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**BMW Motorrad USA Welcomes BMW Motorcycles of Burbank
Exclusive BMW Retailer Added To California Dealer Network**

Woodcliff Lake, NJ – January 6, 2017...BMW has revved up the motorcycling community in America's entertainment capital with the opening of BMW Motorcycles of Burbank, located at 2913 N. Ontario St. Under the leadership of Dealer Principals Mike and Aya Ungureanu, the exclusive BMW Motorrad retailer offers a complete line of new and pre-owned BMW motorcycles, parts, accessories, apparel and service capabilities in a completely new 12,000- square-foot retail facility and showroom.

"We are delighted that Mike and Aya are committed to providing a premium level of service to customers throughout the Los Angeles, Santa Monica, Beverly Hills, Hollywood, and San Fernando Valley areas," said Michael Peyton, Vice President, BMW Motorrad North America. "They and their knowledgeable, friendly staff of motorcycle enthusiasts are well versed in the BMW brand and BMW motorcycle products. BMW Motorcycles of Burbank is a vital and welcome addition to our strong and growing dealer network."

"BMW motorcycles have always been a central part of my life," observed Mike Ungureanu, who has spent most of his 27-year career in the industry selling the brand at former dealerships in North Hollywood and Hollywood, where he served as general manager. I can't imagine doing anything else!"

Mike's insights into motorcycle riding preferences and trends were recognized by BMW in 2010, when he was one of four BMW dealer representatives selected to participate in initial launch strategy sessions for the BMW S 1000 RR superbike.

Now, thanks to support from BMW Motorrad and his family, Mike has a dealership that is exclusively BMW as well as his own. His mother, Rodica Smith, has provided financial support for the business, while his wife, Aya, serves as acting controller and accountant. The Ungureanu's nine-year-old daughter, Keira, is also a frequent visitor and a budding

member of the staff, which includes two BMW Master Technicians and an experienced service manager.

“We are committed to providing the best possible BMW Motorrad experience to the motorcycling community,” adds Mike. “Our success will be built on welcoming current customers to our new location and introducing new customers to the BMW brand. We are currently planning monthly events, including on- and off-road rides, as well as demo days throughout the upcoming year.”

For more information about BMW Motorcycles of Burbank, visit:

www.bmwmotorcyclesofburbank.com or call 818-446-2450. Showroom hours are Tuesday through Friday, 9:00 a.m. – 6:00 p.m. and Saturdays 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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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.

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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