



NEWS RELEASE

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Diamond Dealer awards recognise best of the best



Following a 12-month period in which Mitsubishi Motors NZ (MMNZ) led the market as New Zealand's No.1 passenger car brand for the 2022 calendar year, and eclipsed its sales targets, the company celebrated the best of the best at its annual Diamond Dealer awards – held this year in Tokyo at the iconic Chinzanso Gardens.

The MMNZ network achieved a huge total sales figure of 23,899 units for the 2022 calendar year, up from 20,161 in 2021. That feat put the brand first in the passenger car market and second overall. Internal targets had been set at 15,000.

MMNZ chief operating officer Tony Johnston commented: "As a team, we significantly overachieved our targets in a declining market; and we've had some real highs along the way, including being named best automotive brand for customer experience by Kanstar; Outlander winning best-in-class PHEV in the AA Driven Car of the Year Awards, and, of course, reaching number one for passenger sales for 2022.

"We recognise that the more we put people first in everything we do, the more enduring our success. That extends to our team across the country, who truly deserve this special trip to Japan in recognition of the ongoing commitment they invest in their customers – and it is the best of this group of outstanding dealers that we award with the title of Diamond Dealer."

The 2023 MMNZ Diamond Dealers are: Christchurch Mitsubishi, Baigent Motors (Matamata), Piako Mitsubishi Morrinsville, Bay City Mitsubishi (Tauranga), Piako Mitsubishi Te Aroha, WR Phillips Mitsubishi (New Plymouth), Piako Mitsubishi Rotorua, Ingham Mitsubishi Taupo and Simon Lucas Mitsubishi (North Shore).

Bay City Mitsubishi, with the best overall results across the network, was also crowned Supreme Diamond Dealer.

Christchurch Mitsubishi – Matt and Nicola Barr

Opening a second dealership in Rangiora didn't stop Christchurch Mitsubishi from putting in a phenomenal effort over the financial year. An impressive 1,000 sales saw them take home their second consecutive Diamond Dealer award.

Baigent Motors (Matamata) – Justin and Catherine Scelly

Baigent Motors is a consistently high-performing dealership, and this marks its fifth Diamond Dealer award in a row. It is also MMNZ's most awarded parts and service dealer.

Piako Mitsubishi Morrinsville – Darrell and Catherine Russell

Piako Mitsubishi Morrinsville are 14-carat Diamond Dealers, having won more awards than any other dealership in the network. This marks their 14th trophy on the back of a Top 10 national result for a town of just 11,000. They also achieved Top New Vehicle Sales in their group. An outstanding achievement.

Bay City Mitsubishi (Tauranga) – Aaron and Angela Chatfield

This win makes it ten in a row and 13 overall for Tauranga's consistent high achievers. Strong sales backed up by excellent customer service underpin this team's stellar results.

Piako Mitsubishi Te Aroha – Jono and Aimee Taaffe

This Te Aroha-based team have truly put their customers centre stage over the past 12 months, earning them the highest Customer Satisfaction Index score in the country. This is their second consecutive Diamond Dealer award.

WR Phillips Mitsubishi (New Plymouth) – Paul and Julia Phillips

WR Phillips earned their third win in a row with a strong performance across the board, gaining a near-16% market share in their region thanks to a strong connection to their local community.

Piako Mitsubishi Rotorua - Nigel and Michelle Rumpler

Piako Mitsubishi Rotorua narrowly missed out last year but fought back to add a fourth Diamond Dealer trophy to their cabinet.

Ingham Mitsubishi Taupo - Justin and Vanessa Wooding

These first-time winners have sparkled like the waters of their hometown lake to join the Diamond Dealer pantheon.

Simon Lucas Mitsubishi (North Shore) - Simon and Carolyn Lucas

Back on the winner's podium for the first time since 2019, Simon Lucas Mitsubishi returns to claim its 12th Diamond Dealer title with the highest number of PHEV sales of the entire network.

Top New Vehicle Sales

Group 1: Andrew Simms Mitsubishi - Newmarket.

Group 2: Brendan Foot Mitsubishi.

Group 3: Piako Mitsubishi Morrinsville.

Top Market Share

Group 1: West City Mitsubishi.

Group 2: Mexted Mitsubishi

Group 3: Archibald Motors Kaitaia

Overall Service Excellence

Ingham Mitsubishi Hamilton

Overall Parts Excellence award

Simon Lucas Mitsubishi

Excellence in Customer Service

- Group 1: Stephen Duff Mitsubishi
- Group 2: WR Phillips
- Group 3: Delaney Mitsubishi
- Group 4: Piako Mitsubishi Te Aroha

Managing Directors Award

Delaney Mitsubishi

Photo caption: The Diamond Dealer winners of 2023

Back row (l-r):

Jono and Aimee Taafee (Mitsubishi Te Aroha), Justin and Vanessa Wooding (Ingham Mitsubishi Taupo), Justin and Catherine Scelly (Baigent Motors Matamata), Nigel and Michelle Rimpler (Piako Mitsubishi Rotorua), Paul and Julia Phillips (WR Phillips) Darrell and Catherine Russell (Piako Mitsubishi Morrinsville)

Front row (l-r):

Tatsuo Nakamura (Mitsubishi Motors Corporation [MMC]), Noel Comerford (MMNZ), Matt and Nicola Barr (Christchurch Mitsubishi), Simon and Carolyn Lucas (Simon Lucas Mitsubishi), Aaron and Angela Chatfield (Bay City Mitsubishi), Masaki Tsugeno (MMC), Tony Johnston (MMNZ)

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