

BMW

U.S. Press Information

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Long Beach BMW Motorcycles Delivers 2,000th Authority Motorcycle.

Woodcliff Lake, NJ – July 11, 2024...In June, Authorized BMW Motorrad dealer, Long Beach BMW Motorcycles, delivered its 2,000th Authority BMW motorcycle, a BMW R 1250 RT-P, to the Law Enforcement Community.

Long Beach BMW delivered its first Authority motorcycle in 2004. For 20 years, they have been an integral partner in delivering and servicing police motorcycles in the largest Authority vehicle market in the U.S., California, where state, county and city agencies rely on BMW Authority motorcycles to meet their day-to-day duty requirements.

"This year we celebrated our 20th year as a Motorrad Dealer, having started off wanting to focus on the Authority business. In our first year, we delivered twenty R 1150 RT-P motorcycles, with initial deliveries to the City of Long Beach." said **Charles Berthon, General Manager of Long Beach BMW Motorcycles.** "Most employees have stayed with us since 2004 and have been instrumental in expanding our Authority business statewide by providing the highest levels of service to all our customers. The majority of our business comes from referrals from numerous agencies across California, which is a testament to that. This milestone would not be possible without all the hard work and dedication contributed from hours spent working on contracts from State, County, and local levels. I would like to thank the BMW Motorrad team for all the assistance and guidance and for building the best Authority bike!"

BMW has been producing and delivering two and four wheeled authority vehicles for over 50 years, along with over 10,000 authority motorcycles in service with over 600

agencies worldwide. The U.S. BMW Authority motorcycle program began in 1994, with the first vehicle delivered being a K 75 RT-P. Currently, there are around 3,500 BMW R 1250 RT-P authority motorcycles in service with U.S. agencies.

The BMW R 1250 RT-P offers advanced technology and safety features which makes it an excellent Authority vehicle for officers who ride for a living. The 136 hp boxer twin engine's design delivers excellent acceleration and a low center of gravity while ABS Pro, DTC Dynamic Traction Control, Full LED lighting and Dynamic Electronic Suspension Adjustment with Load Compensation all contribute to making the RT-P an excellent duty partner. An extensive catalog of bolt on parts and accessories means the RT-P can be tailored to meet most department's requirements right from the factory.



Charles Berthon, General Manager of Long Beach BMW Motorcycles with Officer Esteban Medina of the Whittier, CA Police Department, picking up their new BMW R 1250 RT-P.

"We congratulate every staff member at Long Beach BMW Motorcycles on reaching this meaningful milestone of delivering their 2,000th BMW Authority motorcycle." said **Sergio Carvajal, Head of Aftersales Business Development, BMW Motorrad USA**. "For 20 years, the dedicated team at Long Beach BMW has been meeting the needs of agencies across the State of California. We are very proud of our amazing dealer partners around the country who serve our customers, officers, and agencies who place their trust in their BMW RT-P motorcycles, while helping keep our roads safe".

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 350 BMW passenger car and BMW Sports Activity Vehicle centers, 144 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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