

Media Information
25 February 2026

BMW Group UK and Ireland names 2025 Retailers of the Year

- BMW and MINI retailer teams were recognised for their performance and customer focus across 2025.
- Annual awards presented at the historic Löwenbräukeller in Munich during the Brand and Business Summit.
- Winners included Dick Lovett Swindon and Dick Lovett Bristol across categories spanning BMW and MINI Sales, Marketing, Aftersales, Electric and Customer.

BMW Group UK and Ireland has named its 2025 BMW and MINI Retailers of the Year, recognising performance across the past twelve months.

Held at the historic Löwenbräukeller in Munich and hosted by TV and radio presenter Dermot O'Leary, BMW and MINI retailers were celebrated across a range of categories, recognising performance, customer service and dedication across the network.

This year's awards took place during the company's Brand and Business Summit, which brought together retail partners to align on BMW Group product and commercial strategy, including driving opportunities with the new BMW iX3 and explored how retail-ready innovations will shape UK customer demand in 2026 and beyond.

Winning retailers were recognised across numerous categories including Electric, Marketing, Aftersales, Customer and Used Cars, alongside a combined BMW and MINI Corporate award.

Dick Lovett Swindon was named BMW UK Retailer of the Year, also securing the BMW Sales award, while Dick Lovett Bristol was crowned MINI UK Retailer of the Year. Other category winners included Bowker for BMW Marketing, Vines of Redhill for BMW Aftersales, Cotswold Hereford for BMW Used Cars, Cotswold Cheltenham for MINI Sales, Prentice Portadown for MINI Customer and Sytner Tamworth for MINI Financial Services.

Irish retailers were recognised for the first time as part of the event, with Conlans BMW Kildare named BMW Ireland Retailer of the Year and Frank Keane Naas Road awarded MINI Ireland Retailer of the Year.

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In addition to the business awards, two individual honours recognised colleagues who consistently delivered above expectations. Ashley Slaughter of Berry Cobham was named Newcomer of the Year, while Craig Lofthouse of Stratstone Derby was awarded Head of Business of the Year.

Speaking at the awards, David George, Chief Executive Officer, BMW Group UK & Ireland, said:

"In what continues to be a challenging and fast-moving market, our retailers have delivered strong performance while keeping customers at the centre of everything they do. The winners recognised tonight represent the highest standards across our network and their resilience, leadership and focus on customers set the benchmark for our brands."

Cotswold Cheltenham received the award for MINI Sales, Prentice Portadown was recognised in the Customer category and Sytner Tamworth was awarded Financial Services. Dick Lovett Bristol was named MINI Retailer of the Year.

Reflecting on the winners, David Beattie, Director MINI UK and Ireland, said:

"Last year marked an important step for MINI in the UK and Ireland with the transition to The New Retail, designed to deliver a more consistent and transparent experience for customers across our network. That evolution is reflected in the performance we've seen over the past twelve months, alongside almost one in three new MINIs registered in the UK now fully electric. Tonight's winners demonstrate the expertise and agility that continue to strengthen the MINI brand."

BMW Winners:

Category	Winner
BMW UK Retailer of the Year	Dick Lovett Swindon
BMW Ireland Retailer of the Year	Conlans BMW Kildare
BMW & MINI Corporate	Williams Manchester
BMW Sales	Dick Lovett Swindon
GKL	Dick Lovett Bristol
Marketing	Bowker

Used Cars	Cotswold Hereford
Aftersales	Vines of Redhill
Customer	Ocean Plymouth
Financial Services	Hedin Automotive Enfield
Retail Talent Management	Vines of Redhill
Newcomer	Ashley Slaughter – Berry Cobham
Head of Business	Craig Lofthouse – Stratstone Derby

MINI Winners:

Category	Winner
MINI UK Retailer of the Year	Dick Lovett Bristol
MINI Ireland Retailer of the Year	Frank Keane Naas Road
MINI Sales	Cotswold Cheltenham
Electric	Vertu York
Marketing	Dick Lovett
Customer	Prentice Portadown
Financial Services	Sytner Tamworth
Used Cars	Barretts Ashford
Aftersales	Sytner Stevenage
Most Improved	Lloyd North Tyneside

The 2025 Retailer of the Year Awards were held just two weeks ahead of the first UK customer deliveries of the new BMW iX3, with the official market launch taking place on Saturday 7 March 2026.

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

BMW GROUP

Corporate Communications

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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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