

## **Driven by excellence: BMW Group South Africa's 2024 Retailer of the Year Awards.**

+++ BMW Group South Africa recognised the achievements of its retailer network at its annual Retailer of the Year Awards +++ The top winners of the 2024 Retailer of the Year were BMW Midrand (large), BMW Nelson Mandela Bay (small-medium), MINI Midrand, and BMW Motorrad Stellenbosch +++

**Midrand.** BMW Group South Africa hosted its coveted 2024 Retailer of the Year Awards at the Houghton Hotel in Johannesburg, recognising the exceptional achievements of its retail network across the BMW, MINI, and BMW Motorrad brands.

The elegant evening, led by the dynamic duo of Shashi Naidoo and Nico Panagio, celebrated the dedication and hard work of its 46-strong retailer network who consistently strive for excellence in all aspects of their businesses. The awards ceremony honoured the contributions of retailers in nine key categories, showcasing the strength and depth of the BMW Group South Africa network.

In a testament to its commitment to social responsibility, SMG was awarded the Social Responsibility Award. SMG has consistently demonstrated an inspiring dedication to its communities, providing crucial relief and hope. The company fosters a culture of growth and development, offering its employees equal opportunities to expand their knowledge and skills. SMG also maintains a long-term vision for environmental sustainability, aligning with the BMW Group's global sustainability goals.

"Our retailers are the lifeblood of our brand as they deliver the customer experience at the retail touch point, their persistent commitment to excellence is truly inspiring", said Peter van Binsbergen, CEO of BMW Group South Africa. "We are immensely proud of their passion and team spirit that exemplify the core values of our brand. Congratulations to all the category winners and

thank you to the entire retail network for their tireless efforts and unwavering support throughout 2024."

**The winners of the 2024 Retailer of the Year Awards are as follows:****Retailer of the Year:**

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

**Best Retailer in Sales:**

BMW Midrand (large), BMW Ballito (small-medium), MINI Cape Town City (large), MINI Nelson Mandela (small-medium), BMW Motorrad Montana

**Best M-Sales Retailer:**

BMW Durban South

**Best Retailer in Financial Services:**

BMW East Rand (large), BMW Pinetown (small-medium), MINI Midrand, BMW Motorrad Sandton

**Best Retailer in Customer Support:**

BMW Midrand (large), BMW Cape Town City (small-medium), MINI Tygervally, BMW Motorrad East Rand

"Customer satisfaction is our top priority. This award is a powerful validation of our team's dedication to providing exceptional customer service. We are committed to going above and beyond to ensure that every interaction with our dealership is a positive and memorable one," said Luke Dreyer, Dealer Principi at BMW Midrand and MINI Midrand following multiple wins at this year's awards ceremony.

Trevor Villet, Dealer Principal from BMW Nelson Mandela Bay commented "It is an honour to lead this remarkable team, whose unwavering passion and steadfast dedication make my role deeply gratifying. Having been awarded the prestigious Retailer of the Year accolade (small-medium) second time in a

row, I would like to extend my heartfelt congratulations to the team for their exceptional representation of our products and services."

In response to winning the top title "Retailer of The Year" for BMW Motorrad, Trevor Michael, Dealer Principal at BMW Stellenbosch said, "We are truly honoured to receive this prestigious award, which reflects the unwavering dedication and outstanding teamwork of our entire team. We extend our heartfelt gratitude to our valued customers for their trust and support. This recognition reinforces our commitment to exceeding customer expectations and delivering an unparalleled BMW Motorrad ownership experience."

## **ENDS**

If you have any questions, please contact:

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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 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 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 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.

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