



Audi Communications

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Audi New Zealand recognises its outstanding people

- **Farmer Audi in Tauranga named Audi Dealer of the Year for 2020**
- **Audi Excellence Awards honour best performing staff and dealerships**
- **Programme aims to stimulate excellent customer service**

Auckland, Apr 9, 2021 – Audi New Zealand has announced the winners of its Audi Excellence awards for 2020, with the headlining category of Dealer of the Year going to Tauranga’s Farmer Audi for the second consecutive year.

“Audi Excellence is about far more than just sales,” said Dean Sheed, General Manager, Audi New Zealand. “Our programme rewards those that deliver outstanding results across the metrics that we apply to customer service.

“It is critically important that our customers are treated with the utmost care, and the challenges of 2020 provided an opportunity for our dealers and staff to really follow through on that focus.”

In addition to its success in the main category, Farmer Audi picked up a number of other awards during the evening, taking out Sales Manager of the Year (Blair Woolford), Parts Manager of the Year (Mark Ferguson), Non Metro Sales Specialist of the Year (Shaun Marburg) and the Marketing Award (Samantha Hedifen) for its customer communications around COVID-19, and an innovative programme to introduce more people to e-tron.

“Being recognised as the Audi Dealer of the Year for the second year running is a well-deserved reward for our extremely hard-working and close-knit team,” said Blair Woolford, General Manager of Sales at Farmer Audi. “I am especially proud of their commitment to treating customers with respect and integrity – which has been critical in developing the strong relationships that we have with our customers.”

It was also a big night for Ebbett Audi of Hamilton, taking out four awards including the Customer Satisfaction award, Technician of the Year (Doane Hattingh), Apprentice of the Year (Ben Aldred) and Service Advisor of the Year (Annika Lourens).

Elsewhere, Audi’s Auckland dealers claimed a combined five awards, with Continental Cars Audi scooping Business Manager of the Year (Scott Windelburn), Audi Sport Sales Specialist of the Year (Kerry Hoffman) and Used Car Sales Manager of the Year (Nathan McAlwee). Giltrap Audi scored wins for Metro Sales Specialist of the Year (Cameron Gemmell) and Service Manager of the Year (Richard Scott).



“Congratulations to all of the winners for their outstanding performances in 2020,” said Mr Sheed. “Especially Mike Farmer and the team at Farmer Audi – it is a fabulous result for their hard work throughout what was a difficult year for everybody.”

Congratulations to all Audi Excellence Award winners and runners up listed below:

Award	Winner	Finalist
Apprentice of the Year	Ben Aldred Ebbett Audi	Andrew Lewis
Technician of the Year	Doane Hattingh Ebbett Audi	Michael Lanham Farmer Audi
Service Advisor of the Year	Annika Lourens Ebbett Audi	Andrew Crosthwaite Ebbett Audi
Service Manager of the Year	Richard Scott Giltrap Audi	Richard Wren Ebbett Audi
Parts Manager of the Year	Mark Ferguson Farmer Audi	Andrew Cox Eurocity
Business Manager of the Year	Scott Windelburn Continental Cars	Kelsie Bidois Farmer Audi
Metro Sales Specialist of the Year	Cameron Gemmell Giltrap Audi	Kerry Hoffman Continental Cars
Non - Metro Sales Specialist of the Year	Shaun Marburg Farmer Audi	James Jones Ebbett Audi
Metro Audi Sport Sales Specialist of the Year	Kerry Hoffman Continental Cars	Cameron Gemmell Giltrap Audi
Non - Metro Audi Sport Sales Specialist of the Year	Shaun Marburg Farmer Audi	James Jones Ebbett Audi
Sales Manager of the Year – Used	Nathan McAlwee Continental Cars	
Sales Manager of the Year - New	Blair Woolford Farmer Audi	Jason Young Ebbett Audi
Marketing Award	Samantha Hedifen Farmer Audi	Giltrap Audi
Customer Satisfaction - Dealer of the Year	Ebbett Audi	Robertson Prestige Archibalds Audi



Audi Overall - Dealer of the Year	Farmer Audi	Giltrap Audi Ebbett Audi
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