



MINI RECOGNISES OUTSTANDING ACHIEVEMENTS AT RETAILER OF THE YEAR 2024 AWARDS.

- MINI UK celebrates retailers for their exceptional 2023 achievements at annual awards
- Cotswold Hereford crowned 'MINI Retailer of the Year'
- New 'MINI Big Love' award for 2024, recognising impactful initiatives within communities and for the planet

MINI UK begins the new year by applauding its retailer network for their hard work and dedication at the 'Retailer of the Year 2024' awards in Manchester, hosted by comedian and writer, Katherine Ryan. The annual awards celebrate talent within the network and recognise those providing best-in-class customer experiences.

Winners were selected across a range of categories including Sales, Marketing, Financial Services, and Used Cars. New for 2024, the 'MINI Big Love' award additionally acknowledges those delivering significant and impactful Big Love initiatives, which could include charitable fundraising, volunteering, or efforts to reduce environmental impact.

This year Vertu Yeovil took home the award for 'Retail Sales', Cotswold Cheltenham were successful in 'Used Cars' and Grassicks achieved the top score in 'Customer Support'.

The inaugural 'MINI Big Love' award was jointly presented to Dick Lovett & Partridge, who made some incredible contributions to their respective communities and demonstrated significant efforts to reduce their environmental footprint in 2023. Dick Lovett committed £500,000 to solar panel installations across the group, with panels predicted to save over 78 tonnes of CO2 emissions annually.

Additionally, foodbank collection points were set up across their four MINI Centres to help support vulnerable members of the community. Similarly, Partridge conducted several inspiring Big Love initiatives while fundraising for their chosen charity - Ronald McDonald House. Including a family fun day and tea and cake morning, the team set themselves the challenge of virtually cycling 1,500 miles (the distance to Munich and back), raising almost £4,000. Going one step further, Partridge planted 1.5 trees for every car they delivered in 2023 – a total of 5,700 trees.

This year's overall 'Retailer of the Year' award was presented to Cotswold Hereford, who were shortlisted across four categories and went on to win separate awards for 'Financial Services' and 'MINI App'.

Speaking at the awards, Federico Izzo, Director, MINI UK and Ireland said, "2023 was an exciting year for the MINI brand with the announcement of the first two members of the new MINI family: the all-new Cooper Electric and new MINI Countryman. While looking forward to welcoming these models to their showrooms, our incredible retailers remained passionate and dedicated, and thanks to their efforts over 47,000 new MINIs were delivered to UK customers in 2023 – up 4 per cent year on year – continuing the UK's position as the largest MINI market. Congratulations to all our winners, and especially to Cotswold Hereford - our 2024 Retailer of the Year."

On receiving the highly coveted Retailer of the Year Award, Peter Redfern, Head of Business, Cotswold Hereford, commented, "I am delighted for the Cotswold Hereford MINI team, who demonstrated focus, energy and consistency throughout 2023. To be nominated for one award is immense, let alone picking up awards for MINI Financial Services, MINI App, and then overall MINI Retailer of the Year. I know how hard Luke and his team have worked to achieve this amazing recognition, so I am absolutely thrilled for them, as well as incredibly proud. They treat every customer like family which shows in their NPS scores for New Cars, Used Cars and Service, whilst delivering the highest levels of professionalism at all times."

WINNERS

Category	Winner(s)
Retailer of the Year	Cotswold Hereford
Retail Sales	Vertu Yeovil
Marketing	Bowker
Customer	Prentice Portadown
Electric	John Clark Tayside
Financial Services	Cotswold Hereford
MINI App	Cotswold Hereford / Douglas Park Stirling / Sytner Newport / JKC
Customer Support	Grassicks
Used Cars	Cotswold Cheltenham
MINI Big Love	Dick Lovett & Partridge

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 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 RECOGNISES
OUTSTANDING
ACHIEVEMENTS AT
RETAILER OF THE
YEAR 2024
AWARDS.

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