

Mirror

16 DAILY MIRROR

Two killed in car crash flip

TWO men were killed yesterday when their car crashed and overturned.

The driver, 30, and his passenger, 22, were declared dead in hospital.

Their Ford Focus was travelling towards Bacup, Lancs, in the early hours when it smashed into a parked Vauxhall Astra.

Police said both victims came from Rochdale. Sgt Finn Quinton said: "My thoughts and condolences are with the family and friends of these men at this incredibly sad time."

Chase driver deserts son

A DRIVER ran off leaving his 18-month-old son in his car when he hit a wall after a police chase.

Callum Shepherd, 20, had refused to stop when police wanted to ask him about cloned plates.

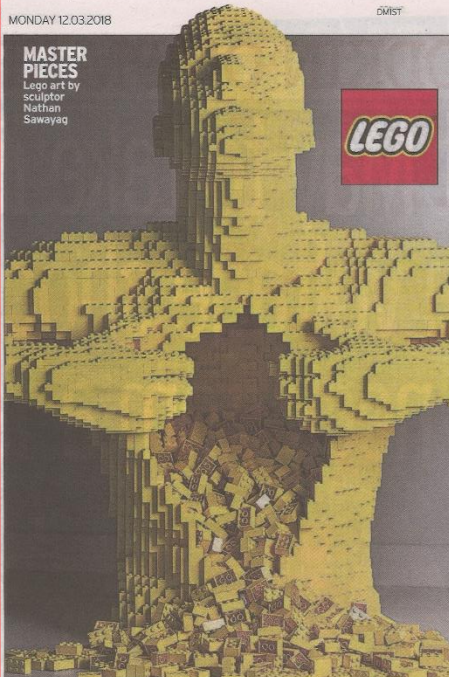
He hit 50mph in a 30mph zone fleeing. His son was not injured in the crash in Rotherham last year.

Shepherd got 10 months in jail and a 17-month road ban after earlier admitting dangerous driving, no licence and no insurance, at Sheffield crown court.

MONDAY 12.03.2018

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**MASTER
PIECES**
Lego art by
sculptor
Nathan
Sawaya



Lego has the bricks factor

Toy takes over from BA as top brand

BY RUKI SAYID Consumer Editor

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 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.

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TOP 20 SUPERBRANDS

1 Lego	11 Cadbury
2 Gillette	12 Rolex
3 Apple	13 BP
4 Andrex	14 Shell
5 Coca-Cola	15 John Lewis
6 Disney	16 Heathrow
7 Marks & Spencer	17 Jaguar
8 Boots	18 Kleenex
9 Heinz	19 Visa
10 BMW	20 Haagen-Dazs

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