



Media Information
05 February, 2021

BMW celebrates UK retail talent and commitment in 2020.

BMW has started 2021 by recognising its retail teams across the UK for their positive impact in the last (particularly challenging) 12 months.

The annual Retailer of the Year Awards was held virtually for the first time and celebrated the leadership, aptitude and adaptability of the BMW retail network, who brilliantly served new and returning customers throughout 2020.

The coveted 'Retailer of the Year 2020' title was awarded to Douglas Park Hamilton after they impressed across a range of categories including Aftersales, Marketing and Financial Services. Head of Brand at the group, David McBennett also received a personal award for his dedication to the industry and impressive leadership.

Other categories and their winners include Cotswold Hereford for Retail Sales, Rybrook Wolverhampton for Financial Services and PLC Retailer of the Year was awarded to Sytner Coventry.

"It's important that we recognise the incredible efforts of our retail teams after such a challenging year," said Graeme Grieve, Chief Executive Officer, BMW Group UK. "We launched a host of new and enticing models - including the BMW 4 Series Coupé - and our retailers rose to the challenge. Our dedicated teams ensured BMW customers received an outstanding experience, whether their interaction was face-to-face in the showroom, or virtual during lockdown periods.

"I'm always proud of our retailers but over the past year they've demonstrated how important they are to the automotive industry and our customers".

David McBennett, Head of Business, Douglas Park Hamilton, said, "Everyone at Douglas Park BMW is delighted with the recognition of our achievements,

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Media Information

Date 05 February, 2021

Subject **BMW recognise retailer achievements throughout a challenging 2020.**

Page 2

winning not only four category awards but also the ultimate accolade of BMW Retailer of the Year for the second time. Whilst the team might have changed in the 19 years since we last won, I greatly appreciate the support, dedication and willingness to strive for unparalleled levels of service from everyone involved in the business and I am extremely proud of everything we continue to achieve together”.

Winners:

Category	Winner
Retailer of the Year	Douglas Park Hamilton
Regional Group Retailer of the Year	Douglas Park Hamilton
Owner Driver Retailer of the Year	JKC
PLC Retailer of the Year	Sytner Coventry
Retail Sales	Cotswold Hereford
Financial Services	Rybrook Wolverhampton
Aftersales	Douglas Park Hamilton
Head of Brand	David McBennett, Douglas Park Hamilton
Marketing	Syntner 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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

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Page 3

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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