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| **Contact:** | Roy Oliemuller  BMW Motorrad USA Communications Manager  Tel. 201-307-4082 /roy.oliemuller@bmwna.com | | | |
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# BMW Motorrad USA Announces Opening of BMW Motorcycles of Birmingham

# Only Exclusive BMW Motorcycle Dealership Serving Riders in Alabama

**Woodcliff Lake, NJ – August 11, 2011**…BMW Motorrad USA has announced the opening of BMW Motorcycles of Birmingham, the only exclusive BMW motorcycle dealership serving riders throughout Alabama.

The Birmingham dealership, owned by Susan and James Abrahamson, is home to a complete line of BMW motorcycles, parts, accessories and apparel. Mr. Abrahamson is a retired general, astronaut, and businessman. He is also a motorcycle enthusiast who still envisions completing a circumnavigation of the United States started, but not finished, many years ago.

“We are proud to welcome BMW Motorcycles of Birmingham into our expanding dealer

network,” commented Lou Provato, Dealer Development Manager, BMW Motorrad USA.

According to Mr. Provato, the Birmingham dealership not only serves one of the largest geographic territories in the U.S., it is strategically positioned for success by virtue of its location. “Alabama has excellent year-round riding weather and BMW Motorcycles of Birmingham is located just 15 minutes from the world-famous Barber Motorsports Park and Vintage Motorsports Museum,” noted Provato.

“We are thrilled to represent the iconic BMW brand,” commented the dealership’s general manager Jim Lewis, who fulfilled a lifelong dream in creating a state-of-the-art BMW motorcycle retail facility in the former Sears Auto Center located at 7500 Crestwood Boulevard. “We hope to be a trusted resource for existing BMW riders, riders of other marques and those new to motorcycling,” he added, citing plans to host Motorcycle Safety Foundation courses on the premises for beginner motorcyclists as well as special events.

A grand opening celebration is planned for September 8. For more information about BMW Motorcycles of Birmingham, call (205) 987-2090 or visit [www.bmwmotorcyclesofbirmingham.com](http://www.bmwmotorcyclesofbirmingham.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, 138 BMW motorcycle retailers, 107 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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