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## **BMW Motorrad USA Announces Opening Of BMW Motorcycles Of New Orleans**

### **Grand Opening Celebration – Saturday, July 14**

**Woodcliff Lake, NJ – July 10, 2018...** BMW Motorrad USA has announced the opening of BMW Motorcycles of New Orleans – the first in the heart of New Orleans since the 1980s and only BMW motorcycle dealership between Baton Rouge, La. and Pensacola, Fla. A grand opening celebration will take place on Saturday, July 14 from 6 to 9 p.m. and will feature interview opportunities with special guest Michael Peyton, Vice President of BMW Motorrad Americas, tours, and specialty cocktails from Seven Three Distilling Co. Attendees will also have the opportunity to view [the all-new, limited-production BMW HP4 RACE motorcycle](#), which will roll into town specifically for the grand opening.

Operating out of The Transportation Revolution New Orleans (TTRNO), located at 901 Julia Street in New Orleans' Central Business District, TTRNO's 6,000-square-foot showroom has been remodeled to accommodate the BMW brand presence, enhance the customer experience, increase programming, and serve as a community space for motorcycle and scooter enthusiasts throughout the Gulf South. A local, family-owned business, TTRNO owners Gayle and Stephen Materne and their sons, Zachary and Maxwell, will offer a complete line of new and pre-owned BMW motorcycles, parts, accessories, apparel and service capabilities.

"The Materne family is a motorcycle and scooter leader in the Gulf South, celebrating 16 years in business this summer, which will serve them well as the BMW Motorcycles of New Orleans dealership," said Michael Peyton, Vice President, BMW Motorrad Americas. "TTRNO truly has a passion and knowledge of this business that's a natural fit to serve the BMW riding community in Greater New Orleans and beyond."

"We are honored to add the BMW brand of motorcycles and scooters to our portfolio at TTRNO and introduce more riders in the Gulf South to this premium level of innovation, customer service and design," said Zachary Materne, TTRNO General Manager.

"Doubling the size of our facility, we're excited to offer a world-class service department specializing in performance, custom-built motorcycles, complimentary Tech Talks, community rides, motorcycle race watch parties, and pop-ups with local businesses to continue to be the go-to destination for motorcycle and scooter enthusiasts in the Gulf South."

TTRNO has been named a Powersports Business Power 50 Dealer for five consecutive years and were within the top 10 for 2017. The program recognizes the best powersports dealers in North America and the addition of BMW Motorcycles of New Orleans only strengthens TTRNO's position in these rankings moving forward.

For more information about BMW Motorcycles of New Orleans, visit:

[www.bmwmcofno.com](http://www.bmwmcofno.com)

or call 504-595-6776. Showroom hours are Tuesday through Friday from 10am – 6pm and Saturdays from 10am – 5pm.

### **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](http://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>.