

2001/144

20 November 2001

VODAFONE – THE UK’S BEST MOBILE NETWORK

Vodafone UK, part of the world's largest mobile community, has come first in the most recent Of tel nationwide drive-around call success rate survey, with a national average of 97.4%. Vodafone topped the charts in six out of nine UK regions, with the biggest leads of nearly 2% being recorded in Scotland and the South East.

Earlier this month, Vodafone UK also came top in Of tel's quarterly residential survey, with 98% of Vodafone mobile customers surveyed being satisfied with the overall service provided by the company. **The simultaneous first places for Vodafone from both these surveys confirm Vodafone's place as the UK's best mobile network.**

Gavin Darby, Chief Operating Officer of Vodafone UK commented: "These results reflect the very high importance Vodafone has attached to call success rates and customer satisfaction. The results are even more impressive when you consider that during the survey period, Vodafone UK's customer base increased by 500,000 new customers in addition to the many overseas visitors to the UK who roam on the Vodafone network during the summer months."

- ends -

For further information contact:

Libby Pritchard or Anna Cloke

At the Vodafone Group Press Office

Tel: 07000 500100

Email: press.office@vodafone.com

More/...

Notes for editors:

- 1 For full details and results of the survey, visit:
http://www.oftel.gov.uk/publications/research/2001/call_survey/index.htm
- 2 Further of OFTEL'S customer satisfaction survey are at:
<http://www.oftel.gov.uk/publications/research/2001/q6mobr1101.htm>

VODAFONE UK

Vodafone UK is part of the world's largest mobile community, Vodafone Group Plc. Vodafone UK has 12.8 million customers and the largest share of the corporate mobile communications market. The Newbury-based company offers mobile voice and data communications including GPRS, which was introduced to the corporate market in April 2001 and consumers in June 2001. The Vodafone UK network covers 99% of the population and transmits approximately 9 million text messages every day. Vodafone UK was the world's first mobile operator to introduce international roaming, and currently offers its customers roaming on 300 networks in 129 countries.