

BMW Group South Africa celebrates retailer excellence and introduces new awards category at 2025 Retailer of the Year Awards

BMW Group South Africa celebrated top-performing BMW, MINI and BMW Motorrad retailers at its annual awards +++ New and updated award categories +++

Midrand. BMW Group South Africa hosted its annual Retailer of the Year Awards at the Four Seasons Hotel, The Westcliff in Johannesburg, celebrating the achievements of its national retail network and recognising the retailers who continue to deliver exceptional customer experiences across the country.

Held under the theme "**A New Dimension**", the event highlighted the important role of **BMW, MINI and BMW Motorrad** retailers in strengthening the brands' leadership position in the premium automotive segment while navigating an evolving and increasingly competitive market.

Opening the evening, **Peter van Binsbergen, Chief Executive Officer of BMW Group South Africa**, acknowledged the contribution of the retailer network to the company's continued success.

"Our retail partners bring our strategy to life every day in showrooms and workshops across South Africa. They are the face of BMW, MINI and BMW Motorrad and the driving force behind the premium experiences our customers expect from our brands," said van Binsbergen.

Based on 2026 Naamsa data, BMW South Africa achieved its highest-ever growth in the premium segment, holding a 46% market share. The locally produced BMW X3 remains a key contributor to this success. Manufactured at BMW Group Plant Rosslyn and exported to markets around the world, the BMW X3 continues to demonstrate the strength of South African manufacturing within BMW Group's global production network.

At the same time, BMW Group continues to accelerate its transition toward sustainable mobility. Electrified vehicles remain a strategic priority, with BMW Group South Africa maintaining a leading position in the premium battery electric vehicle segment.

"As the automotive landscape evolves, our strategy remains clear," said van Binsbergen. "We do not compete purely on price. We compete on engineering excellence, brand heritage, customer trust and exceptional retail experiences. Our retailers play a critical role in building the relationships that turn customers into lifelong fans of our brands."

Recognising the importance of these relationships, BMW Group South Africa introduced a new award category at this year's awards: the CEOs Award, which for this year focused in on turning customers into fans. The award celebrates individuals, teams or organisations that go beyond expectations to create memorable customer experiences that strengthen brand loyalty.

The inaugural recognition was awarded to the Gauteng Chapter of BMW Car Clubs Africa in acknowledgement of their long-standing contribution to the BMW enthusiast community and their role in bringing together passionate owners and fans of the brand.

The awards programme itself also saw an important update in 2025 with the introduction of the Best Retailer in Focus Models Award. This new category combines the previous high-performance BMW M and luxury awards into a single recognition, highlighting the importance of BMW's high-performance and focus models within the product portfolio.

Retailer performance in this category is measured across the year, recognising results above target in both BMW M and luxury sales.

The winners of the 2025 Retailer of the Year Awards are as follows:**Retailer of the Year:**

BMW Midrand (large), BMW Stellenbosch (small-medium), MINI Midrand,
BMW Motorrad Montana

Best Retailer in Sales:

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

Best Retailer in Focus Model:

BMW Durban South

Financial Services Retailers of the Year:

BMW Midrand (large), BMW Durban City (small-medium), MINI Constantia,
BMW Motorrad Mbombela

Best Retailer in Customer Support:

BMW Pinetown (large), BMW Richards Bay (small-medium), MINI Midrand,
BMW Motorrad Stellenbosch

Best Retailer in Corporate Social Responsibility:

SMG

The annual Retailer of the Year Awards remain a cornerstone of BMW Group South Africa's recognition programme, celebrating excellence across sales, customer experience and operational performance within the retailer network.

"As we look to the future, the automotive industry will continue to transform," concluded van Binsbergen. "Electrification will accelerate, customer expectations will evolve and competition will intensify. But together with our retail partners, we will continue to explore new opportunities and strengthen BMW Group South Africa's position in the premium segment."

END



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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 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 through production to the end of their useful life.

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>