



**ASE plc**  
Rowan Court  
Concord Business Park  
Manchester  
M22 0RR  
United Kingdom  
+44 (0) 161 493 1930  
www.ase-global.com

13 JULY 2017

FOR IMMEDIATE RELEASE

## NEWS RELEASE

### BCC DIRECTOR WINS PRESTIGIOUS ASE/MOTOR TRADER FINANCIAL MANAGEMENT AWARD 2017

Will How, Finance Director of BCC's seven site dealer group in Bolton, Blackburn, Bury and Wigan, has won the ASE sponsored Financial Management Award for 2017. Recognised for his outstanding work and skill as a proactive Financial Director, it is a great accolade to win this national industry award.

Announced on Wednesday 12 July at the biggest night in the motor retail calendar; the Motor Trader gala dinner held in the heart of London's Mayfair at the Grosvenor House Hotel.

Mike Jones, ASE Chairman, pictured here with Curtis Hutchinson, Editor of Motor Trader and TV and radio presenter Colin Murray celebrity host of the evening, explained "ASE conduct a national survey of the Award nominees and Will demonstrated a high level of skill and commitment to driving improved performance across the dealer group through his financial role. Devising new sales commission processes, installing a management information model and preparing robust management information to support conversations with BCC's franchise partners; Will has made a significant contribution to the profitability at BCC".

Angela Welch, Regional Dealership Accountant at SG Petch Limited, was also recognised for her contribution and received the Highly Commended ASE Financial Management Award. SG Petch have dealerships in Darlington, Durham, Middlesbrough, Richmond and York.



**ASE plc**  
Rowan Court  
Concord Business Park  
Manchester  
M22 0RR  
United Kingdom  
+44 (0) 161 493 1930  
[www.ase-global.com](http://www.ase-global.com)

---

## About BCC

Established over 35 years ago by Mike Holt, Bolton Car Centre Limited are extremely proud to remain a privately owned company where the Directors work in the business every day.

Exceptional levels of customer service remain a fundamental core value and they strive to deliver a customer experience so high that customers wouldn't even consider using anyone else for their motoring needs.

BCC Ltd represent Citroen, DS, Hyundai and Suzuki with seven sites across Bolton, Blackburn, Bury and Wigan and stock a wide range of pre-owned cars covering numerous manufacturers.

- ENDS -

## ASE plc

ASE work with thousands of motor dealers, all the major manufacturers and finance houses around the world to improve dealer, and network, profitability. With a team of 220 operating out of 13 offices and in 55 markets around the world.

ASE's 40 years' of experience; providing practical advice to improve dealer performance, providing motor trade tax, audit and accounting services, as well as analysing data from thousands of dealer transactions every month; means that it's expertise is unique.

For more information from ASE please contact:

Emma Illingworth – Marketing Executive, ASE plc

Tel: +44 (0) 161 493 1930, email: [Emma.Illingworth@ase-global.co.uk](mailto:Emma.Illingworth@ase-global.co.uk)

ASE plc  
Rowan Court  
Concord Business Park  
Manchester  
M22 0RR, UK