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# BMW Motorrad USA Announces Opening of BMW Motorcycles of Pensacola

# Staff at Exclusive New Dealership Possesses Over 120 Years of Combined Riding Experience

**Woodcliff Lake, NJ – December 6, 2011**… Last spring, veteran motorcycle dealer Courtney Pereira was looking to share his enthusiasm for motorcycles with the Pensacola community by bringing a BMW motorcycle dealership to the area. Fortunately, BMW was also interested in bringing an exclusive new motorcycle retailer to Pensacola; and a marriage took place, culminating with the opening of BMW Motorcycles of Pensacola this week.

The new exclusive BMW motorcycle dealership offers a complete line of new and pre-owned BMW motorcycles, parts, accessories, apparel and service capabilities at 6258 North “W” Street in

Pensacola.

“Everything fell into place at the right time,” commented Lou Provato, Dealer Development Manager, BMW Motorrad USA. “Courtney and his staff are passionate about motorcycling and BMW motorcycles. They are tremendous ambassadors for our brand and a wealth of knowledge for motorcycle enthusiasts in their region. We are confident of their future success.”

Mr. Periera, a former motocross racer and Navy veteran, has owned other motorcycle dealerships in the area for more than 30 years. For the development of BMW Motorcycles of Pensacola, he carefully assembled an outstanding staff of motorcycle enthusiasts, renovated a building and set up shop.

“Our small, yet enthusiastic team has over 120 years of combined riding experience, from multiple iron butt awards to road racing and everything in between,” said Mr. Periera. “Everyone at the shop lives and breathes motorcycles. We couldn’t be more excited at this opportunity!”

For more information about BMW Motorcycles of Pensacola, including an upcoming grand opening celebration, visit [www.bmwmcpensacola.com](http://www.bmwmcpensacola.com) or phone (850) 466-5326. Showroom hours are Tuesday through Saturday, 9:00 a.m. – 5:30 p.m.

**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, 139 BMW motorcycle retailers, 110 MINI passenger car dealers, and 39 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.

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