditation programme, designed to equip its network with the specialised skills needed to service this growing market.

Not only limited to EVs, the programme also informs on practises surrounding hybrid vehicle high-voltage systems and emerging technologies such as hydrogen fuel cells. This forward-thinking approach ensures Fix Auto Australia is prepared for whatever the future holds, and Travis Arnold, owner of Fix Auto Morley and Fix Auto Malaga City, commented: "We need to be at the forefront of technology advances in our industry for the safety of our customers and also our staff members. Due to the accreditation program by Fix Auto, we have complete confidence we have achieved just that". >



# »» AUTO NEWS IN BRIEF

## START YOUR ENGINES...F1 LATEST AS 2025 SEASON PREPARES FOR OFF

The 2025 Formula 1 season begins shortly on March 16th with the Australian Grand Prix at Albert Park in Melbourne, before landing in Shanghai just a week later for the Chinese Grand Prix on March 23rd. The most notable change this year regarding driver lineups is 7-time world champion Lewis Hamilton's switch of allegiance from Mercedes-AMG Petronas to the Scuderia Ferrari team, partnering Charles Leclerc. Kimi Antonelli has received the call up from the junior ranks to partner with George Russell in light of Hamilton's departure, with other key driver changes involving Red Bull Racing's Liam Lawson, of whom has been promoted to the main team in replacement of Sergio Pérez and will race alongside the defending 2024 champion Max Verstappen.

Key technical updates for the 2025 season sees the abolition of the additional point awarded for setting the fastest race lap, whilst the minimum driver weight allowance has been increased from 80kg to 82kg, raising the overall minimum car weight from 798kg to 800kg. The UK leg of the 2025 season returns to Silverstone on July 6th, with the final race of the 24-round event taking place in Abu Dhabi on December 7th.



## THE BEST-SELLING CARS OF 2024 REVEALED

For those looking for a new pride and joy this year, the consumer has spoken. The top spot regarding the highest volume of model units sold in the UK last year was occupied by the Ford Puma, narrowly pipping the Kia Sportage by just over 1,000 units. The list documents above all else Britain's continued love affair with luxury SUVs, the vehicle category occupying each of the top four spots. The Tesla Model Y was the highest selling electric car of the year, and you can view the top 10 in full below:

### Top 10 highest selling car models of 2024:

1. Ford Puma – 48,340 units
2. Kia Sportage – 47,163 units
3. Nissan Qashqai – 42,418 units
4. Nissan Juke – 34,454 units
5. Tesla Model Y – 32,862 units
6. Volkswagen Golf – 32,370 units
7. Hyundai Tucson – 32,174 units
8. MG HS – 30,270 units
9. Volvo XC40 – 30,202 units
10. Volkswagen Polo – 27,674 units





## RENAULT'S CLEAN SWEEP

Now we are comfortably into a new year, it must be said that 2024 was the year of the Renault, the manufacturer having received a host of awards for their latest Renault 5 E-Tech. Arguably, none were more prestigious than that of the Brussels Motor Show, where the revamped hatchback received 'Car of the Year' in front of a packed-out crowd, marking only the second time the same manufacturer has won the award for two successive years after their 2024 success with the Scenic E-Tech.

The design of the car blends nostalgia and modernity in all the right ways, paying homage to the original 1970s Renault 5 with fresh contemporary styling. It offers a choice of two battery sizes with a driving range of up to 248 miles, and with

competitive pricing starting at around £22,995, it is no wonder why the car has gained worldwide plaudits.

It should also be noted that the Alpine A290 also received the same award in conjunction with the 5, pronounced as the "high-performance version developed by Alpine with a more powerful powertrain from the Megane E-Tech, and is the first all-electric car to come from Alpine since the brand was relaunched by Renault back in 2017" – reports Bristol Street Motors. Other honours the Renault 5 E-Tech received include 'Car of the Year' at the TopGear.com Awards 2024, 'Best Small Car' at The Car Expert Awards 2025 and 'Best Electric Car' at The Sun's Motor Awards 2024.

## TWO HONDA EV PROTOTYPES REVEALED

Honda presented the first two models of its new 0 Series EV line at the Consumer Electronics Show 2025, namely the 0 Saloon and 0 SUV. Centred around Honda's "Thin, Light, and Wise" approach, both models contain extensive dashboard technology that consists of five large screens, specifically "a digital gauge cluster, a central touchscreen, a screen specifically for the passenger, and two peripheral screens that show the side camera views" – Car and Driver reports. Honda themselves announced that the 0 Saloon features "a low height, sporty styling that sets the Saloon apart from other EVs at first glance", whilst the primary goal pertaining to the 0 SUV was a "further increased interior space and a spacious cabin with an outstandingly clear and unrestricted field of view".

Both vehicles will be powered by ASIMO, Honda's latest OS software that will "recognize external environments (using) autonomous behaviour control technologies", achieved by applying the "integrated control of electronic control units (ECUs) for vehicle systems such as automated driving/advanced driver assistance systems (AD/ADAS) and in-vehicle infotainment (IVI) systems". Both models come as further developments to their respective concept models debuted at CES 2024, and "are scheduled to be introduced first in the North American market in the first half of 2026, then in global markets including Japan and Europe".



# JOIN A NATIONWIDE CAR BODYSHOP FRANCHISE



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To enquire about joining Fix Auto UK speak to:

**Martin Willis**

T. 07391 415622 • E. [mwillis@fixauto.co.uk](mailto:mwillis@fixauto.co.uk)

[www.fixautouk.co.uk](http://www.fixautouk.co.uk)



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Terms and Conditions Apply, visit [www.fixautoukshop.co.uk/win-with-fix-auto-uk](http://www.fixautoukshop.co.uk/win-with-fix-auto-uk) to view.

# MEET THE HEAD OFFICE TEAM: Grace Weddell Head of Brand & Communications

In order to bring you closer to everything we do at Fix Auto UK, this new segment introduces you to a member of our head office team to shed some light on what goes on behind the scenes. Today, Fix Auto UK's Head of Brand and Communications Grace Weddell joins us to do just that!

**Greetings Grace! Please briefly introduce yourself...**

Hello, I'm Grace, Fix Auto UK's Head of Brand and Communications! I've been a part of the Fix Family for 4 years and have the pleasure of working in what I think is a very exciting time for the brand and group. I'm 30 years old and live in Vancouver, Canada as a dual citizen of the UK & Canada.

**How did you get to where you are today?**

I've always been into sports, my first real career defining role was with Red Bull aged 20, I worked with the London & South Sports Marketing team on their internship programme helping run national brand activations and events all over the UK. Coupled with my Events Management degree from Plymouth University, I've always been motivated by running extraordinary events and building on a brand's legacy. From there I've worked in the equestrian, leisure, motorsports and sports industries.

Naturally, as you mature as a professional, your role develops as you climb the corporate ladder. My current role with Fix Auto UK as Head of Brand and Communications is a culmination of 10 years in the marketing space, learning as I go and saying yes to almost every opportunity I get. I came across Fix Auto UK through their sponsorship of The Arenacross Tour where I was the Marketing Manager for their high octane motocross events.

**What are some of your favourite moments so far at Fix Auto UK?**

There have been so many, we've been able to turn the dial on the brand reaching more and more consumers every year. The first ever Fix Auto UK Conference I ran in 2022 was the biggest event I've ever run and to receive such a great response was a really good feeling. Later that year I was also named as a 30 Under 30 Rising Star at the Bodyshop Magazine Awards which was a proud moment for me.

More recently we've also positioned the brand in front of consumers in really engaging ways, our collaboration with Fast Car Magazine and Fix Auto Bentham's David Wright was one of most engaged pieces of content we've ever had. Check it out by scanning the QR below.



Finally, the project that makes me the most proud is the 'Tea & Talk' Campaign we did on World Mental Health Day which linked to our Mental Health First Aid Training, of which I'm qualified along with nearly 200 others in the network thanks to Regional Business Manager Carl Norton. For 'Tea & Talk' we created packs for each Fix Auto UK location that included branded mugs, chocolate and informative pamphlets on the subject of mental health with the aim to bring people together. Looking after the Fix Family through a well thought out brand activation was definitely a huge win in my book.

**What are yourself or your team's 2025 goals?**

2025 is the year of the brand, I believe there is a gap in the consumer space for an accident repair brand to sit alongside the likes of the AA, KwikFit and Halfords. This year we will be putting our efforts into increasing brand awareness and building our customer fan base.

**What would you consider to be your working style?**

Definitely dynamic. I have ADHD, which over the years has had its challenges since I was diagnosed late in my 20s but now I find it's my superpower. My working style reflects my need to complete tasks to the best of my ability and keep things moving in the right direction at all times. I love a challenge and I'm not shy when it comes to long days!

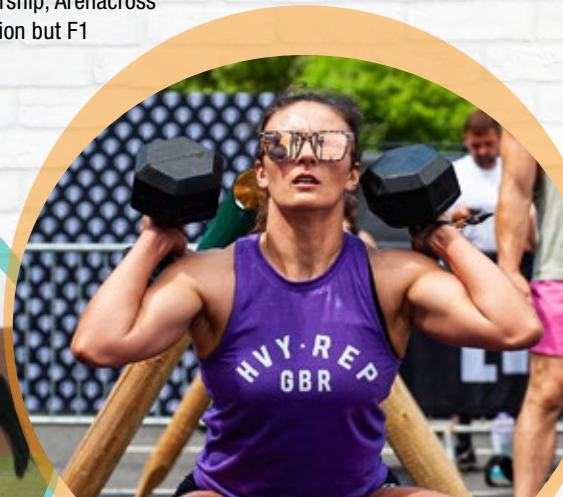
**What are your hobbies, do any of them have transferrable skills practised at work?**

Growing up I rode horses competitively which gave me a true sense of grit and determination – especially when you fall off a horse and have to get back on, it taught me patience and that hard work pays off.

I'm 7 years into my CrossFit obsession and have competed in team competitions around the UK. Working as a team and playing to your strengths is a valuable skill required to be successful in both CrossFit and work!

**With an unlimited budget, what would you do to showcase the Fix Auto UK brand?**

Oh my, so many possibilities... I've always thought it would be cool to occupy the F1 space in a big way. The worldwide viewers and obvious automotive element would be a huge win for any brand. We've been close with BTCC sponsorship, Arenacross and our Fast Car Activation but F1 is another level.



# CONTACT US

If you are interested in making contact with Fix Auto UK, then there are several options depending on your specific needs...



## // FIX AUTO UK HEAD OFFICE TEAM



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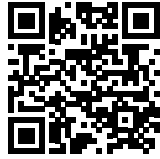


# North & Northern Ireland | Our Locations

Scan the relevant QR code to go to the location website.



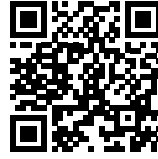
Fix Auto Aberdeen



Fix Auto Castleford



Fix Auto Greenisland



Fix Auto Leeds North



Fix Auto Saintfield NI



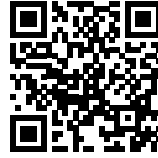
Fix Auto Ayr



Fix Auto Cookstown



Fix Auto Grimsby



Fix Auto Leeds South



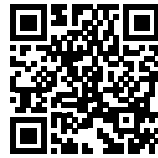
Fix Auto Tayside



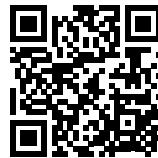
Fix Auto Ballymoney



Fix Auto Darlington



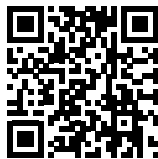
Fix Auto Hartlepool



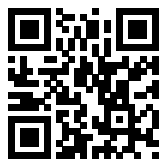
Fix Auto Liverpool South



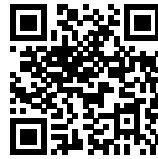
Fix Auto Washington



Fix Auto Barnsley



Fix Auto Durham



Fix Auto Inverness



Fix Auto Manchester East



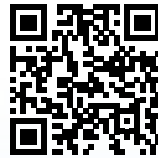
Fix Auto Wigan



Fix Auto Bentham



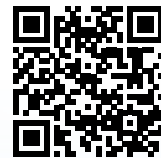
Fix Auto Edinburgh West



Fix Auto Keighley



Fix Auto Mid Cheshire



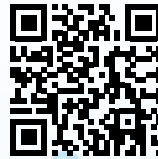
Fix Auto Worsley



Fix Auto Blackpool



Fix Auto Elgin



Fix Auto Lagan Side NI



Fix Auto Redcar



Fix Auto Bolton



Fix Auto Glasgow North



Fix Auto Bradford South



Fix Auto Goole

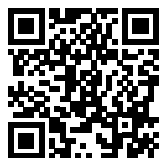






# Midlands | Our Locations

Scan the relevant QR code to go to the location website.



Fix Auto Atherstone



Fix Auto Derby



Fix Auto Leicester



Fix Auto Oldbury



Fix Auto Walsall



Fix Auto Birmingham East



Fix Auto Diss



Fix Auto Leighton Buzzard



Fix Auto Peterborough



Fix Auto West Norwich



Fix Auto Buckingham



Fix Auto Great Yarmouth



Fix Auto Lichfield



Fix Auto Skegness



Fix Auto Wolverhampton



Fix Auto Bury St Edmunds



Fix Auto Kettering



Fix Auto Loughborough



Fix Auto Stoke-on-Trent



Fix Auto Coalville



Fix Auto Kidderminster



Fix Auto Matlock



Fix Auto Sutton-in-Ashfield



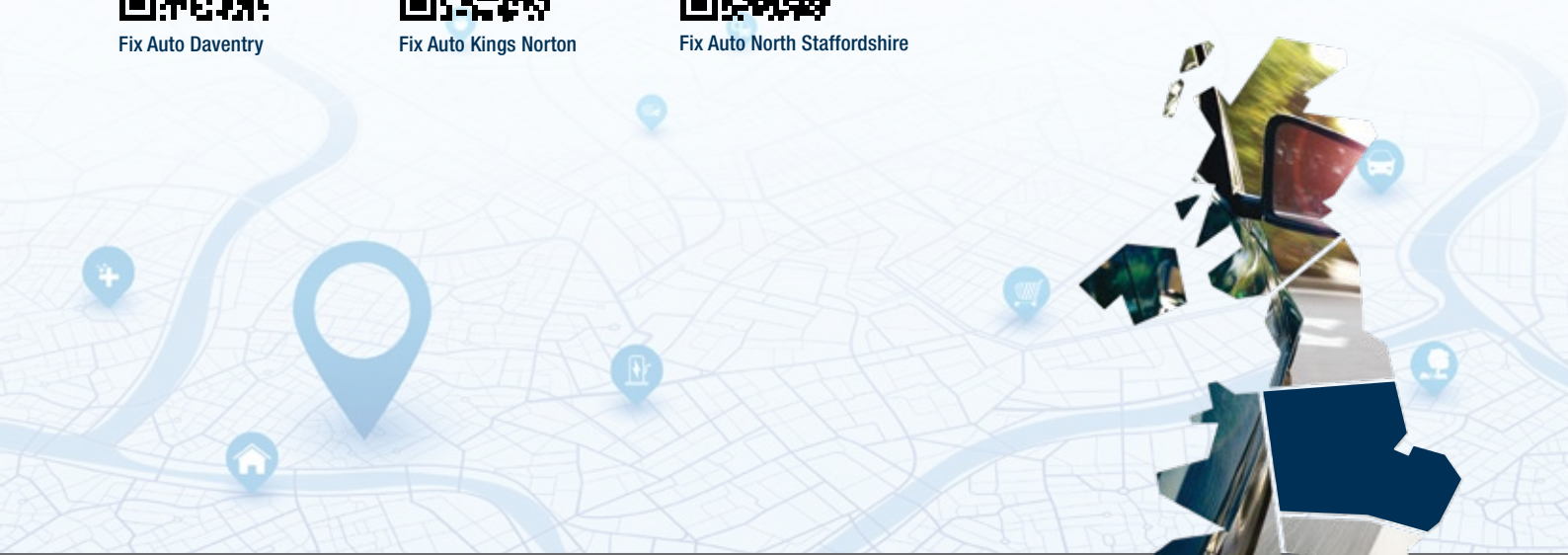
Fix Auto Daventry



Fix Auto Kings Norton



Fix Auto North Staffordshire

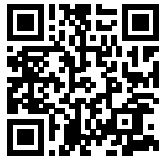


# Central & Greater London | Our Locations

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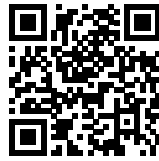
Fix Auto Basildon



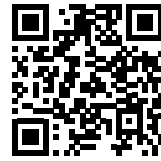
Fix Auto Ebbsfleet



Fix Auto Hoddesdon



Fix Auto Sandhurst



Fix Auto Uxbridge



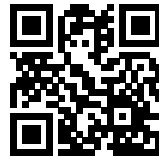
Fix Auto Basingstoke



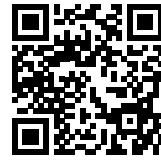
Fix Auto Felixstowe



Fix Auto Maidenhead



Fix Auto Sidcup



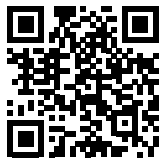
Fix Auto West Hampstead



FA Basingstoke-Van



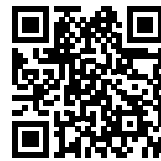
Fix Auto Forest Hill



Fix Auto Mitcham



Fix Auto Sittingbourne



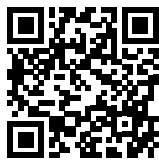
Fix Auto West Kensington



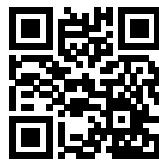
Fix Auto Braintree



Fix Auto Hainault



Fix Auto Newbury



Fix Auto Slough



Fix Auto Worthing



Fix Auto Chelmsford



Fix Auto Harlow



Fix Auto Park Royal



Fix Auto St Albans



Fix Auto Chessington



Fix Auto Hastings



Fix Auto Redhill



Fix Auto Stevenage



Fix Auto Crawley



Fix Auto Henley-on-Thames



Fix Auto Rochester



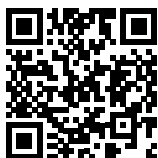
Fix Auto Dagenham



Fix Auto High Wycombe

# **Wales & South** | Our Locations

Scan the relevant QR code to go to the location website.



Fix Auto Aberdare



Fix Auto Deepcut



Fix Auto Newton Abbot



Fix Auto Pontypridd



Fix Auto Tewkesbury



Fix Auto Aberystwyth



Fix Auto Gloucester



Fix Auto Oswestry



Fix Auto Portsmouth



Fix Auto Weston-super-Mare



Fix Auto Bournemouth



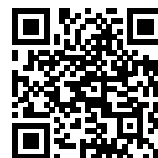
Fix Auto Hereford



Fix Auto Paignton



Fix Auto Reading



Fix Auto Wrexham



Fix Auto Bristol North



Fix Auto Isle of Wight



Fix Auto Penzance



Fix Auto Shrewsbury



Fix Auto Yeovil



Fix Auto Caldicot



Fix Auto Mid Devon



Fix Auto Pershore



Fix Auto Swansea West



Fix Auto Cheltenham



Fix Auto Neath



Fix Auto Petersfield



Fix Auto Colwyn Bay



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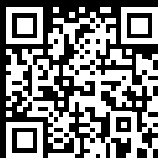
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