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

**BMW Motorrad USA Welcomes BMW Motorcycles Of Temecula
Grand Opening Celebration – Saturday, September 28**

Woodcliff Lake, NJ – September 19, 2019...BMW Motorrad USA has announced the opening of BMW Motorcycles of Temecula, the latest addition to BMW's network of motorcycle retailers. The dealership – located at 28964 Old Town Front Street in historic Old Town Temecula – lies in the heart of Temecula Valley's Southern California wine country. Under the leadership of Dealer Principal Andre Lecompte and General Manager Mike Gardner, Southern California's newest BMW motorcycle dealership offers a complete line of new and pre-owned BMW motorcycles, parts, accessories, apparel and service capabilities at a familiar motorcycle retail location, which is now home to a brand new 3,000-square-foot BMW Motorrad showroom.

A grand opening celebration will be held Saturday, September 28, from noon to 7 p.m., featuring live music, food, vendors, and raffles to win a BMW Rallye suit, boots and gloves. Luciana Francisco, Marketing Manager, BMW Motorrad USA, will join Lecompte and his staff in welcoming the entire community to the special event.

"Andre Lecompte has a track record of achievement in the motorcycle industry," commented Mark Nagtzaam, Network Development Manager, BMW Motorrad USA. "I have no doubt that he will bring a premier level of customer service to BMW Motorrad owners in Southern California. We are delighted to welcome him to the BMW Motorrad Family."

Lecompte, the owner-operator of Temecula Harley-Davidson since 2015, began his 26-year career in the motorcycle industry as a sales manager at Buckingham BMW in Seattle. In the ensuing years, he served as a sales manager and general manager at dealerships in Seattle, San Diego and Texas, all of which earned numerous accolades for performance, profitability and customer service under his leadership.

“I am very excited to represent the BMW brand again,” says Lecompte. “The Southern California market has the largest number of motorcyclists in the nation, and I’m excited to offer them additional options for touring, off-road riding, racing and everyday use. BMW Motorrad has successfully pushed the throttle in many areas of motorcycling thanks to its company-wide commitment to research and development. I’m eager to share those industry innovations with our vast and diverse community of riders.”

Lecompte has assembled sales, service, and parts personnel, as well as master technicians, who have extensive experience with the BMW brand and BMW Motorrad customers. “Our friendly, knowledgeable staff is committed to introducing more people to the BMW brand and enhancing the BMW Motorrad ownership experience in Southern California and beyond,” adds Lecompte.

For more information about BMW Motorcycles of Temecula, visit:

www.bmwmotorcyclesoftemecula.com or call (951) 506-6903. The showroom is open Tuesday through Friday from 10:00 a.m. to 7:00 p.m., Saturday from 9:00 a.m. to 6:00 p.m., and Sunday from 10:00 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; 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, X6 and X7 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 348 BMW passenger car and BMW Sports Activity Vehicle centers, 149 BMW motorcycle retailers, 123 MINI passenger car dealers, and 37 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 Motorrad products is available to consumers via the Internet at:
www.bmwmotorradusa.com.

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to journalists on-line at <https://www.press.bmwgroup.com/usa>.

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