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FOR IMMEDIATE RELEASE

HOW SAFE IS YOUR NEW WINDSHIELD? Glass Networks Thwart Consumer Right to Choose OEM

MINNEAPOLIS—How safe is your new windshield? New cars are equipped with the safest windshields available, but all bets are off once a glass shop replaces that windshield in the aftermarket. Not that you're given much choice.

Despite the nation's focus on safety and consumer protection laws that provide freedom of choice, car owners seldom have a choice when their windshields are damaged. "Insurance claims are usually referred to glass networks. Most networks own their own glass shops and have a financial stake in doing the work themselves," says Jim Olson, director national accounts and brand awareness for NOVUS® Windshield Repair, Minneapolis, MN.

"There are no Federal or State regulations governing the safety or quality of windshields that are replaced once the car is on the road - just new vehicles. Most motorists are not glass experts so assessing the quality of the glass and the installation are problems," says Olson.

Insurers have contractual commitments with policyholders to restore their property to pre-damaged condition. Even so, consumers rarely know if substandard materials or procedures are used on their vehicle

At this point, motorists can protect themselves by "insisting that a new OEM windshield be properly installed by a reputable glass dealer if and when your windshield must be replaced," Olson urges.

In an accident, a windshield literally can help save lives. For that reason, Olson strongly advises repairing windshields that are only slightly damaged - stars, scratches, small cracks, holes. "Repairs not only eliminate unsightly flaws, preventing further spread, they also allow you to keep the factory installed

windshield, which is safer, sounder, leak proof, etc. That is always the better option when possible."

Unfortunately, most glass networks opt for replacing windshields rather than referring drivers to windshield repair shops such as NOVUS. "There's not much profit in glass repair for these huge networks," Olson notes. "But if you insist on a fast, convenient, inexpensive repair, rest assured that your insurance company will respond to your demands."

NOVUS has perfected the quality of windshield repair since the company invented the proprietary process in 1972. Most insurance companies today not only cover the cost of repairs, they also waive any applicable deductible.

NOVUS technicians--who regularly undergo advanced windshield repair workshops to keep abreast of the latest techniques, tools and processes--skillfully perform the 30-minute repairs at the customer's home or place of business. NOVUS is the preferred repair system of most European auto manufacturers.

NOVUS repairs cracks, holes and scratches in more than 23 million car and truck windshields each year for corporations, fleets, government agencies and individual motorists.

NOVUS continues to expand its network of franchisees, now targeting key cities and towns across the United States, throughout Latin America, and around the world. The easy-entry, low-cost franchise opportunity offers comprehensive factory training, proprietary products and techniques and extensive franchisee support. More than 2,600 NOVUS franchisees and dealers operate worldwide.

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