



For Release: November 7, 2014

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

BMW Motorrad USA Welcomes BMW Motorcycles of Denton to Dealer Network

Texas Family-Owned and Operated Powersports Business Grows

Woodcliff Lake, NJ – November 7, 2014... BMW Motorrad USA has further expanded its brand in northern Texas with the addition of BMW Motorcycles of Denton. The new BMW motorcycle dealership, located on State Highway 377, one block south of Interstate 35-E at 521 Acme St. in Denton, TX (also home of Cycle Center of Denton), 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, welcome new customers and take the brand and our dealership to another level in this market,” said Kenny Martin, who owns the 30,000 square-foot Cycle Center of Denton with his father Randy and their partner Carlos Gonzalez. “Each of us brings a lifelong passion for motorcycling to a destination powersports dealership totally focused on customer service and convenience. It was time to bring a premier brand compatible with that level of customer experience to our growing community.”

The BMW dealership’s 5,500 square-foot service department offers a service lobby area with a private exterior door for quick check-in and two full-size bay doors, one with a ramp and the other with easy-to-maneuver tailgate drop off. Upon arrival into the service lobby, customers are greeted by service advisors and encouraged to make themselves at home in the comfortable customer lounge, outfitted with leather chairs, vending machines, full kitchen, flat screen TVs and ample reading material. The staff includes BMW master technicians and sales personnel to provide brand-specific customer service.

According to Lou Provato, Dealer Development Manager, BMW Motorrad USA, in 2012, Cycle Center of Denton received an honorable mention as one of the top 100 motorcycle dealers by Dealer News and was voted Consumer Choice Dealer of the Year.

“Clearly, the owners’ have a track record of serving the motorcycling community, and when the opportunity to expand our brand in northern Texas with a well-respected dealer presented itself, we seized the opportunity,” commented Provato.

For more information about BMW Motorcycles of Denton, including an upcoming open house and other special events, visit www.bmwmotorcyclesofdenton.com or call (888) 808-1251. Showroom hours are Monday through Friday, 10:00 a.m. – 7:00 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 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

#

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