



Media Information

MINI CELEBRATES RETAIL INNOVATION AT 2018 AWARDS

MINI has recognised talent and innovation across its 139-strong UK retail network at the company's 2018 awards ceremony. Held at MINI Plant Oxford on 30th January, the MINI Retailer Awards celebrates the achievements of the thousands of people engaged in providing an industry-leading experience for MINI customers across the UK.

Grassicks MINI Perth was presented with the 'Retailer of The Year' award after leading consistently across 13 criteria, including new car sales, used car sales, profitability, customer satisfaction and more. Other categories and their winners included Sytner Tamworth for Aftersales performance, Cotswold Cheltenham for Used Car Sales and Lloyd Blackpool for providing outstanding customer service.

Speaking at the awards, David George, Director, MINI UK, said: "The MINI retail network represents the primary interface with our customers across the UK and play an essential role in the wider success of the brand. It's terrific to recognise and reward our retail partners who in 2017 continued to drive innovation across all business areas and in doing so delivered exceptionally high levels of customer satisfaction."

Magnus Wang, Franchise Director, Grassicks MINI added: "We are delighted to have won MINI Retailer of the Year. For Eastern Western Motor Group to win this in its first year of ownership is especially pleasing. It is fitting recognition of all the hard work and focus by the Grassicks MINI team in 2017."

MINI UK's overall market share grew from 2.56 per cent in 2016 to 2.68 per cent in 2017 thanks to continued retail innovation and a highly competitive product portfolio. In total, the brand sold 68,166 vehicles in the UK, outperforming the wider market with robust consumer retail sales. The brand's biggest and most versatile model to date, the new MINI Countryman, contributed to this success after its launch in February 2017. In June 2017 MINI launched its first electrified vehicle, the MINI Countryman Plug-in Hybrid, with UK sales totalling almost 1000 vehicles in the second half of 2017 alone.

BMW Group Company

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Winners

Category	Winner
<i>Retailer of the Year</i>	<i>Grassicks MINI</i>
Retail Sales	Chandlers Worthing
John Cooper Works Sales	MINI Park Lane
Clubman Sales	Cooper Norwich
Used Car Sales	Cotswold Cheltenham
MINI Manager of the Year	Sytner Tamworth
Corporate Sales	Eastern
Aftersales	Sytner Tamworth
Customer Services	Lloyd Blackpool
Marketing	Lloyd Group
Financial Services	Rybrook Shrewsbury

Ends

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. 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 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately €9.67 billion on revenues amounting to €94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

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