

Media Advisory

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BMW Group Canada celebrates retail partner excellence with inaugural Retailer of the Year program.

- **13 BMW winners in 7 categories, including one award for sustainability efforts.**
- **Two BMW Retailer of the Year awards (one per sales-volume category).**
- **One MINI Retailer of the Year award.**

Richmond Hill, ON. On Monday, March 6, BMW Group Canada celebrated retailer excellence with its first ever Retailer of the Year Awards. The awards were presented at a gala event in Nassau, Bahamas hosted by Canadian comedian Howie Mandel. BMW and MINI retailers were recognized for their achievements in various categories, with three retailers ultimately earning the title Retailer of the Year.

"I have so much respect for our retail network," said David George, President and CEO, BMW Group Canada. "Through challenging and dynamic conditions in 2022, they adapted their businesses to deliver a consistent premium experience to our customers and make a significant step into our electrified future. So we were delighted to recognize the best performances on the night. We also congratulate each retailer for their commitment to serving our Canadian customers, and for the tremendous effort that they put in each and every day."

The 50 BMW retailers across Canada were divided into two groups by sales volume and then ranked in seven core operational areas of the business, ranging from new car and pre-owned sales to customer experience. From there, one BMW Retailer of the Year was named in each of the two groups. MINI's 31 Canadian retailers were measured all together using five of the key performance indicators, with one retailer earning the title of Retailer of the Year.

Retailers also had the opportunity to submit their efforts in the area of sustainability to a selection committee and be recognized as the top retailer in Canada in this important metric.

"This first edition of Retailer of the Year awards was a huge success," commented Chris Budd, Chair, BMW Dealer Communications Team. "The recognition – and the effort that went into preparing that recognition – is appreciated by the entire dealer body. I don't think

friendly competition between retailers is ever a bad idea...as long as the focus remains on maintaining a premium customer experience in all areas of the business."

Winners of the inaugural BMW Group Canada Retailer of the Year Awards are listed below.

2022 Retailer of the Year		
	BMW retailer with over 550 new vehicle sales	BMW retailer with under 550 new vehicle sales
New Vehicle Sales	Otto's BMW – Ottawa, ON	Performance BMW – St. Catherines, ON
Pre-Owned Vehicle Sales	BMW Montreal Centre – Montreal, QC	BMW Ste-Agathe, Ste-Agathe-des-Monts, QC
Customer Support	BMW Toronto – Toronto, ON	Birchwood BMW – Winnipeg, MB
Customer Experience	BMW Montreal Centre – Montreal, QC	BMW Aurora – Aurora, ON
Financial Services	BMW Montreal Centre – Montreal, QC	Grenier BMW, Terrebonne, QC
M Vehicle Performance	Calgary BMW – Calgary, AB	BMW Levis – Levis, QC
Sustainability	BMW Laval – Laval, QC	
Overall BMW Retailer of the Year	BMW Montreal Centre – Montreal, QC	Grenier BMW, Terrebonne, QC
Overall MINI Retailer of the Year	MINI Montreal Centre – Montreal, QC	

BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 50 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.



Canada

Corporate Communications



For more information, please contact:

Marc Belcourt, Director, Corporate Communications

BMW Group Canada

905-428-5078 / marc.belcourt@bmwgroup.ca

Barb Pitblado, Manager, Corporate Communications

BMW Group Canada

905-428-5005 / barb.pitblado@bmwgroup.ca