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**BMW Motorrad USA Welcomes BMW Motorcycles Of The Woodlands
Shenandoah, Texas Dealership Hosting Dinner Ride Saturday, February 27**

Woodcliff Lake, NJ – February 24, 2016...BMW has expanded its brand in the Lone Star State with the opening of BMW Motorcycles of The Woodlands. The dealership, located at 198 Ed English Drive in Shenandoah, Texas (just off Interstate 45), offers a complete line of new and pre-owned BMW motorcycles, parts, accessories, apparel and service capabilities in a modern new 10,400 square-foot retail facility.

"We are thrilled to bring the BMW brand to motorcyclists in this part of Texas," commented Sales Manager Jason Catts, who opened BMW Motorcycles of The Woodlands with owner Clayton Little. "We are eager to provide current and new BMW riders with outstanding customer service in a setting that is as warm and welcoming as the community here. We encourage people to stop by and hang out in our comfortable lounge area, attend our events, and join our rides throughout the year."

Little, who also owns BMW Motorcycles of Oklahoma, has assembled a team of sales and service associates in Shenandoah, who have extensive experience with BMW's wide range of models, advanced technology and financing options. The dealership provides helmets to prospective buyers who want to test ride a BMW motorcycle; and soon it will offer pickup and delivery service.

"We are delighted to expand our partnership with Clayton and enhance the BMW brand in Texas," commented Adam Spencer, National Dealer Development Manager, BMW Motorrad USA. "He and his team have the talent, energy, and experience to develop a dealership that will become an integral part of the community."

For more information about BMW Motorcycles of The Woodlands, including a dinner ride Saturday, February 27, visit www.bmwmotorcyclesofthewoodlands.com or call 936-271-7600.

Showroom hours are Monday through Friday, 9:00 a.m. – 7:00 p.m. and Saturday, 9:00 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 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 340 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 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:
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