



## MINI Retailer Awards recognise exceptional 2020 achievements.

MINI UK kickstarts 2021 with the virtual MINI Retailer Awards, celebrating exceptional retailer dedication and talent after a rollercoaster year of exciting new products and defying market challenges like no other.

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.

‘Retailer of the Year’ 2020 was awarded to Grassicks MINI, Perth, for the second time, after first lifting the trophy for their performance in 2017. Grassicks were top performers across 9 key areas, including new car sales, used car sales (for which they were also category winners), profitability and customer satisfaction. Other categories and their winners included Dick Lovett Hungerford for Retail Sales, JKC Coleraine for both Customer Service and Aftersales and Berry Retailer Group for Corporate Sales.

David George, Director UK and Ireland, MINI UK said, “As we begin 2021, the brand’s twentieth year since the launch of the modern MINI, it’s important for us to look back and recognise our retailers’ outstanding achievements in 2020. MINI Electric was a shining star for us in this difficult year, and at the other end of the spectrum we welcomed, and promptly sold out of, the MINI John Cooper Works GP. In true MINI spirit, our retailers met the year’s challenges head-on, taking every opportunity, whether servicing key workers in lockdown 1.0 or reacting to the swell of demand when showroom doors opened again. Their tireless efforts mean we maintained our record market share of 2.8 per cent – a fantastic achievement.”

Magnus Wang, Franchise Director, Grassicks MINI said, “2020 was without doubt one of the most challenging years in automotive retail we’ve ever faced, so for Grassicks MINI to be crowned Retailer of the Year it means even more. It is

fantastic recognition for the team's determination and hard work and we are extremely proud. In 2021 we're looking forward to focusing another year of efforts on selling exciting new MINI products and looking after our customers."

2021 will see the latest generation of MINI move to the next stage of its evolution. MINI has revealed a fresh new design and technology updates on the MINI 3-Door Hatch, the MINI Electric, the MINI 5-Door Hatch and the MINI Convertible. Visit [www.mini.co.uk](http://www.mini.co.uk) to find out more.

## WINNERS

Category	Winner
Retailer of the Year	Grassicks
Retail Sales	Dick Lovett Hungerford
Corporate Sales	Berry Retailer Group
Used Cars	Grassicks
Customer Service	JKC
Financial Services	Sytner Oldbury / Rybrook Worcester
Aftersales	JKC
Enquiry Management	Cotswold Hereford
Marketing	Bowker

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## 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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