

New category
for 2011



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Franchise of the Year

In no other sector is the link between manufacturer and retail so important and at times as sensitive. This new award seeks to recognise the brand that in the last 12 months that for dealers has fulfilled on promises made by the manufacturer partner. Does the dealer and the manufacturer have a mutually beneficial relationship, does the manufacturer understand and work with – and not against – the retailers' business plans particularly where it involves more than one brand? And is their clear and effective lines of communication to enable long-term dealer confidence?

Entries accepted from car and LCV manufacturers and dealers. Manufacturer entries must include supporting evidence from dealers as part of the entry.

How to enter

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