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

BMW Motorrad USA Welcomes Spring With Season Start Weekend Campaign

Spring Starts Here – March 18-20, 2016

Woodcliff Lake, NJ – March 17, 2016...BMW Motorrad USA kicks off the 2016 riding season this weekend with a national marketing campaign encompassing cable, digital and social media advertising; national email promotions; direct mail; and dealer events around the country.

“Our dealers are equipped with the latest motorcycles, scooters, equipment, riding gear and apparel to suit every rider’s passion,” commented Sarah Schilke, National Marketing Manager, BMW Motorrad USA. “Add to that attractive financing on many models, plus promotions for MSF riders and coaches, military and emergency services personnel, as well as up-and-coming racers, and there are plenty of reasons to start the spring riding season on a BMW.”

Contact local authorized BMW Motorrad dealers for specific Season Start Weekend events. For details on Season Start Weekend promotions, visit www.bmwmotorcycles.com.

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:
www.bmwgroupna.com

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