

# BMW Group

## U.S. Press Information

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### **BMW of North America Announces 2023 Center of Excellence Award Winners, Recognizing the Best BMW Dealerships in the U.S.**

**Woodcliff Lake, NJ – March 2, 2023...** 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.

“As the primary point of contact with customers, our dealers play a critical role in representing our brand and shaping the customer experience,” said Sebastian Mackensen, President and CEO, BMW of North America. “On behalf of our entire team, I’d like to congratulate this year’s winners and thank them for their tireless efforts, leadership, and commitment to excellence.”

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All 349 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 2022.

#### **2023 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 Des Moines** (Urbandale, IA)

**BMW of Grapevine** (Grapevine, TX)

**BMW of Honolulu** (Honolulu, HI)

**BMW of Lafayette** (Lafayette, IN)



**BMW of Little Rock** (Little Rock, AR)  
**BMW of Minnetonka** (Wayzata, MN)  
**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 Warwick** (Warwick, RI)  
**BMW of Westchester** (White Plains, NY)  
**BMW of Wilmington** (Wilmington, NC)  
**Bobby Rahal BMW of South Hills**  
(Canonsburg, PA)

**Cain BMW** (North Canton, OH)  
**Crevier BMW** (Santa Ana, CA)  
**Flemington BMW** (Flemington, NJ)  
**Galleria BMW** (D'Iberville, MS)  
**Habberstad BMW** (Huntington Station, NY)  
**Hendrick BMW** (Charlotte, NC)  
**Passport BMW** (Marlow Heights, MD)  
**Paul Miller BMW** (Wayne, NJ)  
**Peter Pan BMW** (San Mateo, CA)  
**Rallye BMW** (Westbury, NY)  
**Sun Motor Cars BMW** (Mechanicsburg, PA)  
**Tulley BMW** (Nashua, NH)  
**United BMW** (Alpharetta, GA)

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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 as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 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.

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusnews.com](http://www.bmwusnews.com), [www.miniusanews.com](http://www.miniusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).