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BMW Motorrad USA Welcomes BMW Motorcycles of Hilliard to Dealer Network

Woodcliff Lake, NJ – June 3, 2015...BMW Motorrad USA has strengthened its presence in Ohio with the addition of BMW Motorcycles of Hilliard. The new BMW motorcycle dealership, located at 3747 Park Mill Run Drive, offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 2,200-square-foot retail showroom.

“When we purchased the well-established powersports retailer at this location, we wanted to continue representing the BMW brand and serving BMW customers,” commented dealer principal Shawn Bowshier, who has owned Competition Accessories, which has a long history of serving the greater Springfield area since 2003. “The new BMW retail facility will be a popular destination for the more than 900 BMW riders in our area and will introduce others to the brand.”

“We look forward to hosting rides and events throughout the year for riders of all makes and models,” added Bowshier, who entered the motorcycle business in 1996, after spending decades working at automobile dealerships owned by his father and grandfather.

After growing the motorcycle business from \$8 million to \$38 million (and 15 to 105 employees) in just 5 years, Bowshier is confident of his ability to help BMW Motorcycles of Hilliard thrive.

“Shawn and his staff are well versed in the motorcycle business and will represent the BMW brand well,” said Lou Provato, Dealer Development Manager, BMW Motorrad USA.

For more information about BMW Motorcycles of Hilliard, including a special opening celebration in June and other rider events, visit www.bmwmotorcyclesofhilliard.com

or call (614) 771-0771. Showroom hours are Monday through Thursday, 10:00 a.m. – 7:00 p.m., Friday 10:00 a.m. – 6:00 p.m. and Saturday 10:00 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; 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, 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