

Highlights from the 2023 MSXi | NADA Dealership of the Year Awards and honouring automotive icons

The retail motor industry was alight with celebration as the 2023 MSXi | NADA Dealership of the Year Awards unfolded at The Houghton Hotel in Gauteng on Thursday, 15th March 2024. This prestigious event, held as part of the culminating #NADA Dealer Connect 2024, brought together industry luminaries, stakeholders, and dealership leaders for a night of recognition and camaraderie.

Now in its 26th year, the awards ceremony stands as a testament to the dedication and innovation within the dealer network. Esteemed figures from across the automotive landscape gathered to honour the outstanding achievements of NADA members nationwide.

The evening's highlight was the presentation of awards across five distinct categories, meticulously measuring the financial performance of over 1,000 South African franchised dealers:

- Commercial Vehicle Dealership
- Independent Dealership
- Unlisted Group
- Listed Group
- Luxury Group Dealership

At the pinnacle of the ceremony, the coveted MSXi | NADA Dealership of the Year Award was bestowed upon BB Tzaneen Ford, represented by Paul Roets.

In addition to category winners, special recognition was given to the Most Improved Performance Group Member, highlighting dealerships that have shown remarkable progress over a two-year period.

The winners of the 2023 MSXi | NADA Dealership of the Year Awards represent a diverse array of dealerships across the country, showcasing excellence in various segments of the industry. From Key Pinetown Truck Centre to Haval The Glen, each recipient demonstrated exceptional performance and dedication to their craft.

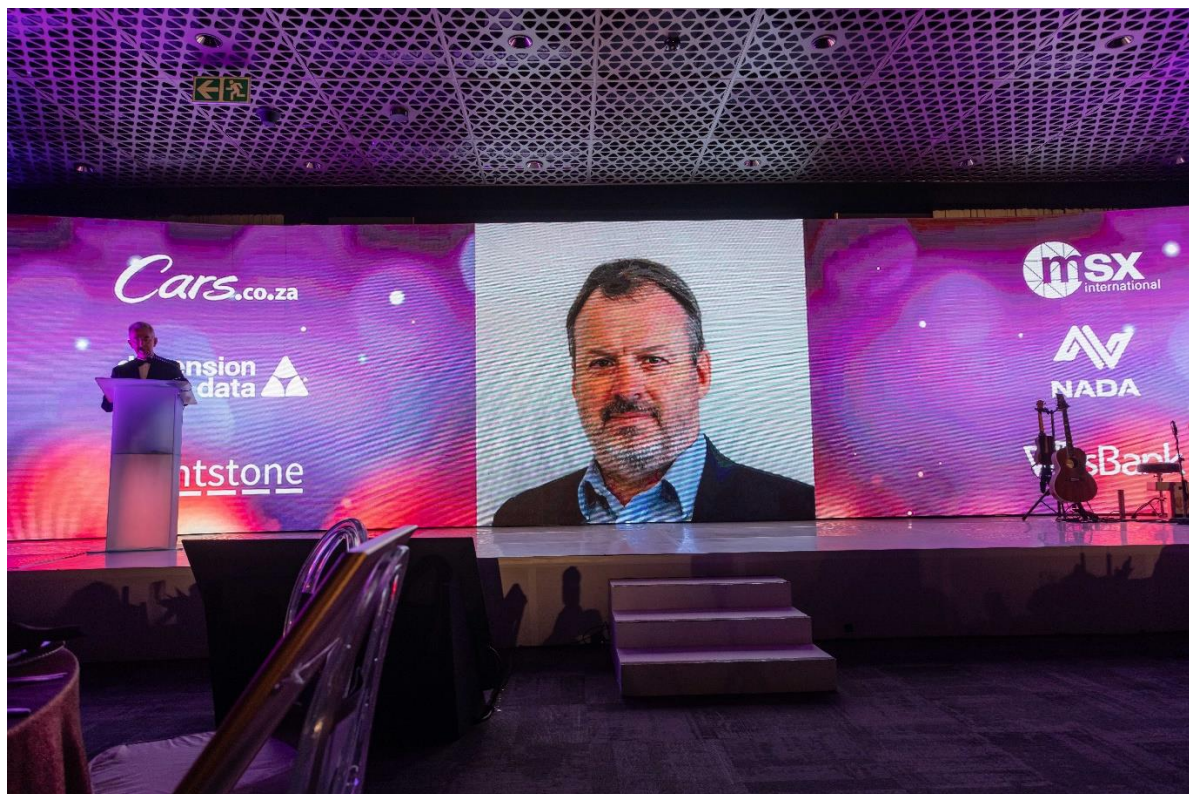
Beyond individual accolades, the event served as a poignant celebration of collective excellence within the retail motor industry. From innovation and customer service to visionary leadership, each award recognized the diverse facets of industry achievement.

As attendees departed The Houghton Hotel, they carried with them a renewed sense of inspiration and purpose, poised to continue driving progress and shaping the future of mobility.

A highlight of the unforgettable evening was the presentation of Lifetime Achievement Awards, celebrating individuals who have made extraordinary contributions to the automotive industry.

Remembering Trevor Gordon

The first recipient of this esteemed accolade was the late Trevor Gordon, whose impact on the industry was profound and enduring. From his humble beginnings at Continental Cars to his influential leadership roles in various industry bodies, Trevor's journey was a testament to his unwavering commitment and exceptional contributions. Though his unexpected passing in 2022 left a void, his legacy of insightful contributions and calm leadership continues to inspire. Accepting the award on Trevor's behalf were his wife, Gaynor Gordon, and business partner, Des Soutar, amidst heartfelt applause from the audience.



Honouring Brand Pretorius

We also had the privilege of celebrating Brand Pretorius, a true business icon, with a NADA Lifetime Achievement Award. Renowned for his exceptional career trajectory and dedication to the automotive sector, Brand's legacy was celebrated by Brandon Cohen, NADA National Chairperson, who shared personal anecdotes highlighting Brand's humility and compassion. Brand's ability to set others at ease and his genuine concern for everyone he met left an indelible impression on those fortunate enough to interact with him.



Reflecting on a Legacy

As the evening progressed, attendees reflected on the remarkable achievements of both Trevor Gordon and Brand Pretorius, whose contributions have shaped the automotive industry in South Africa and beyond. Their legacies serve as an inspiration to future generations, reminding us of the profound impact that dedication, leadership, and excellence can have on an industry.

In conclusion, congratulations are extended to all the exceptional NADA members for their unwavering commitment, innovation, and exemplary performance. The 2023 MSXi | NADA Dealership of the Year Awards truly showcased the best of the retail motor industry, setting a high standard for excellence in the years to come.

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