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BMW Motorcycle Dealers Ranked First In 2017 Pied Piper Prospect Satisfaction Index®
11th Annual Industry Benchmarking Study Measures In-dealership Treatment Of U.S. Motorcycle Shoppers

Woodcliff Lake, NJ – May 9, 2017...BMW motorcycle dealerships were the top ranked brand in a newly released 2017 Pied Piper Prospect Satisfaction Index® (PSI®) U.S. Motorcycle Industry Benchmarking Study. The study measured treatment of motorcycle shoppers who visited a dealership, with rankings by brand determined by the Pied Piper PSI process, which ties “mystery shopping” measurement and scoring to industry sales success.

BMW was also among the brands showing the most improvement in sales behavior. Compared to their performance five years ago, BMW dealers in 2017 were 50% more likely to mention test rides, were 60% more likely to encourage going through the numbers or writing up a deal, and were 30% more likely to ask for contact information to allow follow-up.

“Our dealers are doing an outstanding job of building customer relationships by putting riders’ needs first,” commented Michael Peyton, Vice President, BMW Motorrad North America. “Outstanding customer service, a diverse model range, and a large and growing dealer network will continue to fuel loyalty among current customers and convert others to the BMW brand.”

“Motorcycle shoppers today visit dealerships half as many times before buying,” said Fran O’Hagan, President & CEO of Pied Piper. Motorcycle shoppers today gather much of their information on-line before ever visiting a dealership, and the result has been a drop from an average of four or more shopper visits before buying, to an average of two visits today. “Successful motorcycle dealerships today not only respond quickly to customer web

inquiries, but they also understand the increased importance of every customer visit,” said O’Hagan.

About Pied Piper PSI® and Pied Piper Management Company, LLC

The 2017 Pied Piper Prospect Satisfaction Index U.S. Motorcycle Industry Study was conducted between July 2016 and April 2017 using 1,911 hired anonymous “mystery shoppers” at dealerships located throughout the U.S. For more information about the Pied Piper Prospect Satisfaction Index, and the patent-pending PSI process, go to www.piedpiperpsi.com.

Founded in 2003, Pied Piper Management Company, LLC is a Monterey, California, USA company that develops and runs sales and service programs to maximize the performance of dealer networks. Go to www.piedpipermc.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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 152 BMW motorcycle retailers, 127 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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