



For Release: February 12, 2015

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BMW Motorrad USA Welcomes BMW Motorcycles of Prosser to Dealer Network

New Home for BMW Motorcycles in Washington State

Woodcliff Lake, NJ – February 12, 2015... BMW Motorrad USA has further expanded its brand in the State of Washington with the addition of BMW Motorcycles of Prosser. The new BMW motorcycle dealership, located at 325 Merlot Drive (also home of Desert Valley Powersports) offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 2,500-square-foot retail showroom.

“When we built our Prosser dealership in 2007, we designed it with the intention of representing a premium brand like BMW. Now, our dreams are a reality,” says owner Dan Denchel, who opened Desert Valley Powersports with his wife, Michelle, in 1991 in the neighboring city of Sunnyside, WA. That dealership, originally named Sunnyside Motorcycle Co., was located in a small building off the Yakima Valley Highway – a humble beginning for what has evolved, 18 years later, into 26,000-square-foot facility located off Exit 80 on Interstate 82 between Yakima and the Tri-Cities.

“This is not your average motorcycle store,” remarks Dan. “The space incorporates lots of high-end architectural and design elements that guide customers from one product area to another. We have gone the extra mile to make shopping for a motorcycle fun and enjoyable. It’s like a big toy store.”

Denchel, who has ridden motorcycles for more than 45 years, says he was smitten with the idea of owning a motorcycle dealership many years ago, while working at an automobile dealership owned by his parents.

“There was a motorcycle dealership next door, and every time I went in, I said to myself, ‘I could do this better,’” recalls Dan.

Now, he and other members of the Denchel Family are doing just that. Michelle handles the accounting side of the business, while two of the couple's three sons also pitch in.

"We are delighted to have the Denchel Family and Desert Valley Powersports represent the BMW brand," says Lou Provato, Dealer Development Manager, BMW Motorrad USA. "We are confident BMW will be a welcome addition to the motorcycling community in that part of the state as it offers an abundance of adventure touring opportunities."

Located in Washington's wine region (with more than 40 wineries and distilleries nearby) and within riding distance to Canada, Oregon, Idaho and the magnificent Cascade, Rockies and Bitterroot Mountain ranges, the Prosser dealership is an ideal site for staging rides, Dan points out.

"Our facility is situated on over 3 acres and our parking lot can accommodate 1,500 motorcycles," comments Dan. "There are nice hotels nearby and an RV park right across the street. We're happy to help plan trips for our customers. We understand that the journey is just as important as the destination."

For more information about BMW Motorcycles of Prosser, including an upcoming open house and other special events, visit www.bmwmotorcyclesofprosser.com or call 509-786-0260. 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, 146 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.

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