ROLLS-ROYCE | MEDIA INFORMATION

Rolls-Royce motor cars ANNOUNCES

ANNUAL WORLD DEALER AWARDS

16 April 2021, Goodwood, West Sussex

* Rolls-Royce presents annual awards to dealers in its global network
* Awards announced at a series of five virtual events, organised by region
* Categories reflect a range of business objectives and achievements

*“Our dealer partners are the foundation of our extended worldwide Rolls-Royce family. They are the face, voice and living proof of our brand and its promises to our customers. These global awards recognise and celebrate their outstanding achievements, and inspire greatness in all of us. I extend my congratulations to all the winners, and my personal thanks to every individual in our dealer network around the world."*

**Torsten Müller-Ötvös, Chief Executive Officer, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars has presented its annual awards to dealers around the world, recognising and celebrating outstanding achievements across a range of categories throughout 2020.

The awards are usually made at the Rolls-Royce World Dealer Conference, which is held in a different location each year. No such gathering was possible in 2021, owing to continued coronavirus restrictions. Accordingly, Rolls-Royce Motor Cars arranged a series of virtual events, one for each of its five regions around the world.

The following global awards were presented:

Regional Dealer of the Year, UK, Southern &
Western Europe, Russia and CIS Rolls-Royce Motor Cars Munich

Regional Dealer of the Year, Middle East & Africa Rolls-Royce Motor Cars Abu Dhabi

Regional Dealer of the Year, Asia Pacific Rolls-Royce Motor Cars Tokyo

Regional Dealer of the Year, Americas Rolls-Royce Motor Cars Houston

Regional Dealer of the Year, Greater China Rolls-Royce Motor Cars Shanghai Pudong

Global Sales Dealer of the Year Rolls-Royce Motor Cars Shanghai Puxi

Global Most Improved Dealer of the Year Rolls-Royce Motor Cars Saint Petersburg

Global Ownership Services Dealer of the Year Rolls-Royce Motor Cars Seattle

Global Provenance Dealer of the Year Rolls-Royce Motor Cars Beverly Hills

Global Bespoke Dealer of the Year Rolls-Royce Motor Cars Sunningdale

Global CRM Excellence Award Rolls-Royce Motor Cars Fort Lauderdale

Social Media Excellence Rolls-Royce Motor Cars Doha
Rolls-Royce Motor Cars Busan
Rolls-Royce Motor Cars Hangzhou

- Ends -

## FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [**PressClub**](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow marque on social media: [**LinkedIn**](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars);[**Twitter**](https://twitter.com/rollsroycecars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

## EDITORS’ NOTES

Rolls-Royce Motor Cars is a wholly-owned subsidiary of the BMW Group and is a completely separate company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems. Over 2,000 skilled men and women are employed at the Rolls-Royce Motor Cars’ head office and manufacturing plant at Goodwood, West Sussex, the only place in the world where the company’s super-luxury motor cars are hand-built.

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