

# The family FAVOURITE

Recent nominations in the prestigious Coutts Bank prize for family business and the Bristol Evening Post family business award confirm West Country Motorhomes as the top choice for service and traditional values in a friendly, relaxed atmosphere

It's an exciting time for West Country Motorhomes. The family owned dealership has won numerous sales and service awards over the years – but everyone is especially thrilled by their recent nomination in the Coutts Bank Prize for Family Business and shortlisting in the Family Business category of the Bristol Evening Post Awards.

"We pride ourselves on the service we provide to our customers, which we feel is second to none, and this has established us as one of the most respected and trusted names in the industry," says managing director Steve Pike. "Being a



family business enables us to deliver a high level of service and build long-term customer relationships, rather than focus on short-term profitability, as some corporate owned businesses tend to do.

West Country Motorhomes was set up in 1978 by motorhome enthusiast Brian Pike and is now owned and run by his two sons Stephen and Paul. The company sold its first new motorhome – a Ford Canterbury – back in 1984 but today runs a million pound sales centre at Highbridge, Somerset with another branch at Blunsdon Abbey, Swindon.



MD Steve Pike (in front) with accountant Ian Carp: West Country Motorhomes was recently nominated both in the Family Business category of the Bristol Evening Post awards and also the Coutts Prize for Family Business

## THE AWARDS

### Coutts Prize for Family Business

Open to family businesses based in England or Wales. Amongst other selection criteria, they must occupy a competitive market position and the company's ethical standards must clearly reflect the family values and relate directly to how the company is viewed by its customers and employees.

### Bristol Evening Post Business Awards

Nine different categories, including the Family Business category. The judging panel includes the chief executives and managing directors of successful local businesses.



[www.westcountry-motorhomes.co.uk](http://www.westcountry-motorhomes.co.uk)

**Sales:** Bristol Rd, Brent Knoll, Highbridge, Somerset TA9 4HG (main picture)  
**Tel:** 0870 750 8360 **email:** [info@westcountry-motorhomes.co.uk](mailto:info@westcountry-motorhomes.co.uk)

**Sales:** Blunsdon Abbey, Blunsdon, Swindon SN25 2DU (inset)  
**Tel:** 01793 726666 **email:** [wcmhswindon@aol.com](mailto:wcmhswindon@aol.com)

**Service and Rental:** Lower Weare, Nr Axbridge, Somerset BS26 2JG  
**Tel:** 0870 750 8351 **email:** [service@westcountry-motorhomes.co.uk](mailto:service@westcountry-motorhomes.co.uk)

There is also a fully equipped service and rental depot near Axbridge, Somerset.

More than 200 new and used motorhomes are in stock and, as an agent for Autocruise, Auto-Sleepers, Auto-Trail, Compass, Chausson, Elddis, Geist, La Strada, Pioneer and Swift, West Country Motorhomes is able to supply almost any model.

The purpose built workshop at Lower Weare is able to carry out mechanical servicing, SMMT checks, maintenance, repairs, and any bodywork or paintwork.

The website provides an instant search of all the new and used vehicles in stock, while the online accessories catalogue allows you to browse through hundreds of items and request

further information. There is also a fleet of hire vehicles, all registered within the last year.

The one word that sums up the West Country Motorhomes philosophy is "Service". The company prides itself on a friendly, relaxed atmosphere in which to browse, with as much, or as little, help as *you* want.