

Press Release

Zurich, 21 November 2024

AutoScout24 Award 2024: Dealers Accelerate to Success

On We, 20th November, Zurich's Kaufleuten venue became a vibrant meeting point for the Swiss automotive industry. Over 200 guests assembled to witness the AutoScout24 and MotoScout24 Awards, celebrating the nation's top car dealers.

"THE NIGHT" was more than just an awards ceremony. The event blended an engaging atmosphere, entertainment, fine dining, and networking opportunities. Television presenter Kiki Maeder hosted the evening, bringing the industry together to celebrate exceptional achievements: dealerships that demonstrated innovation, dedication, and outstanding service quality over the past year. The jury evaluated participants against criteria such as the number of customer enquiries received via AutoScout24, the completeness of their vehicle listings, the duration of advertisements on the platform, and average customer ratings based on Google Reviews. Matthias Bischof, Director of Business Customers at AutoScout24, presented the awards, emphasising the industry's innovation: "Our winners exemplify the passion and commitment that drive their businesses. It is this dedication that enables them to succeed, even in challenging times." The AutoScout24 and MotoScout24 Awards aim to become a hallmark of quality for the automotive sector.

An Exceptional Experience

The event featured an inspiring keynote speech by Prof. Dr. Stefan Bratzel, founder of the Center of Automotive Management. Bratzel's insightful analyses and visionary forecasts explored the competition between Big Data and traditional car dealerships, sparking reflections on the future of the automotive sector. Entertainment came in the form of a dynamic performance by "The Blackouts," who captivated the audience with breathtaking illusions, high-energy dance, and a spectacular LED show. A "Flying Dinner" added a relaxed setting for networking and meaningful conversations, turning the event into a key gathering for professionals in the Swiss automotive industry.

Recognition for Commitment

Alberto Sanz de Lama, Managing Director of AutoScout24, commented: "The strong participation and positive feedback show that the award has resonated with the industry. We wanted to create a platform to highlight extraordinary achievements. The success of this event inspires us to continue celebrating and supporting innovation within the sector".

Winners of the AutoScout24 and MotoScout24 Award 2024

Elite Category: More than 51 Vehicles

1. Garage Schöneich AG, 8620 Wetzikon
2. Auto Bala AG, 3425 Koppigen
3. Auto Fischer Ettingen GmbH, 4107 Ettingen

Master Category: 16 to 50 Vehicles

1. MP Automobile AG, 9200 Gossau
2. Auto Rohr GmbH, 8305 Dietlikon
3. Schloss-Garage Winterthur AG, 8408 Winterthur

Compact Category: 1 to 15 Vehicles

1. Deals on Wheels Ramsen GmbH, 8262 Ramsen
2. Ranaldo Automobile GmbH, 8207 Schaffhausen
3. Car Center Niederwil GmbH, 9203 Niederwil

Two Wheels Category: MotoScout24

1. SLC Swiss Lightweight Composites GmbH, 8620 Wetzikon
2. QuadTech-Koch AG, 5442 Fislisbach
3. Austermann Automobile, 3052 Zollikofen

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About SMG Swiss Marketplace Group AG

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.