



For Release: July 18, 2017

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

BMW Motorrad USA Welcomes BMW Motorcycles of Palm Bay

Newest Exclusive BMW Motorcycle Dealer Launched on Florida's Space Coast

Woodcliff Lake, NJ – July 18, 2017...BMW has launched its latest mission for motorcyclists on Florida's Space Coast with the opening of BMW Motorcycles of Palm Bay, located off I-95 at 190 Interstate Court, S.E. Under the leadership of Dealer Principal Felipe Ozi and General Manager David Quinn, Florida's newest exclusive BMW motorcycle dealership 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.

"Both Felipe and David have extensive experience with the BMW brand and BMW motorcycles," said Michael Peyton, Vice President, BMW Motorrad North America. "They and their knowledgeable friendly staff will be a welcome addition to the riding community throughout Florida's Space and Treasure Coasts. We are delighted to have them join our growing dealer network."

"BMW is a premium brand offering a premium level of customer service. Being a stand-alone exclusive BMW dealer allows us to maintain that standard of excellence and gives customers added confidence," commented David Quinn, whose 35-year career in the motorcycle industry includes roles at BMW of Manhattan (where he was involved in integrating BMW motorcycles into the brand's first U.S. corporate store) and, most recently, BMW Motorcycles of Jacksonville.

BMW Motorcycles of Palm Bay will be the third BMW retail facility (and the first in the U.S.) for Dealer Principal Felipe Ozi, who owns two highly successful BMW motorcycle dealerships in Brazil.

“When the opportunity to open a BMW motorcycle dealership in Palm Bay presented itself, Felipe jumped at the opportunity,” according to David.

“This facility is large enough to showcase every model and feature much of our apparel. Our service area is equipped with multiple bays, including a green lane for quick, no-wait service,” he added. “We look forward to forming a Space Coast BMW riders club and hosting bike nights every month with a variety of vendors.”

For more information about BMW Motorcycles of Palm Bay, visit:

www.bmwmcofpalmbay.com or call 321-215-2065. Showroom hours are Tuesday through Friday, 10:00 a.m. to 7:00 p.m. and Saturdays 9:00 a.m. to 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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based 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 343 BMW passenger car and BMW Sports Activity Vehicle centers, 153 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 products is available to consumers via the Internet at:

www.bmwmotorradusa.com.

#

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at <https://www.press.bmwgroup.com/usa>.

#