

A NEW LOWER COST SOLUTION TO REPLACING CAR OR VAN KEYS

Thursday 16 February, 2023

Anyone who has ever lost or damaged their car key will know how expensive and time-consuming it can be to replace it. Many people are however unaware that any new key for a car or van sold in the last 20 years must be programmed to their vehicle before use, which adds further complication to replacing their key. In most cases, the vehicle owner will have a second key that they can use temporarily. However, not replacing the lost or damaged car key still poses a risk. If the second key is subsequently damaged or lost, then the vehicle may need all locks changed, at an even greater expense. Also, when it comes to trade-in, the value of the car is very likely to be affected, if only one key is available.

KeyNOW by Timpson has launched the first website in the UK to enable replacement car keys to be ordered online. This service is intended to provide a lower-cost alternative to visiting the vehicle's main dealer. **Keynow.com** also claims to introduce several new technological innovations to make car and van key replacement easier and less costly. This includes a new-to-market 'Pair-it-Yourself' key programming device. In addition, specially developed decoding software allows a customer to order a replacement car key, simply by uploading a quick photo of their key from any smartphone camera. KeyNOW claims its new service offers up to a 60% saving over main dealer replacement key prices.

Keynow.com enables vehicle owners to search for their vehicle and then select from a number of different service options. Once the new key has been ordered, the following services can be selected:

Pair-it Yourself - A new cut key is supplied with the new-to-market KeyNOW pairing device. This handheld programmer enables car owners to easily pair their new keys to their vehicle themselves. Prices start from as little as £99 for a new key and programmer combined.

You Come To Us - Customers can choose to have their new key delivered to a local Timpson store. They can then arrange to have their new key paired to their car by a trained Timpson technician at the store.

We Come To You For ultimate convenience, a KeyNOW technician will hand deliver a new key and pair it to the vehicle. Customers can pre-book the service online, for a time and location convenient to them.

Phil Moss, Managing Director of KeyNOW explains "For too long, car and van key replacement has been costly and confusing. Our online key replacement service gives total transparency with no hidden extra costs. **Keynow.com** enables vehicle owners to choose a price and service level that suits them. Most of all, the process is quick, easy and far more affordable than traditional key replacement options".

KeyNOW has been developed by Iconx International Ltd, the automation technology division within the Timpson Group. The company has over 20 years of experience in automated key-cutting innovation.

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