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BMW Motorrad USA Welcomes BMW Motorcycles of Lynnwood to Dealer Network

Washington Family-Owned And Operated Powersports Business Grows

Woodcliff Lake, NJ – March 23, 2015...BMW Motorrad USA has further expanded its brand in the Pacific Northwest with the addition of BMW Motorcycles of Lynnwood in the State of Washington. The new BMW motorcycle dealership, located at 17900 HWY 99 (also home of Lynnwood Motoplex), offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 2,800-square-foot retail showroom.

"We've had our eye on BMW for quite some time and, finally, we have the opportunity to do the brand proud and take our business to the next level," said Jim Powers, Jr., whose family has owned and operated the thriving powersports retailer north of Seattle for more than 40 years, selling new and used boats, ATVs, side-by-side utility vehicles, personal watercraft, snowmobiles, and a full range of motorcycles, active apparel, parts and accessories.

"BMW's diverse range of motorcycles will generate cross-over business with our existing customers as well as attract new customers, who are loyal to the brand," added Powers, whose father Jim Sr. established his first motorcycle dealership in 1970, following a professional hockey career with the Seattle Totems and the Vancouver Canucks. Although Jim Sr. is a regular fixture in the dealership, day-to-day operations are handled by his children Jim Jr., Garret and Janice, who carry on the family's commitment to both hockey and horsepower.

To help make BMW Motorcycles of Lynnwood a success, Jim has assembled a team of operations, sales and service associates with extensive riding expertise, industry

experience, and a history with the BMW brand. The staff includes a master-certified BMW technician who taught at the Motorcycle Mechanics Institute in Arizona.

“The Powers Family has built a great foundation for the BMW brand to thrive, and we are delighted to welcome them to our dealer network,” said Lou Provato, Dealer Development Manager, BMW Motorrad USA.

For more information about BMW Motorcycles of Lynnwood, including an upcoming open house in late-May and other special events, visit www.bmwmotorcyclesoflynnwood.net or call (425) 774-0505. Showroom hours are Tuesday through Friday, 10:00 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, 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.

Information about BMW Group products is available to consumers via the Internet at: www.bmwgroupna.com

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