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BMW Motorrad USA Launches National Parts and Accessories Website

New Site Will Connect Owners to Their Local Authorized BMW Motorrad Dealers

Woodcliff Lake, NJ – October 3, 2014. . . BMW Motorrad USA has launched a National Parts website to help BMW riders shop online to find original BMW Motorcycle repair and maintenance parts. The website presents the complete catalog of original BMW parts and acts as a hub to direct riders to their closest on-line retailers to seamlessly complete their order.

“The National Parts and Accessories website, with its 24/7 online access, is one of the many ways BMW Motorrad USA supports our rider family with tools that make it easy to keep their bikes authentic with original BMW parts,” comments Michael Hernandez, Manager, Parts and Accessories, BMW Motorrad USA. “It also reinforces our commitment to our dealer network by helping them connect with the growing number of riders shopping online.”

The BMW Motorrad USA National Parts and Accessories website raises online exposure for original BMW parts, accessories and riders’ equipment, making it easy for riders to find and buy. Dealers can directly benefit from BMW Motorrad USA marketing support by utilizing the site to meet owners online and enhance parts and equipment sales.

To learn more or shop the complete line of BMW Motorrad parts, accessories and rider’s equipment visit parts.bmwmotorcycles.com.

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, 121 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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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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