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**BMW of Denver Doubles Its Size At New Colorado Location  
Grand Re-Opening March 25 At Colorado's Oldest and Only Exclusive BMW  
Motorcycle Retailer**

**Woodcliff Lake, NJ – February 16, 2017**...BMW of Denver is on a Rocky Mountain high since moving its motorcycle retail operations from a 10,000-square-foot facility in Aurora, CO to a brand new 20,000-square-foot building in Centennial. Now located at 10350 E. Easter Avenue, BMW of Denver offers a complete line of new and pre-owned BMW motorcycles, parts, accessories, and apparel.

"Under the leadership of Dealer Principal Susan Dukes and General Manager Bill McConnell, sales at Colorado's oldest and only exclusive BMW motorcycle retailer have increased more than 40% in the past three years, necessitating its relocation to a larger, state-of-the-art facility to serve its growing number of customers," commented Michael Peyton, Vice President, BMW Motorrad North America. "We're confident that BMW of Denver will continue to thrive in its new location in the heart of GS country."

"Our success is fueled by a dedicated team of professionals, who have built strong customer relationships, as well as the BMW factory, which consistently delivers products that riders expect and deserve," observed Bill, who spent over 30 years in the automotive industry prior to joining BMW of Denver in 2013. A passionate motorcycle tourer, he has logged more than 100,000 miles on his bike, traveling throughout the United States and Canada.

With more than 40 years of experience serving riders in the Denver metro area, BMW of Denver now has a 5,000-square-foot showroom, featuring every model BMW Motorrad USA has to offer, along with an 800-square-foot customer lounge, equipped with a computer station for mapping out trips and charging ports to help riders stay connected. There are multiple factory-trained, BMW-certified technicians ready to service all makes of

motorcycles, 12 service bays, and even a shower to help weary riders refresh after a day on the road or dirt.

“We are committed to maintaining our ranking as the #1 dealer for volume and customer satisfaction in Colorado,” adds Bill. “It may be cool in the Rockies, but the atmosphere at BMW of Denver is always warm and friendly.”

BMW of Denver is hosting a grand re-opening on Friday-Saturday, March 24-25 from 9:00 a.m. until 2:00 p.m. The event – coinciding with the launch of BMW Motorrad’s National Spring Season Start Campaign – will feature BMW’s demo truck, which will offer a wide variety models to test ride.

For more information about BMW of Denver and the grand re-opening celebration, visit: [www.bmwofdenver.com](http://www.bmwofdenver.com) or call 303-755-6400. 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, 152 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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