

ENTRY FORM

Closing date for entries: 2 April 2012

YOUR DETAILS (Use a separate entry form for each category entered)

Name:

Job title:

Company name:

Company address:

.....

.....

Postcode:

Email:

Tel:

I wish to enter the following category (tick one box only*)

- | | |
|---|--|
| <input type="checkbox"/> Motor Trade Business Management Award | <input type="checkbox"/> Dealer Website of the Year Award |
| <input type="checkbox"/> Independent Garage of the Year Award | <input type="checkbox"/> Innovation of the Year Award |
| <input type="checkbox"/> Most Improved Dealership of the Year Award | <input type="checkbox"/> Car Supermarket of the Year |
| <input type="checkbox"/> New Dealership of the Year Award | <input type="checkbox"/> Training Award |
| <input type="checkbox"/> Customer Care Award | <input type="checkbox"/> Salesperson of the Year Award |
| <input type="checkbox"/> Green Dealer of the Year Award | <input type="checkbox"/> Sales Team of the Year Award |
| <input type="checkbox"/> Digital Initiative of the Year Award | <input type="checkbox"/> Sales Manager of the Year Award |
| <input type="checkbox"/> Dealer Marketing Award | <input type="checkbox"/> Dealer Principal of the Year Award |
| <input type="checkbox"/> Mobile Website of the Year Award | <input type="checkbox"/> Franchised Dealership of the Year Award |

*If you wish to enter more than one category, you must use a separate form (photocopies acceptable)

Signature: **Date:**

Entry authorised by (director's name):

Director's Signature:

Send your entry to: **Tracy Knight, Motor Trader Industry Awards, Metropolis Business Media, 6th Floor Davis House, 2 Robert Street, Croydon CR0 1QQ**

For more information contact: Tracy Knight - Tel: 020 8253 8717 Email: tracy.knight@metropolis.co.uk

ENTRY CHECKLIST

STEP 1: Entry form

Complete the entry form including the company name as you would like to see it on the trophy (without Ltd, Limited, Holdings) if you win. You may enter as many categories as you wish but please use one entry form per category. Photocopies are acceptable.

STEP 2: Supporting statement

To help us assess your entry we need a supporting statement (500 words maximum). If you enter more than one category you must supply separate statements relevant to each category. Where applicable please use these headings:

- Background on your business
- The reasons why your entry should win
- How are you better than your competitors?
- How has your business improved based on the category's entry criteria?
- How has the business benefited financially as a result of improvements in this category?

STEP 3: What we need

Please present your entry in an A4 folder and on a memory stick. It should include, when appropriate to the category, company accounts. All financial information supplied will be treated in strict confidence. Press cuttings, examples of marketing and customer testimonials can be included.

STEP 3: Checklist

To make sure your entry is complete, you should be sending us the following (please tick)

- Signed entry form
- 500 word statement
- A4 folder and memory stick

STEP 4: What happens next?

Entrants will receive written notification to confirm whether they have been shortlisted. After that a roving judge will contact finalists to arrange a site visit. They will then report their findings to the Motor Trader Awards panel of industry professionals. The winners will be announced on **11 July** at the Motor Trader Industry Awards gala dinner at the Grosvenor House Hotel, London.

