



For Release: April 10, 2014

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**BMW Motorrad USA Welcomes BMW Motorcycles of Alcoa to Dealer
Network
Grand Opening Celebration Planned For May 17**

Woodcliff Lake, NJ – April 10, 2014... BMW Motorrad USA has expanded its brand in Tennessee with the addition of BMW Motorcycles of Alcoa. The new BMW motorcycle dealership, located at 2019 Topside Road, Louisville (a suburb of Knoxville), offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in a newly renovated retail showroom that has been home to a variety of motorsports brands since 1996.

While it opened its doors for business April 5, a grand opening celebration is planned May 17.

"After nearly 20 years in the motorsports business, we are delighted to have the opportunity to offer the BMW brand to customers in our area," said owner and general manager Charles Jansing, an engineer who spent the earlier part of his career in the nuclear power industry. "BMW's superb technology and diverse range of models will appeal to discerning riders, familiar with the luxury brand, as well as others who never had the opportunity to test ride a BMW before. From street bikes to dual-sport bikes and tourers, there is literally something to match every rider's interests. As an engineer, I appreciate BMW technology. As a consumer who rides on and off-road, it's the bike I would want to own."

Having a new luxury brand and a BMW master technician in the service department also raises the bar for our sales staff and service technicians when it comes to meeting customer expectations, says Charlie, whose wife, Jill, is the dealership's parts manager and daughter, Diana, works in the accounting department. "It's a win-win for us and the motorcycling community here."

“We are delighted to partner with Charlie and his team in bringing the BMW brand to the Knoxville area,” commented Lou Provato, Dealer Development Manager, BMW Motorrad USA. “He has built an excellent reputation in the region and is committed to enhancing that with an entirely new lineup of BMW models to meet the needs of a broader customer base.”

For more information about BMW Motorcycles of Alcoa (including its grand opening celebration), visit www.bmwmotorcyclesalcoa.com or call (865) 981-4444. Showroom hours are Monday 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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 119 MINI passenger car dealers, and 35 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

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