

BMW

United Kingdom

Corporate Communications



Media Information

26 February, 2024

BMW UK celebrates top achievements across its network at 2023 Retailer of the Year Awards

- BMW congratulates retailers for their success and achievements across 2023 in annual event at Tate Britain
- Barretts Canterbury named BMW Retailer of the Year for 2023
- Victoria Steel from Eastern received 'Head of Business' award

BMW UK last week celebrated the hard work and accomplishments of the teams across its 132-strong retailer network, who continued to deliver above and beyond throughout 2023. The annual 'Retailer of the Year' awards recognised excellence across 12 categories, with Barretts Canterbury winning the overall BMW Retailer of the Year 2023 title.

This year the event was held at the Tate Britain on Friday 23rd February. Among the celebrated categories were Sales, won by Ocean Falmouth; Marketing, which saw Williams Group take home the top award; and BMW Financial Services, which was led by Sytner Newport.

With the introduction of the all-new BMW 5 Series last year, and also the first-ever all-electric BMW i5, Corporate sales continues to be an extremely important area of growth for BMW UK and a category that the company wanted to recognise across its network. The Jardine Group, impressing the judges with their deep understanding of the sector and experience in catering to corporate customer requirements, clinched the 'Corporate' accolade.

Soper of Lincoln were recognised for leading the charge when it comes to sustainability, in the second year that this category has been given a standalone award, thanks to their clear strategy and proven track record as a pioneer of clean energy. The business proved themselves as the benchmark when it came to showcasing an extensive range of solid social sustainability and governance initiatives, geared towards the wellbeing of their employees and the wider community.

Individual talent across the network was also recognised on the night, with Victoria Steel of Eastern, picking up the 'Head of Business' award and Lukas Ryan of Partridge receiving an award for the best 'Newcomer'.

David George, Chief Executive Officer, BMW Group UK said: "It was a privilege to celebrate the exceptional talent within our retailer network at a truly special event and venue. Returning to BMW Group UK this year and recognising their achievements in 2023 has been a marvellous way to reacquaint myself with so many people within our network. I want to extend my thanks to

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everyone across the BMW Group UK retail network and offer special congratulations to Barretts Canterbury for their outstanding performance last year, earning them the title of our 2023 Retailer of the Year."

Paul Barrett, Managing Director, Barretts Motor Group, commenting on the Retailer of the Year awards, said: "All of us at Barretts are absolutely thrilled to have won the BMW Retailer of the Year Award for 2023; it is particularly special in what is our 25th year with the BMW Group. It is a real credit to our Head of Business, Nathan Rogers, and to all of the team in Canterbury, who have delivered an outstanding performance in all areas of the business."

WINNERS

Category	Winner
Retailer of the Year	Barretts Canterbury
BMW Sales	Ocean Falmouth
Born Electric	Inchcape Chelmsford
Used Cars	Cotswold Hereford
Corporate	Jardine Group
Aftersales	Lloyd Carlisle
Marketing	Williams Group
Customer	Stephen James Bromley
BMW Financial Services	Sytner Newport
Sustainability	Soper of Lincoln
Newcomer	Lukas Ryan – Partridge
Head of Business	Victoria Steel - Eastern

ENDS

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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 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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