



Best Retail Group (up to 10 sites)

The motor retail industry is made up primarily of smaller, regional groups. This award category is designed to recognise and honour those companies – ones with up to 10 dealerships. Entrants will be able to show how they meet the AM Awards' original criteria of quality, innovation and service and how they have tracked their performance improvement over the past five years. A copy of the most recent full company accounts will be required.

What are the judges looking for?

Examples of best practice and outstanding performance across all areas of the business – new cars, used cars, aftersales, bodyshop (where applicable), parts, finance. In addition, the entry needs to show high levels of customer satisfaction, a keen awareness of marketing and an appreciation of the role of staff in a successful business. In short, the winner will be an all-rounder.

How to enter

Contact Kate Howard on 01733 468146 or email kate.howard@bauermedia.co.uk