



Media Information
11 February, 2022

Outstanding achievements marked at the BMW Retailer of the Year 2021 awards.

- BMW UK celebrates top-performing retailers at annual awards
- Williams Rochdale crowned Retailer of the Year
- Virtually held ceremony for second year in a row, hosted by comedian Hugh Dennis
- Individual awards for 'Best Newcomer' and 'Head of Business' awarded to Jordan Lindley and Adam Chambers

BMW UK held its Retailer of the Year event last night, celebrating the achievements of the 135-strong retail network which consistently delivered above and beyond throughout 2021. Eight awards were in contention with Williams Rochdale winning the overall BMW Retailer of the Year 2021 title.

Hosted this year by comedian Hugh Dennis, the virtual ceremony included categories across Sales, Marketing and Financial Services which this year were won by Inchcape Ipswich, Bowker and Stephen James Bromley respectively. Ocean Plymouth took home the coveted Customer Service award, while North Oxford Garage impressed with their focus on Aftersales, securing them the win in this category.

The Best Newcomer award champions the individuals who have recently joined a retailer and made an impressive contribution from the outset. Taking home this award for 2021 was Jordan Lindley of Stratstone Leeds, who impressed with his driven and energetic leadership skills.

Adam Chambers of Vines Redhill took home the award for Head of Business. Facing tough competition from across the network, Adam won thanks to his unwavering dedication to delivering an exceptional experience for Vines Redhill customers.

Chris Brownridge, Chief Executive Officer, BMW Group UK said: "The BMW Retail Network excelled last year against the backdrop of significant headwinds which confronted the entire automotive industry. Despite these challenges, BMW successfully launched numerous class-leading, innovative models including the all-new iX. Our retailers seized the opportunity these new products offered, whilst providing our customers with the brilliant customer service that is our brand's signature."

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"I'm incredibly proud of all our retailers - each and every team worked hard to make the most of what wasn't an easy year. Their efforts mean that we have started 2022 in a very strong position and we are delighted to celebrate their achievements this evening."

Owen Duncan, Head of Business, of Williams Rochdale commenting on the Retailer of the Year award, said: "I am absolutely delighted for my team at Williams Rochdale BMW for this very prestigious award. Everyone has worked extremely hard throughout last year with the challenges of the pandemic and the ever changing market place.

Being a family owned business which started over 110 years ago, we have fantastic foundations and structure in place to perform at the highest level. It is an absolute pleasure and honour to have led this team and I am so happy for everyone not only at Rochdale but in the Williams Group for this recognition - I cannot say more except thank you to everyone at BMW UK".

WINNERS

Category	Winner
Retailer of the Year	Williams Rochdale
BMW Sales	Inchcape Ipswich
Aftersales	North Oxford Garage
Marketing	Bowker
Customer Service	Ocean Plymouth
Financial Services	Stephen James Bromley
Best Newcomer	Jordan Lindley, Stratstone Leeds
Head of Business	Adam Chambers, Vines Redhill

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

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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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