



Audi Communications

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Audi New Zealand recognise excellence across its dealer network

- **Continental Cars Audi in Auckland takes home Audi Dealer of the Year 2023**
- **Audi Excellence Awards programme continues to inspire consistent, premium business performance**

Auckland, April 24, 2024 – Audi New Zealand announced the winners of the Audi Excellence Awards for 2023, with the Auckland-based Continental Cars Audi taking the title of Dealer of the Year.

“Audi Excellence is about recognising and celebrating exceptional business performance,” said Greg Leet, General Manager, Audi New Zealand. “Our programme recognises those that deliver outstanding results against the KPIs that we apply from customer service, technical, marketing, right through to sales results.”

“Delivering consistent results, at a premium level requires both the mindset and the full support of every area within the business,” he added.

In addition to the Audi Dealer of the Year, Continental Cars Audi and its people were named winners in Marketing Team of the Year (led by Katie Alderson). The dealership was also a finalist in almost every other category.

“I’m incredibly proud of our team for all their hard work and dedication,” said Niall Brady, Dealer Principal at Continental Cars Audi.

“This achievement showcases the high standards we set to achieve excellence for ourselves and our customers. It also highlights the strides we’ve made with a new management team at the helm,” added Mr Brady.

“We want to congratulate all the winners for their outstanding performances in 2023,” said Mr Leet. “Especially Niall Brady and the team at Continental Cars Audi with their outstanding commitment to delivering a consistently high standard. They were a clear winner for the overall Dealer of the Year title.”

Congratulations to all the Audi Excellence Award Winners and finalists listed below:



CATEGORY	WINNER	FINALIST
New Car Sales Team of the Year	Ebbett Audi	Continental Cars Audi Giltrap Audi
Used Car Sales Team of the Year	Euro City	Continental Cars Audi Giltrap Audi
Marketing Team of the Year	Continental Cars Audi	Farmer Autovillage Archibalds Audi
Service Team of the Year	Farmer Autovillage	Ebbett Audi Continental Cars Audi
Parts Team of the Year	Ebbett Audi	Continental Cars Audi Giltrap Audi
Finance Team of the Year	Giltrap Audi	Southern Motor Group Robertson Prestige
Audi Overall Dealer of the Year	Continental Cars Audi	Farmer Autovillage Southern Motor Group

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