



Media Information

## MINI KICKS OFF 2020 CELEBRATING RETAILER TALENT.

Looking back on year of 60<sup>th</sup> anniversary celebrations and with an electric year to come, MINI has kicked off 2020 with the MINI Retailer Awards. Recognising talent across its 131-strong retail network, the awards celebrate the achievements of those providing an industry-leading experience for MINI customers across the UK and Northern Ireland.

The coveted 'Retailer of the Year' award for 2019 was awarded for the second consecutive year to Cotswold Cheltenham, who demonstrated success across 13 key areas, including new car sales, used car sales, profitability and customer satisfaction. Other categories and their winners included Stratstone Harrogate for Retail Sales, MINI Park Lane for Electric Performance and Lancaster Group for Corporate Sales.

Speaking at the awards, David George, Director, MINI UK, said: "In 2019, MINI retailers embodied the brand's optimistic spirit, defying market conditions and working tirelessly to maintain the record 2.8 per cent market share set in the previous year. It's fantastic to recognise and reward this unwavering dedication as the brand and retail partners enter the exciting year ahead with the new MINI Electric."

Andrew Hulcoop, Managing Director, Cotswold Cheltenham said: "Winning the award last year was a great achievement, but to win it again for the second year in succession is just amazing. This is brilliant recognition for the MINI team and fully reflects their passion for the brand, coupled with their determination for success and focus on delighting the customer. Winning this award is only possible thanks to the full commitment of all the team and the support of our customers. I am immensely proud of Cotswold Cheltenham MINI."

In 2019, MINI UK not only held its record market share, but MINI Countryman saw an 18.1 per cent increase in sales, from 14,607 vehicles in 2018 to 17,248 in 2019. This was largely due to strong customer demand for the MINI Countryman Plug-in Hybrid, which saw a 64 per cent increase in sales. 2020 will see the first customer deliveries of the new MINI Electric, the brand's first fully battery electric vehicle, and the MINI John Cooper Works GP, the fastest and most powerful road-ready MINI ever.

BMW Group Company

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With a nod towards the new MINI Electric, this year's awards were held at Exhibition London, an old electricity generating station for the Central London Railways. MINI UK also partnered with Hard Rock Hotel, London, where David Bowie's classic chrome-plated Mini is displayed among the hotel's existing rock memorabilia.

### Winners

Category	Winner
<i>Retailer of the Year</i>	<i>Cotswold Cheltenham</i>
Retail Sales	Stratstone Harrogate
MINI Electric	MINI Park Lane
Corporate Sales	Lancaster Group
Used Cars	Dick Lovett Hungerford
Customer Service	JKC
Financial Services	Grassicks
Aftersales	Sytner Tamworth
Marketing	Dick Lovett 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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