Two killed in car crash flip

TWO men were killed yesterday when their car crashed and overturned.
The driver, 20, and his passenger, 22, were declared dead in hospital.
Their Ford Focus was travelling towards Burnley, Lancs, in the early hours
when it smashed into a patch of Vauxhall Astra.
Police said both victims came from Rochdale.
Sgt Pierre Quirantes said:
"Only thoughts and emotion
when the family and friends of those men at this incredibly sad time." 

Chase driver deserts son

A DRIVER left his 11-month-old son in a car when he hit a wall
after a police chase.
Collin Shephard, 20, had refused to stop when
police wanted to ask him about candle races.
He hit 40mph and drove in some freezing, the son was
not injured in the crash in Haslemere last year.
Shephard got 10 months in jail and a 15-month road ban
after pleading guilty to dangerous driving, no
licences and possession of a firearm.

Top 20 Superbrands

As well as losing the crown, Baidi Airways crashed
out of the top 20.
The Superbrands league is compiled
by the Centre of Brand Analysis and voted for by
2,500 consumers.
Experts created a
shortlist of 1,500 from 20 categories
before the public voted for favourites.
The overall chief executive Stephan
Chevrelot said "British Airways tumbling
out of the top 20 should be a wake-up call for all brands. In a world
where consumers have particularly high
brand choices, and in particular public
surprisingly, web giants Google and
Amazon dropped out of the top 20, along with firms such as
Volkswagen and Mercedes.
Breaking into the top 20 were
TUI, BMW, BT, Heathrow,
KLM, Voss and Haagen-Daas.

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12th March 2018
Lego has the bricks factor

Toy takes over from BA as top brand

CLASSIC toy Lego has proved it still clicks with people by claiming the Superbrand crown for the first time.

The building bricks firm was recently hit by a 7.5% sales slump but still toppled British Airways from the top spot which the carrier had held for four years.

Lego has risen from 25th on the list in 2014 and was second last year.

As well as losing the crown, British Airways crashed out of the top 20.

The Superbrand league is compiled by the Centre of Brand Analysis and voted for by 2,500 consumers. Experts created a shortlist of 1,500 from 78 categories before the public voted for favourites.

The centre's chief executive Stephen Cheliotis said: "British Airways tumbling outside of the top 20 should be a wake-up call for all brands. In a world where expectations have rightfully risen, brands cannot afford to disappoint."

Surprisingly, web giants Google and Lego has risen from 25th on the list in 2014 and was second last year.

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Surprisingly, web giants Google and Amazon dropped out of the top 20, along with firms such as Dyson and Mercedes.

Breaking into the top 20 were Disney, BMW, BP, Shell, Heathrow, Kleenex, Visa and Haagen-Dazs.