

BMW Group

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BMW of North America Announces 2024 Center of Excellence Award Winners, Recognizing the Best BMW Dealerships in the U.S.

Woodcliff Lake, NJ – March 27, 2024... BMW of North America announced today its annual Center of Excellence (COE) award winners, recognizing 40 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 sincerely thank each of the winning centers for their unwavering dedication to our brand and the values we hold dear. This accolade is a testament to their unparalleled commitment, exceptional service, and extraordinary experience they provide for our customers,” said Sebastian Mackensen, President and CEO, BMW of North America. “Their efforts have played a pivotal role in strengthening the BMW community and enhancing our brand’s reputation for excellence.”

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All 349 BMW centers in the U.S. were measured on five different sales and aftersales Key Performance Indicators (KPIs) based on the Balanced Scorecard (BSC) Index. Winners outperformed their peers across these categories throughout 2023.

2024 Center of Excellence Award Recipients (listed in alphabetical order):

Bert Ogden BMW (McAllen, TX)

BMW of Schererville (Schererville, IN)



BMW of Anchorage (Anchorage, AK)	BMW of Sioux Falls (Sioux Falls, SD)
BMW of Champaign (Savoy, IL)	BMW of Southpoint (Durham, NC)
BMW of Des Moines (Urbandale, IA)	BMW of Warwick (Warwick, RI)
BMW of El Paso (El Paso, TX)	BMW of Westbrook (Westbrook, ME)
BMW of Fairfax (Fairfax, VA)	BMW of Westchester (White Plains, NY)
BMW of Grapevine (Grapevine, TX)	BMW of West Houston (Katy, TX)
BMW of Honolulu (Honolulu, HI)	Brian Harris BMW (Baton Rouge, LA)
BMW of Idaho Falls (Idaho Falls, ID)	Century BMW (Huntsville, AL)
BMW of Little Rock (Little Rock, AR)	Crevier BMW (Santa Ana, CA)
BMW of Lubbock (Lubbock, TX)	Flemington BMW (Flemington, NJ)
BMW of Minnetonka (Minnetonka, MN)	Galleria BMW (D'Iberville, MS)
BMW of Murray (Murray, UT)	Hendrick BMW (Charlotte, NC)
BMW of Murrieta (Murrieta, CA)	Orr BMW of Shreveport (Shreveport, LA)
BMW of Omaha (Omaha, NE)	Paul Miller BMW (Wayne, NJ)
BMW of Peabody (Peabody, MA)	Peterson BMW of Boise (Boise, ID)
BMW of the Permian Basin (Midland, TX)	Rallye BMW (Westbury, NY)
BMW of Plano (Plano, TX)	Roadshow BMW (Cordova, TN)
BMW of Ridgefield (Ridgefield, CT)	Tulley BMW (Nashua, NH)
BMW of Rochester (Rochester, NY)	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 assembles 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, 145 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.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.