



Media Information

25 June, 2025

BMW named Best Manufacturer in Car Dealer Power Survey 2025

- BMW ranks highest out of all brands in respected franchised retailer survey.
- Recognition follows strong network performance and continued investment.

BMW has been named Best Manufacturer in the 2025 Car Dealer Power Survey, topping the rankings in a poll voted for entirely by franchised retailers across most brands in the UK industry.

The survey, run annually by Car Dealer Magazine, asked franchised retailers to rate their manufacturer partners across 13 key categories, covering all aspects of the partnership. BMW achieved an average satisfaction score of 84.3%, the highest among all brands included in this year's survey.

Retailers rated their manufacturer partners on areas such as new car supply, finance offers, aftersales support, accessibility of head office teams and return on investment. BMW placed consistently highly across the board, underlining the strength of its relationships with its retail network and the ongoing focus on commercial partnership and service delivery.

James Baggott, Editor-in-Chief of Car Dealer Magazine, said: "BMW should rightly be very proud of this result. The brand has ranked highly in the Car Dealer Power survey for the past few years with top five placings, showing that it is routinely delivering for its dealer partners. This win, however, shows that BMW has upped its already-high game over the past 12 months.

"It's clear that its dealers are happy with the franchise and how BMW is working hand-in-hand with them. Its scores in finance, brand awareness and used cars were outstanding. Huge congratulations to BMW."

Debbie McIntosh, Sales Director, BMW UK, said: "We're absolutely delighted to be named Best Manufacturer in this year's Car Dealer Power Survey. It's a particularly rewarding recognition because it comes directly from our retail partners - the people who know our business best.

"I'd like to thank our partners for their continued support and trust. Over the past year, we've focused on clarity, consistency and making it easier to do business with us, and this result shows that those efforts are making a difference. We remain committed to working closely with our network as we look ahead to one of the most exciting product rollouts in the history of BMW."

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The annual Car Dealer Power Survey remains one of the industry's most respected benchmarks of franchised retailer satisfaction as the results are compiled from anonymous feedback provided directly to the title, with no OEM involvement. In 2025 the survey received over 2,000 entries, underscoring the breadth of feedback from across the industry.

BMW's top ranking this year marks a continued upward trajectory in retailer sentiment and follows a year of strong performance across both retail and corporate channels, driven by new model launches and ongoing investment in support programmes and simplification of processes for the BMW UK network.

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 2024 was € 11.0 billion on revenues amounting to € 142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 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.

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