**TOP HONOURS FOR JAGUAR LAND ROVE**

**PARTNERS IN SUB-SAHARA AFRICA**

* **Sub-Sahara Africa importers honoured at annual awards**
* **Achievements recognised in 11 categories**
* **Importer of the Year accolades for Jaguar and Land Rover retailers**

**South Africa, 26 May 2016 –** Last night all the top performing importers and importer employees of Jaguar Land Rover sub-Sahara Africa were recognised at a glittering awards banquet in Sandton, Johannesburg in South Africa.

The prestigious Importer of the Year awards highlight the stellar efforts of Jaguar Land Rover’s importer partners in sub-Saharan markets. The awards take into consideration the importers’ combined scores across a number of business areas. Winners were those who excelled in sales volumes, as well as sales of parts and accessories and achieving Jaguar Land Rover’s required standards. Providing great customer experiences was another key indicator.

“Our importer partners and sub-Sahara retailers are the ultimate ambassadors for the Jaguar and Land Rover brands in their respective countries,” said Richard Gouverneur, Managing Director of Jaguar Land Rover South Africa and sub-Sahara Africa. “Their efforts in building their businesses and being world-class representatives of the iconic Jaguar and Land Rover brands are rewarded here.”

RMA Kenya was named the Jaguar sub-Sahara Africa “Importer of the Year” winner for the exceptional work it has done in growing the Jaguar brand through excellent sales and customer service. Axess Limited Mauritius was recognised as the Land Rover sub-Sahara Africa “Importer of the Year” for its outstanding efforts in parts, accessories and vehicle sales as well as customer service.

The Jaguar Land Rover Business Entrepreneur of the Year award is for the individual who, in a competitive and economically challenging market, introduced value-added consumer initiatives, regained premium market share and demonstrated a true entrepreneurial spirit in driving his new and approved pre-owned sales teams. The inaugural edition of this accolade was awarded to Mr Sanjiv Khan of RMA Kenya.

“Both the Jaguar and Land Rover product portfolios are expanding, and there are some excellent new vehicles being introduced to the sub-Saharan Africa markets,” said Gouverneur. “The imminent arrivals of the All-New Jaguar F-PACE and Range Rover Evoque Convertible are bound to draw even more customers, and give our importer partners access to our richest product line-up to date.”

**List of 2015 Jaguar Land Rover Importer of the Year Awards:**

Jaguar Importer of the Year – RMA Motors Kenya

Land Rover Importer of the Year – Axess Limited Mauritius

Excellence Learner of the Year – Mario Figueiredo, from União Comercial de Automóvies Angola

License to Accessorise – RMA Motors Kenya

Customer First Award – Edson Dondo, from Premier Auto Zimbabwe

Customer First Recognition Award – Richard Ankomah, from Alliance Motors Ghana

Customer Service Importer of the Year Award – Premier Auto Zimbabwe

Jaguar Sales Achievement Award – Roselys Garrick, from Axess Limited Mauritius

Land Rover Sales Achievement Award – Ufuoma Umukoro, from Coscharis Motors Nigeria

SSA Business Entrepreneur of the Year Award – Sanjiv Shah, from RMA Kenya

Embracer of the Brand Award – Eliza Cooper, from Axess Limited Mauritius

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