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# BMW Motorrad USA Welcomes BMW Motorcycles of Urbana Into Dealer Network

# Urbana Retailer Revs Up To Serve BMW Riders in Central Illinois

**Woodcliff Lake, NJ – June 23, 2011**…BMW Motorrad USA has added BMW Motorcycles of Urbana to its network of official BMW dealers. The Urbana, Illinois-based motorcycle retailer will now offer a complete range of new and pre-owned BMW motorcycles, parts, accessories and rider apparel, as well as service by a BMW-certified master technician.

The dealership, located at 1602 N. Lincoln Avenue, has been a well-established motorcycle retailer since 1976. Now, owner Sam Selle is hoping to make BMW its bestselling brand.

“Adding the BMW brand is the crowning touch to our business,” said Selle, who began working in the parts department as a teenager in 1969 before purchasing the dealership in 1976. “Rider demographics indicate that there are a large number of BMW enthusiasts in central Illinois. We are eager to serve them.”

For those new to motorcycling or those needing a refresher course, BMW Motorcycles of Urbana has an affiliation with the highly respected University of Illinois rider program, which offers beginner and advanced motorcycle training courses.

BMW Motorcycles of Urbana will offer special events throughout the year, including special demo and charity rides. An open house and poker run held June 4 attracted 150 participants and raised over $1,000 for St. Judes Children’s Hospital.

For more information about BMW Motorcycles of Urbana, visit www.bmwmotorcyclesofurbana.com or contact Sam Selle, owner, at 217-328-5005 / sportlandmotorsports@hotmail.com.

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car BMW Sports Activity Vehicle centers, 140 BMW motorcycle retailers, 105 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: www.press.bmwna.com. Additional information, images and video may be found at www.bmwusanews.com. Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

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