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BMW Motorrad USA Welcomes BMW Motorcycles of West Palm Beach to Dealer Network
World-Champion Personal Watercraft Racer Brings Passion to Selling Motorcycles

Woodcliff Lake, NJ – September 16, 2014... BMW Motorrad USA has further expanded its brand in southern Florida with the addition of BMW Motorcycles of West Palm Beach. The new BMW motorcycle dealership, located at 2300 Okeechobee Blvd. (also home of Broward Motorsports), offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new retail showroom.

“We are delighted to have the opportunity to represent BMW,” said owner Sam Nehme, president of Broward Motorsports, which sells new and pre-owned motorcycles, dirt bikes and ATVs, PWCs and boats, UTVs, side by sides and scooters at locations in Davie, Fort Lauderdale and West Palm Beach, FL. “BMW is a premier brand with quality products, state-of-the-art technology and a strong growth record.”

“The BMW dealership is a great fit for us and fulfills a need for a BMW dealership along Florida’s east coast between Daytona and Fort Lauderdale,” added Nehme, who worked in the motorsports industry since 1989 before opening his first dealership in 2002.

Nehme’s lifelong passion for motorcycling is matched by his prowess in personal watercraft racing, recently winning the IJSBA World Championship in the Sport Spec class. When he’s not on the floor of his dealership showrooms, Nehme is often found on the lakes of the race circuit with his Broward Motorsport Race Team, Florida’s largest personal watercraft racing presence.

BMW Motorcycles of West Palm Beach is managed by JJ Sciarrino and has BMW master technicians and sales personnel on staff to provide brand-specific customer service.

“Sam’s commitment to serving the motorcycling community is compatible with BMW’s, and when the opportunity to expand our brand in southern Florida with a well-respected dealer presented itself, we seized the opportunity,” commented Lou Provato, Dealer Development Manager, BMW Motorrad USA. “The West Palm Beach location fills a need that has existed for BMW motorcycles in that market for quite some time, and Sam and his team bring a tremendous amount of riding experience and knowledge to motorcycle enthusiasts in their region.”

For more information about BMW Motorcycles of West Palm Beach, including an upcoming open house in October and other special events, visit www.bmwmotorcyclespb.com or call (561) 296-9696. Showroom hours are Monday through Friday, 9:00 a.m. – 7:00 p.m. and Saturday 11:00 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 and X4 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, 140 BMW motorcycle retailers, 120 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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