



Media Information
4 February 2013

MINI UK announces 2012 Dealer of the Year Award winner

MINI UK announced Sytner Sheffield as the best MINI dealer in the UK after presenting the dealership with the prestigious Dealer of the Year Award at an awards ceremony held at its National Dealer Conference event in Helsinki last night.

Presenting the award to Mark Winterbottom, MINI Brand Manager for Sytner Sheffield, Jochen Goller, Director MINI UK, said: "Smashing targets set in ten different areas of the dealership business, this dealer has one of the strongest sales teams in the network. Everyone in the team demonstrated that through dedication and hard work they could achieve the results that have put this dealer on top.

"Sytner Sheffield's efforts, together with our entire UK dealer network, helped MINI achieve record UK sales in 2012 and the combination of MINI's unique brand image and the expanding product portfolio continues to attract new MINI fans."

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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