



MINI UK CORPORATE COMMUNICATIONS

Media Information

MINI RECOGNISES EXCEPTIONAL UK RETAIL TALENT.

Liverpool. After achieving the brand's highest ever UK market share in 2018, MINI has started 2019 with its annual retailer awards ceremony. Recognising exceptional talent across MINI's network of 139 retailers, the evening was hosted at the historic Titanic Hotel in Liverpool and celebrated the accomplishments of the thousands of people delivering outstanding customer experiences across the UK.

Cotswold MINI Cheltenham was presented with the 'Retailer of The Year' award after demonstrating excellence across 13 separate criteria, including new car sales, used car sales, profitability, customer satisfaction and more. Other categories and their winners included Vines Group for Retailer Marketing, Fairfield MINI for Aftersales and Prentice Portadown for Customer Service.

Speaking at the awards, David George, Director, MINI UK, said: "2018 was a turbulent year for the UK automotive industry, but MINI retailers defied market conditions whilst delivering a truly outstanding experience for our customers. Thanks to all of this hard work, in a year in which the market contracted by almost 7 per cent, MINI grew to a record 2.8 per cent market share, the highest since the brand launched in 2001.

"2019 will present a new and exciting challenge for MINI, with the brand's first fully electric model set to be unveiled later this year" added George.

Andrew Hulcoop, Managing Director, Cotswold Group said: "I'm delighted for the business to have won the MINI Retailer of the Year award as it is great recognition for the team and their incredible efforts. They are a great team and I'm extremely proud of them."

BMW Group Company

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MINI UK's overall market share grew to a record 2.8 per cent in 2018, comprised of 67,021 vehicle registrations. The brand's biggest and most versatile model, the MINI Countryman, recorded a 25 per cent increase versus 2017 with 14,607 registrations, due in part to the extremely strong customer demand for the Plug-in Hybrid model with 2,306 vehicles registered. MINI Hatch saw 38,995 registrations between the 3-door Hatch and 5-door Hatch models. The MINI Convertible was the best-selling convertible in the UK in 2018 with 5,909 vehicle registrations.

Winners

Category	Winner
Retailer of the Year	Cotswold Cheltenham
Corporate Sales	Arden Group
Retail Sales	Cotswold Hereford
Used Cars	Cotswold Cheltenham
Customer Service	Prentice Portadown
MINI Countryman and MINI Clubman Sales	Cotswold Hereford
Financial Services	Rybrook Worcester
Aftersales	Fairfield
Marketing	Vines Group

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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was €10.655 billion on revenues amounting to €98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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