

## MINI CELEBRATES TOP TALENT AT RETAIL AWARDS



- Sytner Tamworth awarded MINI Retailer of the Year 2017
- 141 nationwide MINI retailers recognised for their outstanding achievements in the 2016 sales year
- MINI's best talent recognised across numerous business areas, including New Car Sales, Used Car Sales, Aftersales, Corporate, Financial Services and more

MINI has recognised its retail talent at the company's 2017 awards. The 2017 MINI Retailer Awards, which took place on 23<sup>rd</sup> March, recognised the exceptional results from the dedicated teams and individuals throughout the brand's 141-outlet UK retail network.

MINI Sytner Tamworth took home the top 'Retailer of The Year' accolade after a year in which the team demonstrated industry leading competence across 10 separate areas, including new car sales, used car sales, profitability, customer satisfaction and more. The team at Sytner Tamworth were also the first in the world to adopt MINI's new corporate brand identity which has since been extensively rolled out throughout the UK retail network over the last 12 months.

Other categories and winners included Cooper Norwich for Aftersales performance, Harry Fairbairn Giffnock for Used Car Sales and Prentice Portadown for delivering consistently excellent Customer Service. Rybrook Shrewsbury excelled in two categories, taking both the Financial Services and Manager of the Year awards.

Speaking at the awards, Chris Brownridge, Director, MINI UK, said: "In 2016 MINI UK's retailer network delivered the company's best annual performance since the brand was launched in 2001. I'm delighted to celebrate the achievements of our dedicated retail teams and congratulate each of our deserving winners."

Nigel Hurley, Group Managing Director for BMW and MINI, Sytner added: "It was a very proud moment for the entire Sytner team when Tamworth was awarded the much coveted MINI Retailer of the Year award. I know how hard our team have worked and to receive this recognition is truly amazing. We look forward to another exciting year ahead for both Sytner and MINI."

In 2016, MINI UK sold 68,984 vehicles, its best annual sales performance since the brand's launch in July 2001, representing an 8.5 per cent increase over 2015. MINI significantly outperformed the total new car market which grew by two per cent over the same period. The new MINI Clubman contributed to an 11 per cent growth in the brand's corporate sales and MINI Convertible was the best-selling convertible in the UK. MINI's performance brand, John Cooper Works, recorded an

8 per cent increase in sales to 2,386 vehicles.

### Winners

Category	Winner
<i>Retailer of the Year</i>	<i>Sytner Tamworth</i>
Retail Sales	Cooper Reading
Corporate Sales	Sytner Group
Used Car Sales	Harry Fairbairn Giffnock
Aftersales	Cooper Norwich
Marketing	Lloyd Group
Financial Services	Rybrook Shrewsbury
Customer Services	Prentice Portadown
Manager of the Year	Ian Lockett (Head of Business), Rybrook Shrewsbury
MINI Clubman Sales	Partridge of Hampshire
John Cooper Works Sales	MINI Park Lane

### **Ends**

#### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based 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. [www.bmwgroup.com](http://www.bmwgroup.com)

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