



For Release: October 17, 2018

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BMW Motorrad USA Launches E-Commerce Site For Parts, Accessories And Rider Gear

Retail Therapy for BMW Riders

Woodcliff Lake, NJ – October 17, 2018...BMW Motorrad USA has introduced www.shopbmwmotorcycles.com, an online platform that enhances the shopping experience for BMW motorcycle parts, accessories, and gear. The new e-commerce site gives shoppers easy access to a full and up-to-date range of BMW Motorrad parts, accessories, apparel, product information, fitment, images, videos and pricing with just a few clicks on their desktop or mobile devices.

“We’re delighted to provide BMW riders with a convenient online tool to enhance their riding experience,” commented Ben Radzyner, Manager, Parts and Accessories for BMW Motorrad USA. “Our range of parts, accessories and gear has broadened along with our model range. This site offers buyers one central source for accessorizing and customizing their bikes, outfitting themselves in the latest Ride and Style gear, and connecting to a local dealer.”

Other features of the site include:

- Easy-to-navigate shopping categories: model, accessories, parts, gear.
- Dealer locator.
- Product page fitment confirmation, allowing customers to confirm or change vehicle fitments throughout the shopping process.
- In-page assembly viewer with product assembly notes, diagrams and images.
- Search options by part number, keyword or VIN for compatible parts.

Individual purchases are fulfilled through BMW’s network of authorized dealers through geolocation or customer preference.

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 the BMW Group global center of competence for BMW X models and manufactures the X3, X4, X5, and X6 Sports Activity Vehicles. 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>.

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