

Toyota dealers dominant at halfway mark in Business of the Year contest

Toyota dealers are leading the way at the halfway mark in the National Automobile Dealers' Association's Business of the Year (BOTY) contest organised by Sewells MSXI.



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Toyota, the top-selling vehicle brand in South Africa for the past 36 years, had nine category leaders out of three dealer categories – large, medium, and small - in six geographic regions. Ford dealers were next best, with four category leaders. Then came Nissan with two category leaders, while Audi, Mazda, and Volkswagen dealers each topped one category.

The leaders in the various categories were announced at the recent national road show undertaken by NADA and Sewells MSXI. The various dealerships were evaluated on the best return on operating assets among dealers of the same size in each region. Next year the top five dealers in each category will be grouped together and then the winning Franchise Dealership in each category will be announced at a NADA Sewells MSXI BOTY Awards function in March next year.

Last year's category winners were: Large - Johann Snyman (Rustenburg Toyota), Medium - Thys de Kock (BB Auto Ford Polokwane) and Small - Travis Willis (Buffalo Toyota King Williamstown).

Interestingly only two dealerships from last year's list of 15 BOTY finalists were ranked as category leaders at the halfway point of the 2016 contest. They were Rustenburg Toyota and BB Auto Ford Polokwane.

Category leaders

The category leaders at the halfway stage of the 2016 BOTY contest are:

Gauteng: Large - Monument Toyota, West Rand; Medium - CMH Ford, Pretoria North; Small - CMH Toyota, Alberton.

Limpopo: Large - Limpopo Toyota, Polokwane; Medium - BB Auto Ford, Polokwane; Small - BB Auto Ford, Mokopane.

Mpumalanga: Large - Barloworld Toyota, Witbank; Medium - TWK Toyota, Standerton; Small - Autowagen Volkswagen, Bronkhorstspuit.

Western Cape: Large - Barloworld Toyota, Tygervally; Medium - Ceres Toyota; Small - Caledon Toyota.

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