

BMW

United Kingdom

Corporate Communications



Media Information
24 April 2026

BMW Classic Partner Programme launches in the UK.

- Strengthening support for classic BMW ownership across the UK.
- Programme launching as an initial pilot with four certified BMW Classic Partner retailers: Halliwell Jones Wilmslow (North West), Sytner Stevenage (South East), Group 1 Hailsham (South Coast) and Dick Lovett Bristol (South West).
- BMW Classic partners specialise in the sale, servicing and body repair of classic BMW vehicles.

BMW UK has launched a new BMW Classic Partner pilot programme, marking a significant step in strengthening support for classic BMW ownership across the UK. The pilot includes four authorised retailers: Halliwell Jones Wilmslow, Sytner Stevenage, Group 1 Hailsham and Dick Lovett Bristol, each now officially recognised as part of the international BMW Classic Partner network.

As BMW Classic Partners, these retailers have demonstrated specialist expertise in classic BMW vehicles, including heritage knowledge, access to original BMW Classic parts and factory-approved standards of care. Their appointment ensures that UK customers with classic BMW models can access dedicated support locally, while benefiting from the assurance and quality associated with the global BMW Classic programme, to help maintain the value of their classic vehicle over the longer term.

Werner Pagenstert, BMW UK Customer Support Director for Aftersales, said "The launch of the BMW Classic Partner programme represents an important milestone for BMW Classic in the UK. By officially recognising these four retailers as part of our global BMW Classic Partner network, we are strengthening our ability to support customers who are passionate about preserving and enjoying their classic BMWs. This programme ensures that specialist knowledge, heritage expertise and manufacturer-approved standards are available locally, while remaining fully aligned with BMW Group Classic internationally."

UK BMW Classic Partner Retailers:

BMW Group Company

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

Telephone
01252 920000

Internet
www.bmw.co.uk

Halliwell Jones Wilmslow – Recognised for its long-standing BMW expertise and specialist knowledge supporting classic BMW ownership in the North West.

Phil Jones, Aftersales Director for Halliwell Jones, said "As a classic BMW owner myself, I'm genuinely passionate about the heritage of this brand and the importance of keeping

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these incredible cars on the road for years to come. Classics aren't just vehicles — they're stories, memories, and pieces of engineering that deserve to be shared and enjoyed by future generations. That's why the launch of Halliwell Jones Classic is such a proud moment for us. Becoming a BMW Classic Partner in the UK represents a major investment in supporting BMW's rich heritage and our customers' passion for these iconic models."

Sytner Stevenage – Serving classic BMW customers in the South East with manufacturer approved heritage expertise and facilities.

Manjit Ahluwalia, Head of Business Sytner Stevenage, said "At Sytner Stevenage, 'Classic' is far more than the age of a vehicle - it represents the legacy, craftsmanship and deep-rooted relationships that BMW and MINI have built with customers over generations. That heritage is reflected within our own team. Paul Travers, our Master Technician, brings over 30 years of BMW experience and has supported customers and their vehicles across decades. Our Bodyshop, led by Peter Panico, represents a combined 100+ years of expertise in restoration and repair - preserving not just vehicles, but the stories behind them. Our Aftersales leadership under Alun Clarke, with over 20 years' experience with BMW, ensures that same standard of care and continuity is delivered every day."

Group 1 Hailsham – Providing dedicated BMW Classic support for enthusiasts across the South Coast.

Adam Hook, a technician at Group 1 Hailsham, said "BMW Classic isn't just about preserving a car; it's about making memories that will last a lifetime. Restoring my 1996 BMW E36 3 Series with my son turned machinery and metal into something far more meaningful: shared time, pride and lasting memories. This vehicle will pass through generations."

Dick Lovett Bristol – Offering specialist BMW Classic care in the South West, underpinned by a strong heritage and performance focus.

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Dan Hicks, BMW/MINI Group Head for Dick Lovett, said "Being selected as a BMW Classic partner is a huge honour for everyone at Dick Lovett. We've been proud BMW partners since 1968 and are the longest serving BMW partner in the UK, so to receive this recognition in our 60th year of business makes it particularly special. This appointment recognises not only the heritage of BMW and MINI, but the people and craftsmanship required to preserve it properly."

Each partner retailer is now prominently featured on the BMW Group Classic global website, reinforcing their status within the international BMW Classic Partner network and increasing visibility for customers worldwide seeking authorised classic BMW expertise in the UK. Learnings from this pilot will help inform the future development of BMW Classic services nationwide.

For more information, visit the following [link](#).

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 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

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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 through production to the end of their useful life.

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