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## **BMW Motorrad USA Welcomes BMW Motorcycles of Huntsville to Dealer Network**

### **Alabama BMW Dealer to Host Grand Opening Celebration November 15**

**Woodcliff Lake, NJ – November 7, 2014...** BMW Motorrad USA has further expanded its brand in Alabama with the addition of BMW Motorcycles of Huntsville. The new BMW motorcycle dealership, located at 12401 S. Memorial Parkway (home of Cycle Nation of Huntsville), offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 2,700-square-foot retail showroom. BMW master technicians and sales personnel are on hand to provide brand-specific customer service.

“We are very excited about bringing the BMW brand to Huntsville,” commented General Manager Bobby Luhm, a former roadracer and longtime motorcycle enthusiast who has worked in the industry for more than 20 years. “Our customers are highly educated and very in tune with technological innovation, given that the area is a hub of research and development facilities. Adding a technology leader like BMW to our portfolio of powersports products is a perfect fit.”

Cycle Nation of Huntsville, owned by Freedom Powersports, is northern Alabama's largest powersports dealer. Its legacy of serving the motorcycling community dates back to 1963. Since then, it has grown from a small showroom floor of motorcycles on Clinton Avenue to a 35,000-square-foot retail complex on a main thoroughfare in the southern end of town.

“When the opportunity to expand our brand in Alabama with a well-respected dealer presented itself, we seized the opportunity,” observed Lou Provato, Dealer Development Manager, BMW Motorrad USA. “The Huntsville location fills a need that has existed for BMW motorcycles in that market for quite some time, and Bobby 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 Huntsville, including an upcoming open house planned for November 15, visit [www.bmwmotorcyclesofhuntsville.com](http://www.bmwmotorcyclesofhuntsville.com) or call (256) 650-1177. 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 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](http://www.bmwgroupna.com)

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com)