

To book, simply contact the Car Dealer team on  
**(023) 9252 2434**



You can nominate  
**ONLINE OR BY POST**

**MONDAY, NOVEMBER 28, 2016**

CATEGORIES

**USED CAR DEALERSHIP OF THE YEAR: UNDER 50 CARS**  
We're looking for the best dealership that stocks up to 50 used cars.

**USED CAR DEALERSHIP OF THE YEAR: 51-100 CARS**  
This award is for the best dealer that stocks between 51 and 100 cars.

**USED CAR DEALERSHIP OF THE YEAR: 100+ CARS**  
This one is for the larger dealers stocking more than 100 cars.

**USED CAR DEALERSHIP GROUP OF THE YEAR**  
Aimed at those with more than one site, this award marks the best used car groups.

**USED CAR SUPERMARKET OF THE YEAR**  
This award is for supermarkets that provide great cars and great service on a major scale.

**NEWCOMER DEALERSHIP OF THE YEAR**  
This is a new award for dealerships established during 2015.

**SPECIALIST USED CAR DEALERSHIP OF THE YEAR**  
If you sell specialist used cars, you need something a little special yourself to take home this prize.

**MANUFACTURER USED CAR SCHEME OF THE YEAR**  
Honouring the best official manufacturer-backed Used Car Scheme of the Year.

**USED CAR OF THE YEAR**  
Data from industry trade bibles and advertising portals will be used to decide this category.

**BEST PERFORMING USED CAR OF THE YEAR – RESIDUAL**  
Cars that hold their value are like gold dust. We celebrate the ones that help put pounds in dealers' pockets.

**BEST PERFORMING USED CAR OF THE YEAR – DAYS TO SELL**  
Which cars are best at being shipped out as soon as they're shipped in?

**SOCIAL MEDIA USER OF THE YEAR**  
This award will mark the achievements of a dealer who has mastered their digital direction.

**SERVICE & REPAIR OUTLET OF THE YEAR**  
We'll be looking for the garage that excels in repairing and maintaining used cars.

AWARD SPONSORED BY



**DEALER'S DEALER OF THE YEAR AWARD**  
Recognition from your peers makes this award extra special. Mike Brewer and the judging panel will decide the winner from the nominations.

**BEST DEALERSHIP USE OF VIDEO**  
New for this year, we're looking for dealerships that have made the best use of video technology to present their products and services.

**USED CAR SALES TEAM OF THE YEAR**  
Behind every great dealership there's a great team – and that's who this award is for.

**USED CAR DEALER PRINCIPAL OF THE YEAR**  
Running a successful used car dealership isn't easy. We're looking for DPs who absolutely excel at it, and we'll take nominations from teams and peers to ensure we find the best of the best.

**BEST USED CAR CUSTOMER CARE**  
Canny dealers know that cultivating a used car customer can create a punter for life – a loyal supporter who'll return time after time.

**USED CAR PRODUCT OF THE YEAR**  
This one is for the suppliers. Whether it's a brilliant online sales portal or a clever warranty scheme that helps dealers sell more cars, this award will celebrate the very best.

**MANUFACTURER USED CAR WEBSITE OF THE YEAR**  
We're looking for manufacturers' websites that present their pre-loved vehicles clearly, are easily navigable and provide just the right level of interactivity to amuse but not confuse.

**DEALER USED CAR WEBSITE OF THE YEAR**  
Our judges will be looking for the ease of use, design and functionality of the website.

**OUTSTANDING ACHIEVEMENT OF THE YEAR**  
This special award looks to recognise the dealer or dealership personality who has achieved something truly remarkable, whether it's amazing sales figures, brilliant upsales or outstanding customer service.

**LIFETIME ACHIEVEMENT AWARD**  
Previous winners have been John Tordoff of JCT600, Ray Sommerville of Perrys and designer Afzal Kahn. Once again, the judging panel will be looking for a big hitter in the motor industry.

AWARD SPONSORED BY



NOMINATE

HOW DO I ENTER?

Entering the Car Dealer Used Car Awards couldn't be easier. We've made sure it's as simple and straightforward as possible and you can do it in one of two ways.

Below is a nomination form that you can fill out and send to us in the post. If you want to nominate for more than one category, that's absolutely fine – just photocopy the page however many times you need to and pop them in the post.

But by far the easiest way to nominate is online. Go to the Car Dealer Magazine website and click on the Used Car Awards button to fill in the online nomination form – it's ideal if you've spotted a number of categories you'd like to nominate for. Please give as much detail as possible about why your nominee should win, as it really helps when it comes to creating the shortlists. Make that nomination form really sing!

If you're struggling to think of nominations for a specific category, don't worry – you can leave them blank. But please do get your thinking caps on as we're counting on you to nominate yourself or others!

Shortlists for each category will be drawn up by our panel of judges, which will be chaired by Mike Brewer. The winner and two highly commended places will be invited to our gala awards night. And if last year is anything to go by, the winners will be going home with a very special award indeed.

PLEASE FILL OUT THE FOLLOWING DETAILS TO ENTER BY POST

My name: .....  
Preferred contact telephone number: .....  
My email address: .....  
The category/categories I'd like to enter and nominee(s) are: .....

My reasons are: .....  
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**WANT TO ENTER FOR MORE CATEGORIES?** That's fine – just photocopy this form. Please send your form (or forms) to UCA Nominations, Blackball Media, Haslar Marine Technology Park, Haslar Road, Gosport, Hampshire, PO12 2AG. If you'd like to send supporting information, that's fine too.



DON'T MISS THE AWARDS!





WHAT THEY SAID ABOUT LAST YEAR'S AWARDS

We're absolutely delighted and we've had a great night at The Brewery.  
SIMON PALMER, HENDY GROUP EASTLEIGH

It's a massively motivational moment for the whole team to win this trophy.  
JONATHAN DUNKLEY, CARSHOP

The Used Car Awards are fantastic and help recognise people who are the lifeblood and core of the business.  
SIR ARNOLD CLARK, ARNOLD CLARK

The unique thing about these awards is you don't put yourself forward. To be chosen by other people makes it even more special.  
ROBIN LUSCOMBE, LUSCOMBE'S

Winning means a great deal to us and really is the highlight of the year.  
ERIC STONE, WMS SAFE AND SOUND



INTRODUCTION



WHY SHOULD YOU ENTER?

It's the glamorous event that gets the whole of the used car industry talking. Recognising the best, the brightest, the smartest and the nicest across the full spectrum of the used car trade, the Car Dealer Used Car Awards is the gold standard that celebrates the finest in the business.

Now in its fifth year, the event has become THE awards for the used car industry, with winning dealers and sponsors proud to shout about their successes – and keen to have a party too!

And winning a Used Car Award is a big thing. The awards celebrate and recognise all the different areas of this vital backbone of the motor industry. From the smaller independents to the larger groups, every dealer who has an involvement with the used car business can take part.

On the night we will be handing out gongs in a variety of categories. If you reach the final shortlist, you will be invited to our sparkling awards night, to be hosted by TV's Mike Brewer and held at The Brewery in London on November 28. You'll be able to enjoy a great meal, free drinks and, if it's your thing, plenty of dancing.

If you missed out on last year's event – and if you did, you missed something really special – don't delay in entering for the 2016 Used Car Awards. Last year, tickets and sponsorship packages sold out so quickly we had to tell some of you that unfortunately there was no space left. Don't let that happen to you this year... after all, it's the dealers' biggest party of the year!

I look forward to seeing you there.

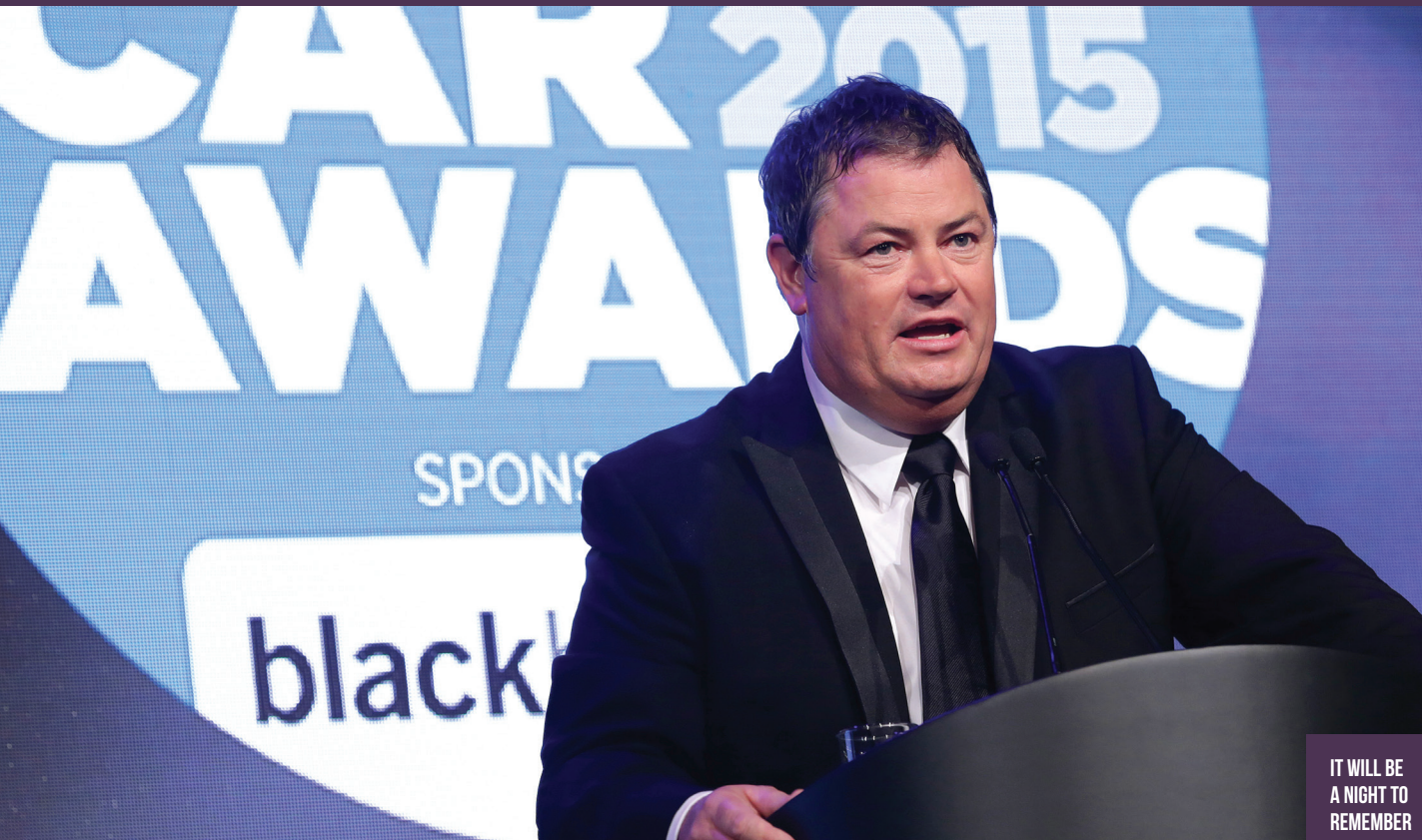
DAVE BROWN  
PRODUCTION EDITOR, CAR DEALER MAGAZINE

WHAT ARE THEY?

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 why these awards are so important. Once again, the awards will be hosted by Mike Brewer and they'll be held at The Brewery in Chiswell Street, London. It's the perfect venue: small enough to give an intimate feel to the evening but large enough to host a fantastic party!

**WHERE IS IT?**  
At The Brewery. It's an amazing venue that oozes class and sophistication and has provided the perfect setting for the Used Car Awards for the past four years. It's simply stunning.

**WHEN IS IT?**  
Once again, this will be an excuse for a Christmas party you can put on expenses. It'll be held on Monday, November 28.



IT WILL BE A NIGHT TO REMEMBER



MESSAGE

WE'RE DELIGHTED TO BE BACK AS SPONSOR

It's great to again have the opportunity to sponsor the Used Car Awards. We know from experience that recognition from industry peers goes a long way and can be valuable to any business. This year, Black Horse has won several awards from the likes of Motor Finance and Credit Today, and while awards themselves may not be the sole objective of our business, it's hugely pleasing when our products, services, innovation and people are regarded as best in class. The reputation of used car dealers sometimes suffers, but there are hundreds of reputable businesses doing their best to provide quality vehicles and outstanding service to their loyal customers. I've seen firsthand how our dealers run their buying processes and their retailing sites. They are well delivered and dealers have a close handle on the detail. What's more, they are passionate about their businesses. That's why it's a privilege to continue to put our name to the Used Car Awards, which recognise this element of our industry. I'm proud that we're playing a central role again.

RICHARD JONES  
Managing Director  
Black Horse



SPONSOR PACKAGES

WHY GETTING INVOLVED IN SPONSORSHIP IS A GREAT IDEA

We received nothing but fantastic feedback from our award sponsors at the 2015 Used Car 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 mood.

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 the start of the Christmas festivities and to thank them for their support over the year.

Each award sponsor gets a table of 10 included in the package, 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
- Full-page advert in the results issue of Car Dealer Magazine placed next to the editorial about your award
- Your company logo included in web promotion of the Used Car Dealer Awards

WHAT DO YOU DO NEXT?

Act quickly. In this booklet, you'll have read details about 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, 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.



TO BOOK, SIMPLY CONTACT THE CAR DEALER TEAM ON (023) 9252 2434. WE ARE TAKING BOOKINGS NOW