



**For Release:** April 21, 2015

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

**Woodcliff Lake, NJ – April 21, 2015...**BMW Motorrad USA has further expanded its brand in the State of Louisiana with the addition of BMW Motorcycles of Shreveport. The new BMW motorcycle dealership, located at 2529 E. 70<sup>th</sup> St., offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 2,500-square-foot retail showroom.

"I've always had an interest in representing BMW and serving the needs of BMW riders; finally all of the pieces came together to make it a reality," says owner Jim Snyder, whose five motorcycle/powersports dealerships throughout Louisiana are built upon a legacy established by his late-father, Phillip, in 1999. To help make BMW Motorcycles of Shreveport 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.

"This is not going to be a good store; it's going to be a great store," comments Operations Manager Mark Jamroz, who is a native of the Shreveport area and spent 28 years as a BMW Area Manager, overseeing the operations of BMW automotive and motorcycle dealerships in the region. "Louisiana is a sportsman's paradise and we have created a destination for riders that is both welcoming and fun. We look forward to filling our calendar with a wide array of motorcycle activities, including adventure rides, GS training and track days."

The staff also includes Sales Manager Dean Jones, who has previous BMW Motorcycle dealership sales experience, master-certified BMW technicians and sales personnel who are riding enthusiasts, themselves.

“We are proud to have Jim and his winning team represent the BMW brand,” said Lou Provato, Dealer Development Manager, BMW Motorrad USA. “The experienced staff, the location – with both on- and off-road riding opportunities – the demographics, and a strong local BMW rider club will contribute to the dealership’s success.”

For more information about BMW Motorcycles of Shreveport, visit [www.bmwmcshreveport.com](http://www.bmwmcshreveport.com) or call 318-317-4025. Showroom hours are Tuesday through Friday, 8:30 a.m. – 6:00 p.m. and Saturday 8:30 a.m. – 3:00 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; Designworks, a strategic design consultancy based 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.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com)

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