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JCT600

Mercedes-Benz of Sheffield apprentice named UK's best by manufacturer



Twenty-year-old Liam Hudson looks destined to have a major part to play in the future success of Mercedes-Benz of Sheffield after being named 'Apprentice of the Year' by the motor manufacturer.

Liam collected Mercedes-Benz's Top Parts Apprentice Award at a glittering ceremony in Birmingham, where he was presented with a trophy, watch and an invitation to a track day at which he will drive a variety of high performance cars.

And it seems that his employer has already recognised that Liam has the skills to set him 'a-part' in his career with the prestigious motoring brand as they have transferred him to the showroom as a trainee Sales Executive.

Liam successfully achieved the Level Three nationally-recognised VCQ and VRQ qualifications of the Mercedes-Benz Apprentice Programme – his training including 12 x week-long course blocks at the manufacturer's UK headquarters in Milton Keynes every two months as well as continuous on-the-job assessment. He is now working towards Mercedes-Benz Competence – an additional part of the programme which further enhances his training to support his development and to match the requirements of his employer and the brand.

"The apprenticeship was fantastic and I learned a great deal throughout the course and made a lot of friends," said Liam, who lives in Wath-upon-Dearne. "To win the national award is unbelievable and I



media relations and profile

was over-the-moon when my name was read out as was our company chairman, who was sat on the same table, and my mum and dad are pleased as punch too.”

He added: “I thoroughly enjoyed the parts side of the business but selling cars is something that I’ve always wanted to do so when the opportunity arose to join the sales team I jumped at it. Things are already going extremely well, I sold five cars in my first two weeks in the role and I’m loving it.”

Since the Mercedes-Benz Apprentice Programme started in 1995, 1,164 have graduated with 60 per cent remaining with the brand 10 years on.

Commenting on Liam’s award, Helen Taylor, Apprentice Programme Operations Manager, Mercedes-Benz UK, said: “Liam was an outstanding student with a very positive and mature attitude, who submitted work prior to deadlines and achieved some excellent results in his written and on-line tests.

“He is committed, confident and has established good relationships with his colleagues and has already demonstrated the potential for a very successful career with Mercedes-Benz.”

Based near Meadowhall, Mercedes-Benz of Sheffield offers an extensive collection of new and used Mercedes-Benz as well as providing a comprehensive range of services.

JCT600, which has its head office in Bradford, is a family business with 42 dealerships throughout Yorkshire, Derbyshire, Lincolnshire and the North East. It sells 21 of the world’s most respected brands such as Aston Martin, Audi, Bentley, BMW, Ferrari, Maserati, Mercedes-Benz, Porsche and Volkswagen.

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PHOTO CAPTION: Liam Hudson is presented with his Apprentice of the Year award by Simon Oldfield (left), Managing Director, Customer Services Group, Mercedes-Benz UK, and TV presenter Jenni Falconer, who compered the event

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