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BMW Motorrad USA Appoints National Authority And Fleet Sales Manager

Woodcliff Lake, NJ – May 22, 2018...Gregg Murdie, National Sales Manager, BMW Motorrad USA, is pleased to announce that Keith Wilson has assumed the role of National Authority and Fleet Sales Manager, Motorrad.

In his new role, Keith will be responsible for planning and implementing strategies & actions that lead to increased sales of BMW Authority motorcycles. Additionally, he will be responsible for leading the process to understand and develop sales strategies to successfully penetrate the training motorcycle and electric scooter marketplace as a significant source of BMW Motorrad USA sales growth.

Keith joins BMW Motorrad after a 25-year career with the Michigan State Police (MSP). Keith served as a State Trooper working road patrol for 13 years. He was then promoted to Sergeant and served as a full time driving instructor for both cars and motorcycles at the MSP Precision Driving Unit. In addition to instructing, Keith was also a member of the MSP Test Team, which has provided the law enforcement community objective vehicle test data for more than 44 years. He was promoted to Lieutenant, commanding officer of the Precision Driving Unit, where he led the first Aftermarket Brake Pad Evaluation and Pursuit Tire Evaluation performed by the MSP Test Team.

After retiring from MSP, Keith joined Dodge where he was the product planner responsible for continued development of the Dodge Charger Pursuit, Ram1500 Special Service Vehicle and Durango Special Service Vehicle. Keith also served as a vehicle dynamics driver, assisting engineers in developing the high-speed handling characteristics of the Dodge Charger Pursuit vehicle.

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; technology offices in Silicon Valley and Chicago, 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 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 345 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.

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

