

Prestige car owners turning to independent garages

Owners of high-end vehicle marques are increasingly turning to independent specialist garages for care and servicing, according to the UK-wide Good Garage Scheme.

Prestige marques BMW, Mercedes and Jaguar all make the top ten list of car manufacturer searches carried out by visitors to the Good Garage Scheme website, www.goodgaragescheme.com. Once again, popular vehicle model Ford tops the list, closely followed by BMW and Volkswagen in second and third place respectively.

The research aimed to highlight that motorists are looking to have their quality vehicles serviced by a specialist independent garage rather than taking it to a main dealer. Over a recent three-month period, a total of 54 different marques were searched by over 2,900 motorists looking for a specialist independent garage.

The top 10 car manufacturers searched on the Good Garage Scheme website are:

1. Ford
2. BMW
3. Volkswagen
4. Vauxhall
5. Audi
6. Renault
7. Mercedes
8. Peugeot
9. Jaguar
10. Land Rover

Motorists visiting the website can find their nearest Good Garage Scheme member and refine their searches to identify those who have expertise in specific makes of vehicle.

Anndi Sheppard, Good Garage Scheme marketing manager, said: *"Our research shows that a typical visitor to the Good Garage Scheme website will look for a local garage that services their particular make of car. Good Garage Scheme members specialise in custom model vehicles as well as servicing the more common marques. Our survey shows that motorists are recognising the specialist care and attention our members can dedicate to cars of all models."*

"Our website provides motorists with the ideal tool to find their nearest independent garages quickly and efficiently. This is enhanced by being able to refine searches to find expertise in specific makes and models."

The survey comes in the wake of successful television advertising on Sky and Dave TV channels and follows news that the Good Garage Scheme app has once again been voted one of the best in the motoring world by *The Sunday Times*. The app enables users to find their nearest Good Garage Scheme member via their phone anywhere in the UK and also offers a refined search facility where motorists can find specialist garages.

Anndi added: *"Our successful national TV advertising campaign has once again raised awareness of the Good Garage Scheme and brought us to the attention of many motorists nationwide. Our app is also continuing to do well, amassing thousands of downloads and is incredibly useful if you're away from home and need to find your nearest member garage, particularly if your vehicle has broken down."*

Good Garage Scheme member garages can be found from Lands End to John O'Groats. Motorists can find their nearest garage anywhere in the UK via a link to the Good Garage Scheme's home page www.goodgaragescheme.com

For more information contact

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About the Good Garage Scheme:

The Good Garage Scheme was set up as a self-regulatory body for independent workshops and MOT centres throughout the UK to ensure its members maintain the best industry standards. The scheme has thousands of members who adhere to a strict Code of Conduct and offer an Industry Standard Service.

Good Garage Scheme members:

- Adhere to a strict Code of Conduct and pledge to have their customers' best interests at heart
- Must agree what work needs doing with their customers before it is carried out
- Work to an Industry Standard Service checklist
- Must supply each customer with a feedback card allowing them to give their views on service directly to the Good Garage Scheme, which operates a stringent complaints procedure
- Are subject to mystery shoppers and regular audits