



### **Best Used Car Retailer**

More profitable than new cars, used cars is a competitive part of the market fought over by franchised dealers, car supermarkets and independents. This award is open to any company that sells used cars (franchised or independent) and is intended to recognise those who have turned the practice into an art form – not to say a hugely successful and profitable business.

### **What are the judges looking for?**

We require examples of best practice and outstanding performance. The judges will be looking for companies that have a robust used car policy, a good understanding of the issues affecting used car sales and business profitability, and an innovative approach to business. 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.

Entries accepted from franchised and independent car and LCV dealers.

### **How to enter**

Contact Kate Howard on 01733 468146 or email [kate.howard@bauermedia.co.uk](mailto:kate.howard@bauermedia.co.uk)