



The Excellence in Sales Awards in the Czech Republic. Results for 2016.

Munich. High quality dealer network is the base of a long-term success. BMW takes care of its Authorized Dealers, and prepares conditions for them allowing for the successful development of sales of both new and used cars, as well as maintenance and other services. As a way to honour the best dealer, BMW declares the Excellence in Sales Awards every year.

It is a global award, the winner of which emerges from national and regional rounds. The results of the Czech round of Excellence in Sales for 2016 were declared recently. The competition was divided into six categories. As the primary evaluation criterion, there was a combination of quantitative criteria in each category with a defined weight. The results of the national round for 2016 were declared in May at the Brands Hatch race circuit in Britain on the occasion of a dealer conference.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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