

Media Information  
26 February 2026

## **BMW Group Ireland names 2025 Retailers of the Year.**

- BMW and MINI retailer teams were recognised for their performance and customer focus across 2025.
- Annual awards presented at the historic Löwenbräukeller in Munich during the Brand and Business Summit.
- Winners included Conlans BMW Kildare, Frank Keane Naas Road MINI and Colm Quinn as Sustainability Champion of the Year.

BMW Group Ireland has named its inaugural Retailers of the Year for 2025, recognising outstanding performance across the BMW and MINI brands over the past twelve months.

The awards celebrate the top BMW and MINI retailers who excelled in business performance and transformation throughout the year. Conlans BMW Kildare was honoured as BMW Retailer of the Year Ireland, while Frank Keane Naas Road received the MINI Retailer of the Year Ireland award.

In addition, the Sustainability Retail Champion of the Year Award was presented to Colm Quinn, recognising efforts in CO<sub>2</sub> reduction and active involvement in the local community. The Sustainability Retail Champion of the Year Award, now in its third year, is important because it recognises and encourages efforts to reduce environmental impact and promote long-term responsible practices within the retail network.

The ceremony took place at the historic Löwenbräukeller in Munich, with retailers from across the BMW and MINI UK and Ireland network attendance. The event was hosted by TV and radio presenter Dermot O'Leary.

This year's awards coincided with the company's Brand and Business Summit, which brought together retail partners from across Europe to align on BMW Group's product and commercial strategies.

**Helen Westby, Managing Director, BMW Group UK and Ireland, said:** "We are delighted to be hosting our first ever Retailer of the Year Awards alongside our colleagues in the UK, to recognise outstanding performance. The winners represent the highest standards across our network. Their focus on resilience, leadership, and customer excellence set the benchmark for our brands."

The 2025 Retailer of the Year Awards were held just two weeks before the first customer deliveries of the new BMW iX3 in Ireland, with the official market launch on Saturday, 7 March 2026.

## Ends

### 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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

### For further information please contact:

Laura Condron | +353860477549 | [Laura.Condron@BMW.ie](mailto:Laura.Condron@BMW.ie)