

**PRESS RELEASE****18th march 2013  
PB130009****Coming trough!  
Brandhome rings the bell for VAB-Bicycle Assistance**

**From now on, the notoriously reliable VAB-Patrolmen are also on stand-by to repair your bike in case it breaks down. Flat tire? Broken chain? Busted brakes? VAB fixes every kind of bicycle breakdown, making sure you always reach your destination. It was up to Brandhome to launch the campaign for the brand new VAB-Bicycle Assistance.**

Nicoline Spruijt, CEO of Brandhome: "VAB's question was clear. Develop a concept for the first VAB-Bicycle Assistance campaign that would also strengthen the entire VAB-brand. That's why we decided to stay close to the visual language we had already created for VAB-Roadside Assistance and VAB-Travel Assistance. Besides ads and folders, the campaign also consists of bannering, a digital advertisement for iPad, co-marketing activities, etc."

Jan Creten, marketing manager of VAB: "VAB guarantees quality, innovation and reliability. Given the growing number of people who prefer to move about on their bicycle, VAB-Bicycle Assistance was a logical and positive step for everyone. Offering a VAB-Bicycle Assistance has a positive impact on the VAB-brand. Several media picked up on our new service, and I'm happy to say we've already welcomed plenty of new customers."

The VAB-Bicycle Assistance site is now live at [www.vabfietsbijstand.be](http://www.vabfietsbijstand.be)

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method<sup>®</sup>. The agency's key goals include constantly increasing brand knowledge.

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*Note for editors, not for publication:*

For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net), +32 3 237 05 95.