

CMH Menlyn Auto named as the MINI Finance Dealer of the Year

CMH Menlyn Auto achieved yet another significant distinction when their MINI Franchise was named as the Finance Dealer of The Year by MINI Financial Services South Africa.

The MINI Financial Services Dealer of the Year is always a very hotly contested accolade, however the team at CMH Menlyn Auto proved that hard work does pay off and through their efforts scooped this prestigious award. As the dealer is the interface between MINI Financial Services SA and their customers, it plays a crucial role around the overall brand perceptions created on a daily basis.



L to R Preston Rogers; Werner van Zyl, Menlyn Auto (Dealer of the Year – MINI); LJ Labuschagne, Menlyn Auto; Kate Gower (Top Performing RM); Clive Prevost and Clive Steyn

The BMW and MINI Financial Services' Dealer of the Year awards function, where the most consistent and loyal supporters within the Dealer Network are recognised, is one of the highlights of their annual calendar. "The support of our dealers is paramount to BMW Finance's success and DOTY [Dealer of The Year] is our way of saying thank you for their support," said Preston Rogers, general manager at BMW Financial Services.

Instead of the usual formal dinner, this year MINI Financial Services broke tradition and presented the awards at a luncheon held at Mount Grace Country House in Magaliesburg in April.

Represented by our Dealer Principal, Werner van Zyl and MINI Finance & Insurance Manager, LJ Labuschagne, Menlyn Auto is proud to have brought the title of MINI Financial Services Dealer of the Year home this year. This is no mean feat as the winners have to outperform each other in 12 categories in order to achieve this.

The Dealer of the Year Award is determined by factoring in sales, various quality factors, service and customer satisfaction from all MINI dealers across the country each year. In a recovering economic environment the team at CMH Menlyn Auto went above and beyond to ensure that their clients got the best service and support available, and was duly recognised as the best of the best.

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