

Celebrating Excellence at the F&I Industry Awards 2024

The highly anticipated F&I Industry Awards 2024, held on Wednesday 27 November, showcased the pinnacle of excellence and innovation in the automotive financial and insurance sector. The prestigious black-tie event brought together industry leaders, trailblazers, and innovators to celebrate the individuals and organisations that have made significant contributions to the automotive industry.

Recognised as a hallmark of achievement, the awards highlighted the dedication of F&I professionals who have excelled in delivering outstanding customer experiences and driving dealership performance. This year's event was a resounding success, with a night of celebration, inspiration, and the recognition of exceptional talent.

The evening brought together a distinguished group of industry leaders, and had an illustrious panel of judges including Anri Carney of Seriti Solutions, Desiree Pollock from Netstar, and Marcia Mayaba representing TransUnion. Other esteemed judges included Yolandi de Weerd of RLP Training, Alta Scott from Innovation, Shannon Henderson from MixTelematics, and Phiwo Sithole of ACM Risk Consultants. Leo Kok from Panthera Media completed the judging panel. The judges evaluated nominees based on their ability to deliver transformative F&I solutions, ensuring outstanding customer satisfaction and business growth.

The winners announced at the event included :

- F&I of the Year - Small: Jane Coetzee, Kroonstad Volkswagen
- F&I of the Year - Medium: Waranda van Schalkwyk, MUJI VW Ladysmith
- F&I of the Year - Large: Nicolette Bodila, Hatfield VW Pretoria
- Group F&I of the Year - Medium: Caroline Viljoen, Eastern Cape Motor Holdings
- Group F&I of the Year - Large: Jackie Steyn, Supergroup Dealerships

- F&I Leadership Award: Bev Burke, F&I Management Solutions
- F&I Lifetime Achievement Award: Roy Summerton, Seriti Solutions

“The winners represent the best in the industry, demonstrating innovation, leadership, and a commitment to excellence that sets the standard for F&I professionals across the country,” said Brandon Cohen, Chairperson of the National Automobile Dealers’ Association.

One of the highlights of the evening was the Lifetime Achievement Award, presented to Roy Summerton of Seriti Solutions. Summerton’s remarkable career and unparalleled contributions to the industry have left an indelible mark, inspiring generations of F&I professionals.

Liesel Strydom, also from Seriti Solutions, was honoured with the F&I Leadership Award for her exceptional vision and ability to lead teams to success in an ever-evolving industry.

The F&I Industry Awards continue to celebrate and inspire those who drive the automotive sector forward. This year’s event was proudly sponsored by Absa, reflecting the organisation’s commitment to supporting excellence and innovation in the automotive industry. Commenting on the evening, Rensche Botha, Head of Marketing Absa Vehicle and Asset Finance, said, "at Absa, we are passionate about driving growth and transformation within the automotive finance and insurance sector. The F&I Industry Awards provide a platform to recognize those who continually raise the bar in delivering exceptional customer experiences and innovative solutions. We congratulate all the winners and look forward to supporting the industry’s continued evolution."

The awards night spotlighted the industry's dedication to evolving customer needs. As noted by Cohen, "the F&I industry plays a pivotal role in shaping the future of automotive retail, and these awards shine a spotlight on those leading the charge."

The 2024 F&I Industry Awards were made possible through the support of industry sponsors and partners, celebrating a year of resilience and ingenuity in the sector, and raising the bar for 2025.

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