



PRESS RELEASE

For immediate
release

SUBJECT

Automotive Glass
Europe, AGE, announces
its rebrand to Automotive
Glass Experts

ATTACHMENTS

Video

DATE

16th of January
2023

Celebrating its 15th anniversary this month, AGE takes on a new journey to respond to tomorrow's challenges and customers' needs.

With the same logo, colors, mission, and values, that reflect the group's growth and evolution, Automotive Glass Europe becomes Automotive Glass Experts. Embracing its global expansion strategy, AGE now has members in Canada, Africa, and Asia in addition to Europe.

Automotive Glass Experts are true specialists in the repair and replacement services of automotive glass, while offering a variety of complimentary services, such as wiper replacement, and film application.

AGE professionals complete deep training to understand the various types of automotive glass and the right methods needed to install and repair them.

Working as one, AGE members continue to refine their capabilities to provide a variety of high-quality automotive glass services, aligned with their customer journey focused on sustainability and digitalization.

"We are excited to unveil our new brand identity, which represents the next chapter in our group's history," said Marco Moreno, Executive Chairman and CEO of AGE. "This rebrand reflects our legacy, to bring excellence to the global market and to continue to offer sustainable choices and standards to the automotive glass industry. We believe that this change will better position AGE for future growth and success".

Automotive Glass Experts

Stitching The Automotive Glass Professionals

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AGE will roll out the new brand in the coming weeks, including updates to its social media channels, marketing materials, and customer communications.

For more information, please visit www.automotiveglassexperts.com

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Further information: AGE is a network of automotive glass replacement and repair service providers. Together the network contains 2 000 fitment centres, and 2 000 mobile units in 22 countries. Members are innovators in their local markets and work collaboratively to expertly service customers beyond their individual borders through key international supplier partnerships. AGE members have national networks within their countries and partner with local insurance, leasing and fleet management companies to provide sound glass repair and replacement services.

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