|  |  |  |
| --- | --- | --- |
| **For Release:** | June 6, 2013 | |
|  |  | |
| **Contact:** | Roy Oliemuller  BMW Motorrad USA Communications Manager  Tel. 201-307-4082 /roy.oliemuller@bmwna.com | | | |
|  | |  | |

# BMW Motorrad USA Welcomes BMW Motorcycles of Ferndale to Dealer Network

**Woodcliff Lake, NJ – June 6, 2013**… BMW Motorrad USA has expanded its presence in the Pacific Northwest with the addition of BMW Motorcycles of Ferndale. The new BMW motorcycle dealership, located at 5100 Pacific Highway 101 in Ferndale, WA, (home of Pacific Northwest Motorcycles) offers a complete line of new and pre-owned BMW motorcycles, parts, accessories, apparel and service capabilities in a newly renovated retail facility.

“We’ve had an amazing response to the announcement of BMW’s arrival here,” commented dealer principal Stephen McBree, who has been in the motorcycle retail business for more than 20 years. “BMW has a great range of models that appeal to a growing segment of the motorcycling community. We encourage people to come down, try out our demo bikes and experience the BMW brand for themselves.”

The Ferndale dealership is the culmination of a several-year effort to establish a larger BMW presence in the Pacific Northwest, according to Lou Provato, Dealer Development Manager, BMW Motorrad USA. “Stephen and his team are passionate about motorcycling and bring a tremendous amount of riding experience and knowledge to motorcycle enthusiasts in their region. We are proud to have them represent the BMW Motorrad brand.”

For more information about BMW Motorcycles of Ferndale, including an upcoming grand opening celebration and other special events, visit <http://bmw.pacificnwmotorcycles.com/home_bmw.asp> or phone (866) 411-8725. Showroom hours are Monday through Saturday, 9:00 a.m. – 5:00 p.m. and Sundays by appointment.

**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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 117 MINI passenger car dealers, and 34 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.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com/)

# # #

**Journalist note:** Information about BMW Group and its products in the USA is available to

journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

# # #