

# Car Dealer **USED** **CAR AWARDS**

IN ASSOCIATION WITH  
**WHEELER DEALERS**

Last year Car Dealer Magazine held its inaugural Used Car Awards for the motor trade. They were hailed as a resounding success not just by the winning dealers and manufacturers, but by the award sponsors and those who simply came along for the party too!

Attendees and sponsors described the event as a 'breath of fresh air' and a break from 'stuffy traditional awards' that the motor industry has become used to. But then did you really expect anything different from Car Dealer Magazine? We thought not.

Hosted by the self-confessed 'best used car dealer in Britain', Mr Wheeler Dealer himself, Mike Brewer (off of the telly), the awards were not only great to win, but great fun to attend too.

For 2013 we're doing it all over again – but this time with a name that truly reflects who the awards represent. Gone are the Wheeler Dealer Awards – long live the new kings of the gongs:

## ***The Car Dealer Used Car Awards***

These awards will once again celebrate all different areas of this vital backbone of the motoring industry. From the smaller dealers, to the bigger groups, the car manufacturers to the best performing used cars – these awards will celebrate the lot!

If you missed out on last year, now's your chance to get involved in 2013 – but we suggest you're quick. Judging from the feedback from last year's awards night, sponsorship packages and tables are likely to sell out fast...

The team and I look forward to getting you involved.



**James Baggott**  
**Editor**



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## **What is it?**

**The Car Dealer Used Car Awards** celebrate every part of the used car industry. For every new car sold in the UK, three others are used – which explains exactly why these awards are so important. Once again the awards will be hosted by Mike Brewer and once again they'll be hosted at The Brewery – who said Mike couldn't organise a... (we'll let you fill in the blanks).

## **Where is it?**

At **The Brewery**, Chiswell Street, London. This amazing venue is large enough to hold all our winners but small enough for the event not to feel too vast – a complaint many people have about other, lesser, industry awards ceremonies. This year the theme for the venue is The 80s. So we expect everyone to arrive in Ferrari Testarossas, in white suits listening to Wham! Oh, ok, that'll just be us then...

## **When is it?**

Once again this will be an excuse for a Christmas party you can put on expenses. It'll be held on December 2, and because we're holding it at The Brewery again it will also be **ALL YOU CAN DRINK**. This went down very well last year. So well in fact some people are still getting over the hangovers now. Oh, ok, just us again then...

## **What happens?**

Oh, you mean apart from the drinking? Well, there's booze, Mr Brewer does his stuff on the stage handing out our prestigious Used Car Awards to the assembled great and the good of the car dealer world, a bit more booze, a tasty three-course silver service meal, booze, a live band, even more booze, a disco where you can shake up the booze – and lots and lots of opportunities for networking. Just don't tell them you've been on the booze. In all seriousness, the Used Car Awards will be a great place to chat to like-minded dealers and for suppliers to meet some of the most powerful names in the motor trade. Think of it as a great networking event, but with booze!

## **How can I book a table?**

Anyone can book a table at the Used Car Awards. Sponsors get tables as part of their packages, but there's nothing to stop other suppliers to the industry taking a table to entertain clients. Car manufacturers and dealers can come along too – bring your staff, your customers, anyone you'd like to wine and dine during the festive season. They are sure to have a ball.

All tables get unlimited beers and wine from the party opening at 6.30pm with a welcome drink, to the end when you force just one more beer down you before we politely ask you to find your carriage at 12.30am.

## **What does it cost?**

Table of 10	<b>£1,995</b>
Half table (5 people)	<b>£995</b>
Pair of tickets	<b>£395</b>

To book, simply contact the Car Dealer team on **(023) 9252 2434**. We are taking bookings now.

\*Prices exclude VAT



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## **Headline Sponsor**

There's no better way to show your support for the used car industry than this – the headline sponsorship package of the **Car Dealer Used Car Awards**.

The headline sponsor will be the only company referred to every time the awards are mentioned. What do we mean? Well, they will become the **Car Dealer Used Car Awards**, in association with Wheeler Dealers, and sponsored by **YOU!**

Not only does the headline sponsorship package show your support for this vital area of our industry but it's also a superb way to entertain 40 of your clients at the best Christmas party of the year as four tables come included in the package.

So, as headline sponsor, what do you get? Well, everything but the moon on the stick – almost... Here's the full details:

- Your company logo on the **Used Car Awards** branding in the run-up to the awards, on the night, on the awards and after the event
  - Sponsorship of four key awards. These include:  
**Used Car Dealership of the Year - Under 50 Cars**  
**Used Car Dealership of the Year - 51-100 Cars**  
**Used Car Dealership of the Year - Over 100 Cars**  
**Used Car Dealership Group of the Year**
  - Opportunity to give a welcome speech on the evening of the awards after the editor has welcomed the guests
  - Four tables of 10 to entertain your clients at the awards night **worth nearly £8,000 alone!**
  - Two full-page adverts in the results issue of Car Dealer Magazine, **worth £3,000 alone!**
  - Online banner advert on CarDealerMagazine.co.uk, **worth £1,500 alone!**
  - Your chance to nominate winners in every category of the Used Car Awards
  - Your company logo engraved on every Used Car Award
  - Your chance to be the only sponsor to feature in our video review of the awards night
- Cost: **£19,995** + vat



## **Individual Award Sponsorship Packages**

We received nothing but fantastic feedback from our award sponsors at the 2012 Wheeler Dealer Awards. The companies that supported the gongs loved the relaxed atmosphere and found it far easier to network and do business on the night as the guests were in excellent moods. The free booze helped oil the wheels of success...

Not only is the awards night a fantastic opportunity to network, but as a sponsor it's a great way to entertain your clients at Christmas and thank them for their support over the year. Each award sponsor gets a table of 10 included in the package – worth £1995 alone – which is a great place to entertain your clients or celebrate a brilliant year with your colleagues!

Every award sponsorship package comes with the following:

- Your company logo engraved on the winner's trophy
- Your company logo placed alongside all publicity of that award in the run-up to the awards
- Your chance to nominate winners for the judging panel to consider for your award
- Table of 10 at the Used Car Awards evening, **worth £1,995**
- Full-page advert in the results issue of Car Dealer Magazine, **worth £1,495**, placed next to the editorial about your award
- Your company logo included in web promotion of the Used Car Awards

Cost: **£5,995** plus VAT per award sponsorship

## **What do you do next?**

Act quickly. Over the following pages are the details on the individual awards available for sponsorship. Choose which you'd like to put your name against and get in touch with the team at Car Dealer Magazine to secure it.

We expect sponsorship packages to sell out quickly for the 2013 Used Car Awards, so it's worth getting in touch now to avoid disappointment. The sooner you sign up the more publicity you'll receive in the run-up to the awards night.





## **Individual Awards**

### **1. Manufacturer Used Car Scheme of the Year**

This award honours the best official manufacturer-backed Used Car Scheme of the Year. Last year's winners, Nissan, were rewarded for their Cared4 scheme. Associate your brand with the big fish by putting your name alongside this popular gong.

### **2. Manufacturer Used Car Marketing Scheme of the Year - NEW**

A new award for our 2013 Used Car Awards, this gong aims to reward the best official used car marketing scheme. Manufacturers are putting more and more effort into marketing their used cars from the top level and this award will recognise the very best adverts or initiatives.

### **3. Used Car of the Year**

Using data from the industry trade bibles as well as advertising portals we'll reward the most popular used car. Residual values, popularity, profit opportunity and more will be considered by Mike and his judging panel when choosing the winner. Last year's winner was the BMW 3 Series and the German firm was delighted to collect the award.

### **4. Best Performing Used Car of the Year**

Again, using data from the trade price guides as well as other sources around the remarketing industry, this award will mark the very best performing used car. Last year Ford collected the coveted gong from Mike for its appreciating C-Max!

### **6. Best New Used Car Dealer of the Year - NEW**

Another new award for 2013, this gong aims to mark the efforts and tenacity of a dealer that has managed to set up and make a success of the used car business in 2013. Association with this new award will give sponsors the perfect foot-in-the-door with these ambitious new dealers.

### **7. Used Car Finance Product of the Year - NEW**

Finance plays a vital role in the art of selling second-hand cars and this award will be handed to the finance company or broker that has helped dealers the most. We'll be taking nominations from the ground troops in the motor trade to find the winner of this new award.

### **8. Dealer's Dealer of the Year Award - NEW**

There's nothing like recognition from your peers in any industry, which is why this new award for 2013 will be so very special. We'll be taking nominations from dealers as to which of their peers they feel is truly deserving of this special gong before Mike and the judging panel help decide the winner.

### **9. Used Car Sales Team of the Year**

A fiercely fought category in 2012 – won by the Hendy Group – this award is likely to again be a tough battle in 2013. Behind every great dealership, there is a great team – and it's that team this award will mark.

### **10. Used Car Sales Manager of the Year**

Good salespeople don't necessarily create the best managers – but some manage to make the transition. This award marks those brilliant managers who juggle the pressures from on high with ensuring their teams are doing their jobs brilliantly.





## ***Individual Awards cont'd***

### **11. Used Car Dealer Principal of the Year - *NEW***

Running a successful used car dealership isn't easy. This award will recognise those that not only manage it, but absolutely excel in this competitive arena. We'll take nominations from their teams and peers to ensure we find the best of the best.

### **12. Upsales & F&I Performance of the Year**

Selling a used car is only one part of a great sales person's mission. With every sale, there is the opportunity for selling other products and services – and it's often these add-ons that make the real difference to a dealer's bottom line. Our winner will be a salesperson who truly excels in this area.

### **13. Best Used Car Customer Care**

The canny dealers know that cultivating a used car customer can create a punter for life – a loyal supporter who'll return year after year for a new car. But it's only those dealers that manage to look after their customers who succeed here. This award recognises those dealers who pull it off with every sale.

### **14. Used Car Website of the Year**

Every dealer that wants to sell needs a decent shop window – and in this digital age, it's their website that creates the first impression, not their showroom. Even the smaller fish can compete with the big guys in the digital pond, and we'll be marking the very best with this gong.

### **15. Best Dealer Used Car Marketing Scheme of the Year**

In last year's award Evans Halshaw walked away with this gong for their brilliant James Bond cars viral marketing project. It's unique schemes like this where used car dealers have thought 'out of the box' to create demand that this award aims to celebrate. Associate your company with this creative thinking by sponsoring this gong.

### **16. Used Car Product of the Year - *NEW***

This award is for the used car suppliers out there. Whether that's a brilliant online sales portal or a clever warranty scheme that helps dealers sell more cars, this award will celebrate the very best. We'll look at nominations from dealers very closely to help find our winner.

### **17. Outstanding Achievement of the Year**

This special award looks to recognise the dealer or dealership personality that has achieved something truly remarkable. Whether it's amazing sales figures, brilliant upsales or outstanding customer service, this award will be handed to a truly talented individual.

### **18. Lifetime Achievement Award**

Last year's winner, John Tordoff of JCT600, was a worthy inaugural winner for what was the highlight of the Used Car Awards night. For 2013, the judging panel will once again be looking for a motor trade big hitter to reward for their lifetime of service to the used car industry.



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See the video of the inaugural Wheeler Dealer Awards at  
***[bit.ly/wheelerdealerawards](http://bit.ly/wheelerdealerawards)***