



SHEILAS' WHEELS DRIVING ACADEMY

20th Sept 2010: Peter Wood, the Chairman and Founder of Sheilas' Wheels plans to extend the brand into a driving academy that will launch in Southern England during Spring 2011 using 'Sheilamobile' pink learner cars.

The Sheilas' Wheels Driving Academy will use the knowledge of women's claims and driving characteristics built up through the main brand's experience as the leading female car insurer to tailor lessons that will arm learners with more knowledge to stay safe.

In a move to make the core brand visible 'on the road', the Sheilas' Wheels Driving Academy will operate as a business in its own right but also look to raise awareness with branded pink Academy Cars that will mirror the iconic vehicle from the Sheilas' Wheels advertisements.

Peter Wood said: "This move is a natural extension of a brand that has grabbed the imagination of women over the last five years. We can insure women more cheaply because their safety and convictions records are consistently better. We now aim to combine that knowledge with specially trained instructors to arm learners with the best insight into driving and driving issues on the market."

The Sheilas' Wheels Driving Academy will start with a pilot in Surrey. The brand will then look to expand as a franchise operation towards the end of 2011.

The company is looking to recruit suitable driving instructors local to its head office in Reigate, Surrey.

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