

BMW Group

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BMW of North America Announces 2022 Center of Excellence Award Winners, Recognizing the Best BMW Dealerships in the U.S.

Woodcliff Lake, NJ – March 29, 2022... BMW of North America announced today its annual Center of Excellence (COE) award winners, recognizing 32 BMW dealers across the U.S. for having delivered exceptional results in sales, service, and customer experience. The Center of Excellence awards are the highest honor a BMW center can receive for overall customer satisfaction and operational performance.

“We’re thrilled to celebrate the electrifying performance of this year’s winners and mark the return of the prestigious Center of Excellence award following a temporary pause in 2020,” said Sebastian Mackensen, president and CEO, BMW NA. “Our dealers are integral to the success of the BMW brand and we are extremely grateful for their tireless efforts, leadership and commitment to our customers. We look forward to an exciting 2022.”

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All 350 BMW centers in the U.S. were measured on six different sales and aftersales Key Performance Indicators (KPIs) based on the Balanced Scorecard (BSC) Index. Winners outperformed their peers across these categories throughout 2021.

2022 Center of Excellence Award Recipients (listed in alphabetical order):



- **Bert Ogden BMW** (McAllen, TX)
- **Bill Jacobs BMW** (Naperville, IL)
- **BMW North Scottsdale** (Phoenix, AZ)
- **BMW of Anchorage** (Anchorage, AK)
- **BMW of Bridgeport** (Bridgeport, CT)
- **BMW of Des Moines** (Urbandale, IA)
- **BMW of Grapevine** (Grapevine, TX)
- **BMW of Honolulu** (Honolulu, HI)
- **BMW of Louisville** (Louisville, KY)
- **BMW of Monrovia** (Monrovia, CA)
- **BMW of Murrieta** (Murrieta, CA)
- **BMW of Omaha** (Omaha, NE)
- **BMW of Peabody** (Peabody, MA)
- **BMW of Rochester** (Rochester, NY)
- **BMW of Sioux Falls** (Sioux Falls, SD)
- **BMW of Sudbury** (Sudbury, MA)
- **BMW of Tuscaloosa** (Tuscaloosa, AL)
- **BMW of Westchester** (White Plains, NY)
- **Bobby Rahal BMW of South Hills** (Canonsburg, PA)
- **Braman Motorcars** (Miami, FL)
- **Chapman BMW** (Phoenix, AZ)
- **Galleria BMW** (D'Iberville, MS)
- **Habberstad BMW** (Huntington Station, NY)
- **Hendrick BMW** (Charlotte, NC)
- **Passport BMW** (Marlow Heights, MD)
- **Paul Miller BMW** (Wayne, NJ)
- **Rallye BMW** (Westbury, NY)
- **Taylor BMW** (Evans, GA)
- **Towne BMW** (Williamsville, NY)
- **Tulley BMW** (Nashua, NH)
- **United BMW** (Alpharetta, GA)
- **Vista BMW** (Coconut Creek, FL)

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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; a technology office in Silicon Valley, 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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 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.

Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.

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