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BMW Motorrad USA Welcomes BMW Motorcycles of Birmingham to Dealer Network

Woodcliff Lake, NJ – June 2, 2015...BMW Motorrad USA has strengthened its presence in Alabama with the addition of BMW Motorcycles of Birmingham. The new BMW motorcycle dealership, located at 505 Cobb Street (at the I-65 and Oxmoor Rd. exit), offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 2,200-square-foot retail showroom.

“As Alabama’s largest powersports retailer for over 43 years, we are continually focused on providing the best sales and service experience for motorcyclists in our area. When we looked at expanding our inventory of premium brands, BMW was a natural fit,” commented General Manager Joey Belmont, who together with his brother Johnny, the sales manager, operate Big #1 Motorsports.

To help make BMW Motorcycles of Birmingham a success, The Belmont’s have assembled a team of operations, sales and service associates with extensive riding expertise, industry experience, and a knowledge of the BMW brand. The service staff, which includes a master-certified BMW technician and BMW-trained service manager, will continue to expand as new BMW-certified technicians are trained each year.

“This is a great area for motorcycle enthusiasts,” adds Joey. “We’ve got everything from twisty roads to mountainous regions, and we’re just fifteen minutes away from the Barber Motorsports Museum, which offers events in which we participate all year long.”

“The Belmont Family has a stellar reputation for serving the motorcycling community in the Birmingham area and we are confident that their commitment to customer service will be a great benefit to BMW riders,” said Lou Provato, Dealer Development Manager, BMW Motorrad USA.

For more information about BMW Motorcycles of Birmingham, including a grand opening celebration in June and other rider events, visit www.bmwmotorcyclesbirmingham.com or call (205) 942-3313. Showroom hours are Monday through Friday, 9:00 a.m. – 7:00 p.m., Saturday 9:00 a.m. – 4:30 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, 148 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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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusanews.com and www.press.bmwna.com