**Rolls-Royce**

## Media Information

**ROLLS-ROYCE MOTOR CARS ANNOUNCES ANNUAL GLOBAL DEALER AWARD RESULTS**

30 March 2017, Goodwood

Rolls-Royce Motor Cars has announced the results of the company’s celebrated Global Dealer Awards for 2016 at its annual World Dealer Conference held in London this week.

Rolls-Royce Motor Cars Sunningdale was recognised in three categories, including the prestigious Global Dealer of the Year award.

The Awards in full:

Global Dealer of the Year: Rolls-Royce Motor Cars Sunningdale

Regional Dealers of the Year:

United Kingdom, West & South Europe, Russia: Rolls-Royce Motor Cars Sunningdale

Americas: Rolls-Royce Motor Cars Greenwich

Asia Pacific: Rolls-Royce Motor Cars Tokyo

Middle East & Africa: Rolls-Royce Motor Cars Dubai

China: Rolls-Royce Motor Cars Beijing

Germany, North & East Europe: Rolls-Royce Motor Cars Köln

Ownership Services Dealer of the Year: Rolls-Royce Motor Cars Los Gatos

Provenance Dealer of the Year: Rolls-Royce Motor Cars Bahrain

Innovative Excellence Award: Rolls-Royce Motor Cars Sunningdale

Best Bespoke Dealer Worldwide: Rolls-Royce Motor Cars Abu Dhabi

The successful dealers were presented with specially commissioned awards at the company’s Annual World Dealer Conference, this year held in London. The awards, featuring a contemporary interpretation of the iconic Spirit of Ecstasy, were conceived by the Rolls-Royce Bespoke Design Team at the Home of Rolls‑Royce at Goodwood, West Sussex.

This year saw the introduction of a new award for ‘Best Black Badge Activity’, reflecting the brand’s successful launch of Wraith Black Badge and Ghost Black Badge. Rolls-Royce Motor Cars Abu Dhabi was presented with the award for the dealer’s innovative launch activities. Rolls-Royce Motor Cars Prague received special recognition for tailored marketing activities. The two successful dealers were presented with the specially commissioned awards, but uniquely finished in ‘Black Badge’ high gloss black to reflect the award category.

Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars, said, “I am proud to announce the results of our Annual Global Dealer Awards for 2016. The success of Rolls-Royce Motor Cars has been built on the backbone of the commitment of our dealer partners, who serve as ambassadors for our marque in every corner of the world. The Awards recognise exceptional customer service and Rolls-Royce Motor Cars Sunningdale has set a new global standard. I congratulate all the winners.”

Rolls-Royce Motor Cars celebrated its second highest sales in the marque’s 113-year history in 2016, with 4,011 hand-built motor cars commissioned by customers. Rolls-Royce motor cars were sold in almost 50 countries worldwide through a global network of 130 dealerships. As part of the marque’s commitment to long-term sustainable growth, Rolls-Royce announced five new dealerships during the year, with further expansion planned for 2017.

- Ends -

**Further information:**

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](http://www.press.rolls-roycemotorcars.com/). You can also find the communications team at Rolls-Royce Motor Cars on [Twitter](https://www.twitter.com/RollsRoyceMedia) and [Instagram](https://www.instagram.com/RollsRoyceMedia/)

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