



MINI Retailer Awards recognise exceptional 2021 achievements.

MINI UK begins 2022 with the virtual MINI Retailer Awards, celebrating exceptional retailer dedication and talent.

Recognising talent across its 130-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’ 2021 was awarded to Inchcape Chelmsford, who were top performers across eight key areas, including Retail Sales, for which they were also category winners. Other categories and their winners included Dick Lovett Hungerford for MINI Electric, Berry Croydon for Used Cars and Cotswold Cheltenham for both Customer Service and Financial Services.

David George, Director UK and Ireland, MINI UK said, “As we begin 2022, it’s important for us to look back and recognise our retailers’ outstanding achievements in 2021. Once again, in the face of numerous challenges, our network partners showed determination, resilience and absolute passion for the MINI brand. Their energy made the MINI Hatch the third-highest selling car in the UK last year, helped by strong ongoing demand for the MINI Electric.”

Glen Berry, Head of Business, Inchcape Chelmsford MINI said, “What an incredible achievement for Inchcape Chelmsford to win MINI Retailer of the Year 2021 and the Retail Sales category. The passion and loyalty for the MINI brand means the competition in our network is extremely high, so I am immensely proud of the entire team who have worked relentlessly throughout 2021 to achieve excellence for our customers.”

BMW Group Company

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Category	Winner
Retailer of the Year	Inchcape Chelmsford
Retail Sales	Inchcape Chelmsford
Corporate Sales	Peter Vardy
Used Cars	Berry Croydon
Customer Service	Cotswold Cheltenham
Financial Services	Cotswold Cheltenham
Aftersales	JKC Specialist Cars
Marketing	Lloyd Motor Group
MINI Electric	Dick Lovett Hungerford

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.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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**MINI RETAILER
AWARDS
RECOGNISE
EXCEPTIONAL 2021
ACHIEVEMENTS.**

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