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## **BMW Motorrad USA Welcomes BMW Motorcycles of New Orleans to Dealer Network**

**New Orleans, LA – January 27, 2014...** BMW Motorrad USA has further expanded its brand in the Gulf Coast with the addition of BMW Motorcycles of New Orleans. The new BMW motorcycle dealership, located at 1440 Westbank Expressway, Harvey, LA, (home of Halls Motorsports NOLA) offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in a newly acquired and renovated retail facility.

“After 40 years in the motorsports business, we are delighted to have the opportunity to represent BMW,” said owner Trent Hall. “BMW’s expanded lineup and attractive financing programs will allow us to expose more riders to the BMW brand, and put customers on a range of bikes that are not only outstanding in safety and performance, but also a great value.”

The New Orleans dealership is the culmination of the Hall Family’s investment and longtime dedication to serving the motorcycling community in the Gulf Coast area. It is the fourth dealership in the family-owned business, which began when Hall’s father and grandfather founded Hall’s Motorsports in 1971.

“We believe the key to our success is our family atmosphere and our love for motorcycles, four wheelers, personal watercraft, and utility vehicles,” added Hall, a former Navy fighter pilot and Southwest airlines pilot. “It is this passion that drives us to be the best in the industry, providing the best products with the most knowledgeable staff.”

“The Hall’s legacy of serving the motorcycling community is compatible with BMW’s, and when the opportunity to expand our brand in New Orleans with a well-respected established dealership presented itself, we seized the opportunity,” commented Lou Provato, Dealer Development Manager, BMW Motorrad USA. “Trent 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 New Orleans, including an upcoming open house in March and other special events, visit [www.bmwmotorcyclesneworleans.com](http://www.bmwmotorcyclesneworleans.com) or call (504) 227-2272. Showroom hours are Tuesday through Friday, 9:00 a.m. – 6:00 p.m. and Saturday 9:00 a.m. – 5:00 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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 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)

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**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).

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