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BMW Motorrad USA Announces Opening Of BMW Motorcycles Of Tyrone

New Owner, New Showroom, And Convenient New Location

Woodcliff Lake, NJ – June 28, 2018... BMW Motorrad USA has announced the opening of BMW Motorcycles of Tyrone, operating out of Kissell Motorsports in its new location at 5165 E Pleasant Valley Boulevard in Tyrone, PA. Under the leadership of general manager Josh Nolten, owner James Nolten, and business partner Dave Myers, the 3,000-square-foot BMW dealership offers a complete line of new and pre-owned BMW motorcycles, parts, accessories, apparel and service capabilities within a unique 12,000-square-foot, multi-tier building.

“This beautiful facility, conveniently located near I-99, combined with Josh’s considerable experience with BMW motorcycles, will be a wonderful asset to the riding community in this region. We are very appreciative of this investment in the BMW Motorrad brand,” commented Michael Peyton, Vice President, BMW Motorrad Americas.

“Operating the dealership has been a dream of mine, and we’ve assembled a great team of BMW master technicians, salespeople, and service members to meet the needs of every rider,” says Josh, who has been selling BMW motorcycles at the previous Kissell Motorsports location since 2010. “We are a very event-driven dealership,” he adds, “hosting at least one group ride per month, as well as other social activities. Our new location offers better parking, better accessibility to riding routes, and our own onsite adventure-enduro course.”

Upcoming dealer events include:

July 4-7 – Independence Day Blowout Special, featuring food, discounts, demo rides and more

July 21 – Group adventure ride through Pennsylvania

August 17-19 – 2nd Annual Soggy Bottom Motofest, a two-day/night adventure motofest with rides through the Allegheny Mountains and an adventure skills competition.

For more information about BMW Motorcycles of Tyrone, visit:

www.kissellmotorsports.com or call 814-861-7890. Showroom hours are Monday through Thursday, 9:00 a.m. to 6:00 p.m.; Friday, 9:00 a.m. to 7:00 p.m.; and Saturday, 9:00 a.m. to 2:00 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; 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 346 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>.