

JCT600

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### JCT600 Drives South Yorkshire Business Performers



JCT600 Mercedes-Benz South Yorkshire is helping local businesses to reward exceptional staff with something exceptional in return, offering outstanding employees the opportunity to win a weekend in one of the marque's prestige vehicles.

The scheme, which launched this month, will reward twenty employees from a range of different businesses over the next year, allowing them to get behind the wheel of one of the prestigious Mercedes-Benz sportscars.

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Craig Atkinson, business development manager at Mercedes-Benz South Yorkshire said: “This is a brand new initiative which provides local businesses with the chance to offer a unique reward to high flying, driven employees.

“As the only group of Mercedes-Benz dealerships to offer the promotion, we’re pleased to be able to provide this experience to talented professionals in the region, which we hope will also add to the performance and motivation of employees at participating companies. It’s already proving to be a popular incentive and we’re looking forward to opening up the partnership to more businesses in the future.”

The first recipient of this award was Richard Nicholls who works in the sales team at Ant Marketing and, after being named employee of the year for the firm, was recently given the keys to a brand new SLK for the weekend. He added: “It’s great to be recognised by your company for your efforts at work and even better when they are able to offer something a little bit different by way of reward. Having the SLK for the weekend was fantastic, hopefully it won’t be long before I have one of my own!”

To find out more about the scheme, contact Craig Atkinson at JCT600 on 07826 938052.

Mercedes-Benz South Yorkshire offers a comprehensive collection of new and approved used Mercedes-Benz vehicles, all of which undergo thorough quality checks by specialist, manufacturer-trained technicians. With sites in Chesterfield, Sheffield and Doncaster, the dealerships also offer extensive servicing, parts & accessories and MOT facilities. JCT600 has 44 dealerships representing 21 manufacturers in locations across the North of England.

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**Photo caption:** Richard Nicholls (l), operations manager at Ant Marketing with Craig Atkinson (r), business development executive at JCT600’s Mercedes-Benz of Sheffield.