



Media Information

5 February, 2025

**BMW GROUP CELEBRATES REMARKABLE PERFORMANCES AT  
RETAILER OF THE YEAR AWARDS 2025.**

- BMW Group UK commends BMW & MINI retailers for a successful 2024 at annual awards ceremony.
- Sytner Sheffield and Grassicks were crowned BMW & MINI Retailer of the Year respectively.
- Awards recognises retailers across categories including Sales, Marketing, and Electric, and new Rookie of the Year category for rising stars.

BMW Group UK has kickstarted the year by acknowledging the incredible success and hard work of BMW and MINI retailers throughout the past year at the annual Retailer of the Year 2025 awards. Hosted by comedian Jimmy Carr, retailers were celebrated across a host of categories, recognising exceptional dedication to the BMW and MINI brands, and industry-leading customer service.

Winners were selected across a range of categories, from Sales, Customer, Used Cars and Electric. A new award for MINI this year, 'Rookie of the Year', served to spotlight those who, with just a minimum of six months under their belt, have already marked themselves as a star of the future.

Across BMW retailers, Partridge took home the crown for 'Corporate', Cotswold Cheltenham were successful in 'Used Cars' and Sytner Coventry lead the charge to take home the 'Electric' win. Sytner Sheffield took home the ultimate prize, winning overall 'BMW Retailer of the Year'.

Speaking at the awards, David George, Chief Executive Officer, BMW Group UK & Ireland commented, "The efforts our retailers put into their work shows the tireless commitment to delivering excellence for the BMW brand. Our retailers go above and beyond to ensure each of their customers feel valued, and tonight's winners are a shining example of the type of retail excellence we strive for across the BMW Group".

Andy Crossan, Managing Director at Sytner Sheffield said "We are absolutely delighted to have been awarded 'BMW Retailer of the Year' for 2024 at Sytner Sheffield. This tremendous achievement coincides with celebrations for our 50th year as a Retailer with the BMW Group. We extend our warmest congratulations to our Head of Business, Carl

BMW Group Company

Postal Address  
BMW (UK) Ltd.  
Summit One  
Summit Avenue  
Farnborough  
GU14 0FB

Telephone  
01252 920000

Internet  
[www.bmw.co.uk](http://www.bmw.co.uk)

# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 5 February, 2025

Subject **BMW CELEBRATES ACCOMPLISHMENTS AT RETAILER OF THE YEAR AWARDS 2025.**

Page 2

Shaw, and we are incredibly proud of the entire team at Sytner Sheffield whose hard work and outstanding performance across every aspect of the business made this win possible".

Celebrating the very best of MINI retailers, this year JKC succeeded in taking home the 'Aftersales' award, Lloyd Group were crowned for 'Marketing', and Halliwell Jones recognised for their 'MINI Big Love' efforts. This year's overall 'MINI Retailer of the Year' was awarded to Grassicks, who delivered exceptionally in each category.

David Beattie, Director, MINI UK and Ireland complimented the retailer's continued passion for the MINI brand, noting "It is with great pride that we honour tonight's winners; last year saw us launch an entirely new MINI model family, and the infectious enthusiasm and unwavering passion from our retailers was clearly felt. With all-electric sales increasing 55% year on year, it's clear our retailers truly excelled in providing our customers with a gold-standard of service, and I'm delighted to share in their success this evening".

Regarding winning MINI Retailer of the Year, Victoria Steel, Eastern Group Franchise Director said "We are delighted to see our Grassicks MINI team win Retailer Of The Year 2024. Since we, Eastern Western Motor Group, purchased Grassicks in 2017 the team have achieved this prestigious accolade 3 times. Since taking over the site they have been a tour de force for the brand and for our customers. Paul and his team have worked exceptionally hard at putting our customers first and excelling at all our standards across sales and service. I am also delighted for the team to have been in the top 3 nominees for MINI Used Retailer Of The Year and MINI Aftersales Retailer Of The Year, this highlights the exceptional personal care we give every customer throughout their journey with Grassicks MINI. I am very proud of the whole team for creating such a strong customer centric environment."

# BMW

## United Kingdom

### Corporate Communications

Media Information

Date 5 February, 2025

Subject **BMW CELEBRATES ACCOMPLISHMENTS AT RETAILER OF THE YEAR AWARDS 2025.**

Page 3

#### **BMW Winners:**

<b>Category</b>	<b>Winner(s)</b>
<b>BMW Retailer of the Year</b>	Sytner Sheffield
Marketing	Sytner
Customer	Grassicks
GKL	Berry Heathrow
Corporate	Partridge
BMW Sales	Sytner Coventry
Electric	Sytner Coventry
Used Cars	Cotswold Cheltenham
Aftersales	Sytner Stevenage
Head of Business	Joe O'Gleby – Sytner Coventry

#### **MINI Winners:**

<b>Category</b>	<b>Winner(s)</b>
<b>MINI Retailer of the Year</b>	Grassicks
Marketing	Lloyd Group
Customer	Prentice Portadown
Retail Sales	Lloyd Carlisle
Electric	Vertu York
Used Cars	Sytner Sheffield
Aftersales	JKC
Rookie of the Year	Charlotte Bankes-Fay (Marshall Hampshire)
MINI Big Love	Halliwell Jones

# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 5 February, 2025

Subject **BMW CELEBRATES ACCOMPLISHMENTS AT RETAILER OF THE YEAR AWARDS 2025.**

Page 4

**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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

[www.bmwgroup.com](http://www.bmwgroup.com)

LinkedIn: <http://www.linkedin.com/company/bmw-group/>

YouTube: <https://www.youtube.com/bmwgroup>

Instagram: <https://www.instagram.com/bmwgroup>

Facebook: <https://www.facebook.com/bmwgroup>

X: <https://www.x.com/bmwgroup>

#### **For further information please contact:**

Sam Buckingham  
Press Officer, MINI  
Tel: 07815 362 262  
[Samuel.Buckingham@mini.co.uk](mailto:Samuel.Buckingham@mini.co.uk)

Tom Evans  
Senior Press Officer, BMW  
Tel: 07815 371 705

# BMW

## United Kingdom

### Corporate Communications

#### Media Information

Date 5 February, 2025  
Subject **BMW CELEBRATES ACCOMPLISHMENTS AT RETAILER OF THE YEAR AWARDS 2025.**  
Page 5

Email: [Tom.Evans@bmw.co.uk](mailto:Tom.Evans@bmw.co.uk)

Helen Wilson  
MINI Media Relations Manager  
Tel: 07815 372 480  
Email: [Helen.Wilson@mini.co.uk](mailto:Helen.Wilson@mini.co.uk)

Chris Overall  
BMW Media Relations Manager  
Tel: 07815 370 990  
Email: [Chris.Overall@bmw.co.uk](mailto:Chris.Overall@bmw.co.uk)

Christina Burnham-Hepe  
Corporate Communications Director  
Tel: 07815 371 206  
Email: [Christina.Burnham-Hepe@bmw.co.uk](mailto:Christina.Burnham-Hepe@bmw.co.uk)