



DRIVERS | UNION



Automotive Awards 2025

The Drivers Union AUTOMOTIVE AWARDS

Launched in 2021, the Drivers Union Automotive Awards recognise the best UK dealers and specialists in the Supercar/Sportscar industry as voted for by our members and from 2025, the public.

Our trophies can be found in dealers and specialists across the United Kingdom as well as two very special trophies on display at the McLaren factory.

Entry is free and takes just a few minutes to complete a self-nomination form on our website. Once voting opens, let your clients know about the awards and send them the special voting link.



The Awards Venue

For the third year running, the Awards Ceremony will take place at one of the capital's most prestigious automotive events, the London Concours on the 5th June 2025.

The London Concours is held in the Artillery Gardens of the Honourable Artillery Company's Headquarters in City Road just a few minutes' walk from Liverpool Street and Moorgate stations.

The five acres of lawn are beautifully presented, and the historic Georgian headquarters offers various opportunities for meetings – from ten people up to formal dinners for 400.

All winners will be invited to attend the ceremony to accept their awards in person.



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY



Publications

Names and photos of the winners will be featured in both the Drivers Union magazine and the London Concours 2025 book.

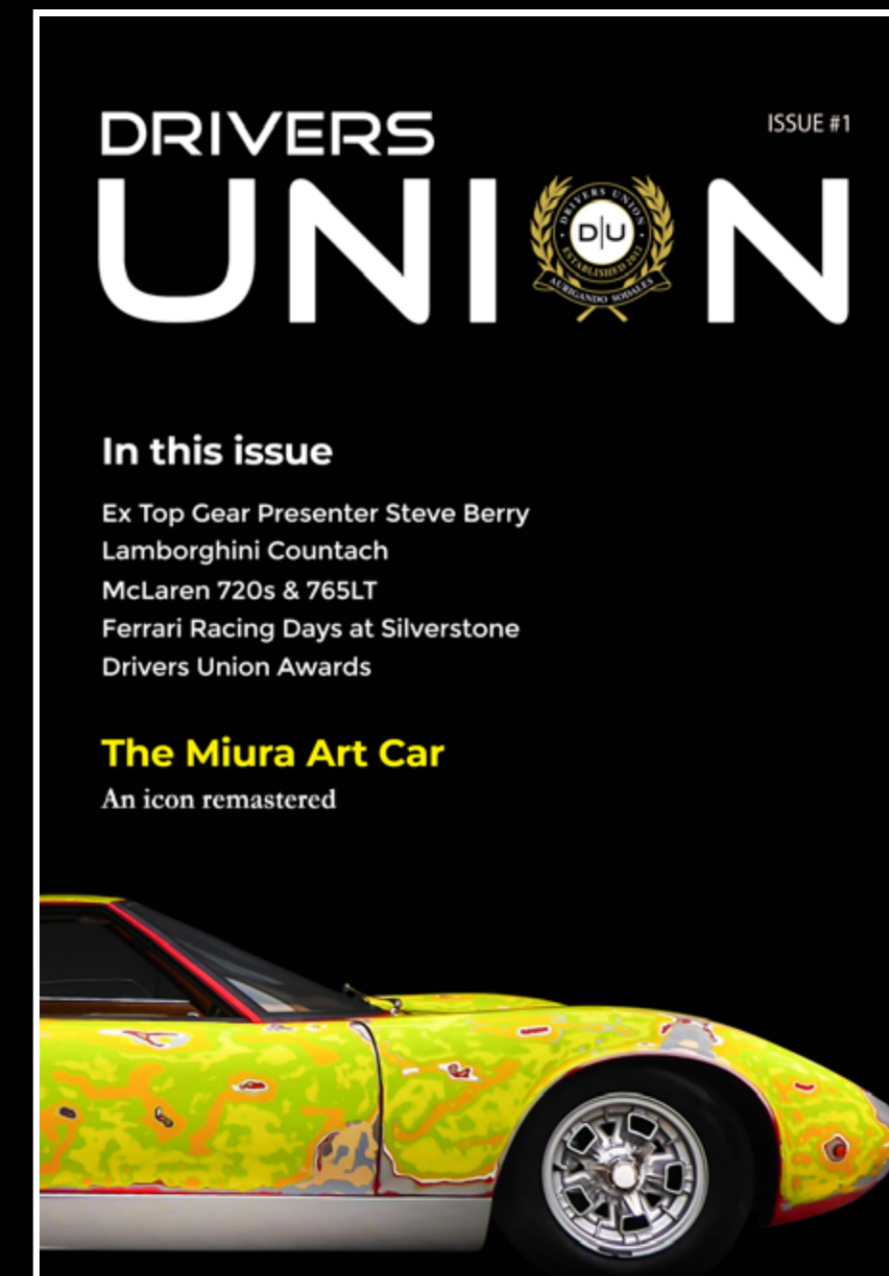


LONDON CONCOURS EVENT BOOK

Over 200 pages of comprehensive coverage of the London Concours event.

Available to view for free online or purchased as an A4 luxury hard cover book.

Click cover to view the book



THE MAGAZINE

With a variety of automotive and lifestyle articles, the Drivers Union magazine is more than just a car club magazine. At over 200 pages, it includes features on new and classic cars, interviews with event organisers, specialists, designers and much more.

The magazine is available to view for free on the ISSUU and MAGZTER distribution platforms.

Print copies are available for purchase and distributed to key people in the automotive industry.

Click cover to view the book

The 2025 Award Categories

DEALER AWARDS

- Best Aston Martin Dealer
- Best Ferrari Dealer
- Best McLaren Dealer
- Best Lamborghini Dealer
- Best Porsche Dealer

SPECIALIST AWARDS

- Best Aston Martin Specialist
- Best Ferrari Specialist
- Best Lamborghini Specialist
- Best McLaren Specialist
- Best Porsche Specialist
- Best Independent Dealer

VEHICLE AWARDS

- Best Supercar currently on sale
- Best GT / Sportscar currently on sale
- Supercar Heritage Trophy
- Best Restoration

AUTOMOTIVE MEDIA AWARDS

- Best Automotive YouTube
- Best Automotive Magazine
- Best Automotive Photographer
- Best Automotive Instagram Channel

OTHER

- Best coffee morning venue

NOTES

Supercar Heritage Trophy

For supercars that are no longer in production

Best Automotive Photographer

This category will be voted for by a selected panel of judges

How to Enter

This year we will be changing the voting format of the awards.

In previous years we asked our members to vote for the best dealers and specialists. In 2025, we will be opening up voting to non-members so companies can now ask their customers to vote for them.

Timeline

Nominations close ... 30th March 2025

Voting opens 1st April 2025

Voting closes 18th May 2025

Winners notified..... 20th May 2025

Awards Ceremony ... 5th June 2025

Awards Ceremony

Winners will be notified on the 20th May 2025 and invited to attend the Awards Ceremony at the London Concours on Thursday 5th June 2025. The ceremony will take place at 2pm.

Nominations

Anyone interested in taking part may nominate themselves by completing a form on the Drivers Union website. Once nominated, they will be placed on the voting page.

Voting Procedure

All nominees will be provided with a link to the voting page that they can forward on to their clients, who can then vote for their preferences.

All Drivers Union members will also be sent the link to the voting page and it will also be promoted on our social media channels for the general public.

Media & Magazine

Details of the top three from each awards category will be sent out to the media via a press release the day after the event as well as sent out in the club newsletter to all club members.

Winners of each category will also be featured in the next Drivers Union magazine.

2024 WINNERS

Supercar of the Year **Ferrari 812 Superfast**
Best GT/Sportscar **Porsche 911 Carrera GTS**
Heritage Supercar of the year **McLaren F1**
Manufacturer of the Year **Ferrari**
Magazine of the Year **Evo**

Best Aston Martin Dealer **Aston Martin Sevenoaks**
Best Ferrari Dealer **Jardine Ferrari Colchester**
Best Lamborghini Dealer **Lamborghini Pangbourne**
Best McLaren Dealer **McLaren Hatfield**
Best Porsche Dealer **Porsche East London**

Best Aston Martin Specialist **Nicholas Mee**
Best Ferrari Specialist **AV Engineering**
Best Lamborghini Specialist **Autofficina**
Best McLaren Specialist **V-Engineering**
Best Porsche Specialist **RPM Technic**
Best independent Dealer **Autofficina**

Best YouTube channel **Harry's Garage**
Best Instagrammer **Shmee500**

Best Automotive Event **Concours of Elegance**



2023 WINNERS

Supercar of the Year **Ferrari 296**

Heritage Supercar of the year **McLaren 765LT**

Automotive magazine of the Year **Evo**



Best Ferrari Dealer **Meridien Modena**

Best Lamborghini Dealer **Lamborghini Birmingham**

Best McLaren Dealer **McLaren Guildford**



Best Ferrari Specialist **AV Engineering**

Best Lamborghini Specialist **Autofficina**

Best YouTube channel **Harry's Garage**

Best Instagrammer **Lulu Ferrari**



Best Automotive Event **Concours of Elegance**

2021 WINNERS

Supercar of the Year **Ferrari F8**

Automotive magazine of the Year **Evo**

Best Ferrari Dealer **Jardine Ferrari Colchester**

Best Lamborghini Dealer **Lamborghini London**

Best McLaren Dealer **McLaren London**

Best Specialist Dealer **Bell Sport & Classic**

Best Service Specialist **Bell Sport & Classic**

Best YouTube channel **Harry's Garage**

Best Instagram **Mr JWW**

Personalty of the year **Lewis Hamilton**

Best Automotive Event **Concours of Elegance**





DRIVERS | UNION

DRIVERS
UNION
MAGAZINE

Contact Us

telephone / whatsApp

07973 111 310

email

partnerships@thedriversunion.com

website

www.thedriversunion.com

instagram

@thedriversunion.com