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

**Woodcliff Lake, NJ – April 22, 2015**...BMW Motorrad USA has further expanded its brand in northern Virginia with the opening of BMW Motorcycles of Dulles. The new BMW motorcycle dealership, located adjacent to Dulles International Airport at 22890 Quicksilver Drive, Suite 189, offers a complete line of BMW motorcycles, parts, accessories, apparel, and service capabilities in an exclusive new 2,500-square-foot retail showroom.

“We’ve been interested in opening a BMW motorcycle dealership in northern Virginia for several years, and finally our vision is a reality,” says Ken Davis, who established BMW Motorcycles of Dulles with business partners John Tisch and Jim Harman.

The trio is well-acquainted with the BMW brand, having bought and sold thousands of late-model BMW automobiles through their automotive dealership in Manassas Park, VA over the past 23 years. All avid motorcycle riders and BMW enthusiasts, their interest in opening a BMW motorcycle dealership piqued when they realized a need for a dealership in the Northern Virginia area.

“We’re motorcycle enthusiasts through and through,” observes Ken, an all-weather rider who has completed at least seven cross-country motorcycle trips and has owned many new BMW motorcycles over the years.

To help make BMW Motorcycles of Dulles a success, the owners have assembled a team of sales personnel and master-certified BMW technicians who have extensive riding experience and are passionate about the BMW brand. They all agree that the timing couldn’t be better for a BMW motorcycle dealership in the area.

“We’ve watched this area evolve from cow pastures to condominiums as the metropolitan area expands around Washington, D.C,” comments Jim. “Nevertheless, the foothills of Loudon County offer some of the best riding on the East Coast; and residents here have both the means and enthusiasm to ride a premium brand.”

“We are delighted to have Ken, John, and Jim represent the BMW brand in this area,” said Lou Provato, Dealer Development Manager, BMW Motorrad USA. “The opening of BMW Motorcycles of Dulles fulfills a need we’ve had for quite some time.”

For more information about BMW Motorcycles of Dulles, visit [www.bmwmotorcyclesofdulles.com](http://www.bmwmotorcyclesofdulles.com) or call 703-330-1200. Showroom hours are Tuesday through Friday, 10:00 a.m. – 7:00 p.m. and Saturday 9:00 a.m. – 4:00 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 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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