



For Release: August 17, 2015

Contact: Roy Oliemuller
BMW Motorrad USA Communications Manager
Tel. 201-307-4082 /roy.oliemuller@bmwna.com

BMW Motorrad USA Welcomes BMW Motorcycles of Santa Clarita to Dealer Network

Woodcliff Lake, NJ – August 17, 2015...BMW Motorrad USA has enhanced its presence in California with the addition of BMW Motorcycles of Santa Clarita. The new BMW motorcycle dealership, located at 21095 Centre Pointe Parkway, offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 3,400-square-foot retail showroom.

“My decision to open a motorcycle dealership in northern Los Angeles County was fueled by a passion for motorcycling and a desire to apply my business experience to providing the highest level of customer service our riding community expects and deserves,” comments Dealer Principal Mike Bell, who co-owns BMW Motorcycles of Santa Clarita, as well as BMW Motorcycles of Ventura County, with his wife, Annie, and his business partner, Dennis Lin.

Mike, a native of England, admits that he was smitten by both motorcycles and his future bride when he arrived to the U.S. in 1986. He took his motorcycle riding test, bought the first of several motorcycles, and met and married Annie within a year. And the rest, he says, is history.

“We have created a supreme destination point in the high desert with some of the best off-road adventure riding in the country,” says Mike. “We look forward to hosting rides several times a month and welcoming riders from near and far. Our lounge area, which is equipped with comfortable seating, TV, refreshments, and closets for riding gear, is designed to encourage people to relax and hang out.”

To ensure that the premier customer service experience extends beyond the new dealership’s high-end appearance, the Bells have assembled a team of operations, sales

and service associates with extensive riding expertise, industry experience, and knowledge of the BMW brand. General Manager Bronko Tatic is a longtime motorcycle enthusiast and powersports industry executive. Sales Manager Owen Balduf is one of the nation's top-performing BMW motorcycle sales associates with over 30 years of riding experience. The service staff, which includes a master-certified BMW technician, will continue to expand as new BMW-certified technicians are trained each year.

"We were looking for a retail presence in Santa Clarita and found the perfect partner in Mike, who has a fine track record of representing the BMW brand," said Lou Provato, Dealer Development Manager, BMW Motorrad USA. "We are confident that the BMW dealership will be a welcome addition to the riding community in that area."

For more information about BMW Motorcycles of Santa Clarita, visit www.bmwmotorcyclesofsantaclarita.com or call (661) 964-2222. Showroom hours are Tuesday through Saturday, 8:00 a.m. – 6:00 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, 149 BMW motorcycle retailers, 123 MINI passenger car dealers, and 36 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.

#

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusnews.com and www.press.bmwna.com