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BMW Group Opens New Regional Parts Distribution Center in Redlands, California

Woodcliff Lake, NJ – January 23, 2015... BMW Group is today celebrating the official opening of its newest Regional Parts Distribution Center (RDC) in Redlands, California. The LEED Silver certified, state-of-the-art RDC will serve the Southwestern Region of the BMW Group dealer network supplying everything dealers need to service their customers. Ludwig Willisch, President and CEO, BMW of North America, and Craig Westbrook, Vice President – Aftersales, BMW of North America, spoke at the opening:

“Customer satisfaction is our top priority and this facility means whatever our dealers need to delight their customers will arrive faster and more efficiently than before,” said Ludwig Willisch, President and CEO, BMW of North America. “This new facility is also part of BMW’s commitment to the U.S. market, providing jobs and supporting the local communities wherever we are present.”

Located at 27081 Almond Avenue in Redlands, the Regional Distribution Center will primarily supply BMW Group dealerships in Southern California, Southern Nevada, Arizona and Hawaii. Additionally, it is designed to support any other BMW Group dealership in the US as needed. The facility totals 326,509 square feet with an additional 96,000 square feet available for expansion.

“BMW is dedicated to its customers and dealer network in the US,” said Craig Westbrook, Vice President – Aftersales, BMW of North America. “The opening of this Regional Distribution Center reflects the value we place on the Southwestern region.”

The new Redlands facility, which is now fully staffed and fully operational, is one of the six BMW Group Regional Distribution Centers in the U.S. The BMW Group RDCs handle more than 80,000 unique part numbers across two million square feet of storage and distribution space. Altogether, more than 400 associates in these six facilities are solely dedicated to processing dealer orders daily for the US market.

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, 147 BMW motorcycle retailers, 122 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.

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

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