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# BMW Motorrad USA Announces Opening of New Century BMW Motorcycles

# Premier Southern California BMW Automotive Dealer Opens Dedicated BMW Motorcycle Dealership in Alhambra, CA

**Woodcliff Lake, NJ – December 6, 2011**… Building upon New Century BMW’s proven track record of success as an automotive dealership, BMW Motorrad USA has announced the opening of New Century BMW Motorcycles in Alhambra, CA. The new exclusive BMW motorcycle dealership will offer a complete line of BMW motorcycles, service capabilities, parts, accessories and apparel in a dedicated separate location at 3001 W. Main St, adjacent to the existing New Century BMW Certified Collision Repair Center and only a few blocks from the New Century BMW Automotive sales and service flagship store on Main St.

“With its consistently high customer satisfaction ratings and as a six-time winner of BMW's prestigious Center of Excellence award as an automotive dealership, we have no doubt that New Century’s leadership will bring the same passion to its motorcycle dealership as it has to its automotive retail operation,” commented Lou Provato, Dealer Development Manager, BMW Motorrad USA.

Stephen Pan, General Manager of New Century BMW Motorcycles and New Century BMW, has been an avid rider since he was a teenager and possesses extensive motorcycle knowledge and experience.  His team shares a like-minded customer perspective, passion and enthusiasm for riding and for the BMW brand.  "Our vision is clear, we are here for the riders and we have great products and services to offer," said Pan emphasizing the need for a full-service BMW motorcycle dealership in the area. "We know the importance of customer service satisfaction and we understand what it takes."

“New Century BMW is delighted to welcome BMW Motorrad to our New Century family, founded in 1992,” said Frank Lin, dealer principal. “Our ongoing commitment to deliver a superior customer experience will be reflected in our new BMW Motorrad dealership. The new dealership is exactly as I imagined it to be and more. We put the best people in place to serve the needs of our new clients.”

New Century BMW Motorcycles' 20,000 interior square-foot dealership can be easily accessed from many of Southern California's acclaimed riding routes, between freeways 10, 210/134 and 710, just east of downtown Los Angeles.  A large, convenient 40,000 square foot lot with ample parking, dedicated service drive, courtesy room for customer gear, private dressing room, and demo bikes are just some of the features that will make motorcycle enthusiasts of all ages and abilities feel comfortable and welcome.

For more information about New Century BMW Motorcycles, visit [www.newcenturybmwmotorcycles.com](http://www.newcenturybmwmotorcycles.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, 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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