



For Release: May 27, 2014

Contact: Roy Oliemuller
BMW Motorrad USA Communications Manager
Tel. 201-307-4082 /roy.oliemuller@bmwna.com

BMW Motorrad USA Welcomes BMW Motorcycles of Oklahoma City to Dealer Network

Grand Opening Celebration Planned June 21

Woodcliff Lake, NJ – May 27, 2014... BMW Motorrad USA has expanded its brand in central Oklahoma with the opening of BMW Motorcycles of Oklahoma City. The exclusive BMW motorcycle dealership, located at 417 Hudiburg Circle C (just off Interstate 40), offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in a newly built 7,000 square-foot retail facility. A grand opening celebration is planned Saturday, June 21.

“We are thrilled to be Oklahoma’s first exclusive BMW dealership and look forward to being an integral part of the Oklahoma City community,” commented General Manager A.C. Spencer, who has spent his entire career in the motorcycle retail business and opened BMW Motorcycles of Oklahoma City with majority owner Clayton Little. “Our beautiful new dealership offers motorcycle enthusiasts a place to hang out and relax and build relationships with other riders in the area.”

“We look forward to welcoming loyal BMW customers as well as introduce other riders to the BMW brand,” says Spencer, who worked for a variety of motorcycle manufacturers until he became general manager of another BMW dealership in 2005. “Once I became involved with BMW, I never looked back,” he observed. “BMW’s technology, range of models and loyal customer base are unparalleled.”

“We are delighted to partner with A.C., Clayton and their team in bringing the BMW brand to Oklahoma City,” commented Lou Provato, Dealer Development Manager, BMW Motorrad USA. “They have the drive, determination and experience to build a superlative dealership in this region.”

For more information about BMW Motorcycles of Oklahoma City, visit www.bmwmcfofokc.com or call (405) 948-4000. 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 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

#

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusanews.com and www.press.bmwna.com.

#