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BMW Motorrad USA Welcomes BMW Motorcycles of Peoria to Dealer Network

Woodcliff Lake, NJ – October 15, 2015...BMW Motorrad USA has enhanced its presence in Arizona with the addition of BMW Motorcycles of Peoria. The new BMW motorcycle dealership, located at 16844 N. Arrowhead Drive, offers a complete line of BMW motorcycles, parts, accessories, apparel and service capabilities in an exclusive new 2,628-square-foot retail showroom within the newly opened 15,000-square-foot GO AZ Motorcycles dealership.

"We are excited to represent BMW and offer motorcycle enthusiasts in the Northwest Valley the level of customer service that earned our sister store, GO AZ Motorcycles in Scottsdale, the title of #1 Dealership in North America for the past two years (PowersportsBusiness.com) and a perennial spot among Dealernews' Top 100 Dealers," said Gina Marra, vice president of the Powersports Division at YAM Worldwide, Inc.

"We are focused on elevating the customer experience far above what is expected during a typical buying experience," commented owner Bob Parsons, founder of GoDaddy.com and CEO and founder of YAM Worldwide, Inc., which includes powersports, golf, real estate and marketing enterprises. "The amenities and services provided are an expression of our passion for motorcycles and the riding community."

With a ride-up service department (coming in early 2016), fully-appointed customer lounge, coffee bar, grilling patio, advanced audio visual system and professionally outfitted performance stage, the Peoria dealership is expected to be a popular destination for riders in the Northwest Valley. The new campus was built to be an entertainment-centered enterprise and will host special events such as barbecues on the patio and football Sundays with games broadcast on the multiple televisions displayed throughout the

dealership. An open house event is planned this fall and an official Grand Opening is slated for spring of 2016.

“Bob and Gina are highly successful businesspeople with a proven track record of success in the powersports industry. We are confident that the BMW brand will thrive in the new Peoria dealership,” observed Lou Provato, Dealer Development Manager, BMW Motorrad USA.

For more information about BMW Motorcycles of Peoria, visit www.bmwmotorcyclesofpeoria.com or call (623) 322-6700. Showroom hours are Monday through Friday, 9:00 a.m. – 7:00 p.m.; Saturday, 9:00 a.m. – 6:00 p.m.; and Sunday, 10:00 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 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, 149 BMW motorcycle retailers, 124 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.

Information about BMW Group products is available to consumers via the Internet at: www.bmwgroupna.com

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