

Media information
6 March 2024**BMW Group South Africa celebrates excellence at 2023
Retailer of the Year Awards.**

BMW Group South Africa celebrated the hard work and accomplishments of its 48-strong retailer network, who continued to demonstrate excellent workmanship throughout 2023. The four overall top titles for 2023 Retailer of the Year were awarded to BMW Midrand (large), BMW Nelson Mandela Bay (small-medium), MINI Midrand, and BMW Motorrad Montana.

Midrand. BMW Group South Africa hosted its annual Retailer of the Year Awards, recognising exceptional performance across the BMW, MINI, and BMW Motorrad retailers during 2023. An embodiment of the brand's culture of excellence, the event showcased the achievements of its retailer network in seven award categories.

The awards evening took place at The Capital Zimbali Resort in Durban on Saturday, 2 March. BMW Group South Africa brand ambassador Jo-Ann Strauss led the ceremony that celebrated performance across sales, financial services, customer support and social responsibility.

In the second year since its introduction as a standalone award, the social responsibility category was won by BMW Bryanston. With significant impact in contributing towards the educational needs of disadvantaged South African youth, the retailer champions initiatives that build its communities.

"The Retailer of the Year Awards highlight the valuable expertise and diligent initiative of BMW Group South Africa's retail partners for the year. As BMW Group South Africa, we are proud of our retailers who deliver outstanding results because of the true dedication and team spirit that our brand culture embraces. We would like to congratulate all category winners and extend our appreciation to the entire retail network for their hard work and support in the 2023 year," Peter van Binsbergen, CEO of BMW Group South Africa says.

2023 Retailer of the Year winners include:**Retailer of the Year**

BMW Midrand (large), BMW Nelson Mandela Bay (small-medium), MINI Midrand, and BMW Motorrad Montana

Best Retailer in Sales

BMW Durban South (large), BMW Ballito (small-medium), MINI Sandton, and BMW Motorrad Montana

Best M-Sales Retailer

BMW Durban South

Best Retailer in Financial Services

BMW Midrand (large), BMW Pinetown (small-medium), MINI Midrand, and BMW Motorrad Mbombela

Best Retailer in Customer Support

BMW Umhlanga (large), BMW Pinetown (small-medium), MINI Midrand, and BMW Motorrad Rustenburg

In his response to winning the top title in sales consecutively, Matthew Vermaak, Dealer Principal at MINI Sandton comments, "It is a pleasure to lead this team, whose continued passion and dedication make my job easy. Having won MINI Sales Retailer of the Year for the third consecutive year, I would like to congratulate the team for their outstanding representation of our products and services."

Luke Dreyer, Dealer Principal at BMW Midrand comments, "We are building significant financial insight, experience and ecosystems, and have been doing so consistently over the years, winning in the financial services category. Thank you to all our colleagues who help our customers navigate a changing economic environment and world. Together, we can continue to create inclusive growth here and for the communities the BMW brand serves."

"Congratulations to our exceptional team for their unwavering commitment to exceeding our customers' expectations, earning us this esteemed accolade. At Supertech, we are dedicated to personalising customer experiences, ensuring each interaction meets our customers' needs. This award is a testament to our ongoing efforts to redefine standards and elevate service excellence," says Rudolf Avallone, Dealer Principal at BMW Pinetown, after winning the title in the customer support small and medium category for the second year in a row.

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

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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