ROLLS-ROYCE | MEDIA INFORMATION

ROLLS-ROYCE ANNOUNCES GLOBAL DEALER AWARDS

Friday 21 February 2025, Goodwood, West Sussex (EMBARGO TO 12:30 GMT)

* Rolls-Royce Motor Cars announces its Global Dealer Awards, celebrating 2024
* Awards recognise and celebrate outstanding performance in a range of categories connected to business objectives, brand communications and client services
* Global network of dealer partners is critical in delivering the marque’s ‘Inspiring Greatness’ Strategy
* Global Dealer Awards complemented by a range of regional awards

*“Our dealer partners are the face and voice of the Rolls-Royce marque to our clients worldwide.* *The global success of Rolls-Royce Motor Cars is a testament to their incredible level of dedication to offering an exceptional client experience, built on local knowledge and insights, as well as deeply personalised individual client engagement. These awards recognise some truly outstanding contributions to excellence shown across the world last year. My sincere thanks and compliments to all our worthy winners.”* **Julian Jenkins, Director of Sales & Brand, Rolls-Royce Motor Cars**

The Rolls-Royce Motor Cars Global Dealer Awards acknowledge and celebrate the outstanding performance of individual dealers partners in a range of categories connected to business objectives, brand communications and client service. They are complemented by a range of regional awards.

The winners of the global awards for outstanding achievement in 2024 are:

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| **Dealer of the Year:** | Rolls-Royce Motor Cars Dubai |
| **Sales Dealer of the Year:** | Rolls-Royce Motor Cars Geneva |
| **Ownership Services Dealer of the Year:** | Rolls-Royce Motor Cars Dubai |
| **Client Engagement Dealer of the Year:** | Rolls-Royce Motor Cars Riyadh |
| **Bespoke Dealer of the Year:**  **Provenance Dealer of the Year:** | Rolls-Royce Motor Cars Yokohama  Rolls-Royce Motor Cars Manchester |

Rolls-Royce motor cars are sold in more than 50 countries worldwide through a global network of dealerships. In 2024, Rolls-Royce Motor Cars reaffirmed its position as an authentic luxury house by crafting the most complex, personal, and valuable motor cars in its history, with the average value of Bespoke commissions in each handcrafted motor car 10 per cent higher than it was in the previous year. This growing client demand for increasingly complex Bespoke personalisation of its motor cars has led Rolls-Royce Motor Cars to commit a landmark investment exceeding £300m to expand its manufacturing facility at Goodwood. This extension will provide additional capacity for the intricate, high-value Bespoke and Coachbuild projects sought by clients who view luxury as a deeply personal expression of their individuality.

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

EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99:-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

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