

BMW Group

U.S. Press Information

For Release: April 11, 2025

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BMW of North America Recognizes 2025 Center of Excellence Award Winners, Celebrating the Top BMW Dealerships in the U.S.

Woodcliff Lake, NJ – April 11, 2025... The annual BMW of North America Center of Excellence awards honor the 32 BMW dealers across the nation who exemplify outstanding performance in customer experience, sales, and service. The Center of Excellence award represents the highest accolade a BMW center can obtain in recognition of excellence in customer satisfaction and operational performance.

"Our dealer network plays a pivotal role representing our brand to customers across the country, and their work is an essential part of creating the premium customer experience that BMW owners expect," said Sebastian Mackensen, President and CEO, BMW of North America.

All 350 BMW centers in the U.S. were measured on five different criteria regarding their sales and aftersales performance. Throughout the year 2024, the winners consistently surpassed their competitors in each of these categories.

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2025 Center of Excellence Award Recipients (listed in alphabetical order):

BMW of Anchorage (Anchorage, AK)

BMW of Bridgewater (Bridgewater, NJ)

BMW of Buffalo (Buffalo, NY)

BMW of Carlsbad (Carlsbad, CA)

BMW of Corpus Christi (Corpus Christi, TX)

BMW of Eugene (Eugene, OR)

BMW of Humboldt Bay (McKinleyville, CA)

BMW of Wilmington (Wilmington, NC)

BMW of Wesley Chapel (Wesley Chapel, FL)

BMW of Westchester (White Plains, NY)

Braman Motorcars (West Palm Beach, FL)

Circle BMW (Eatontown, NJ)

Crevier BMW (Santa Ana, CA)

Galleria BMW (D'Iberville, MS)

BMW of Grapevine (Grapevine, TX)	Hendrick BMW (Charlotte, NC)
BMW of Morristown (Morristown, NJ)	Hilton Head BMW (Bluffton, SC)
BMW of Northwest Arkansas (Bentonville, AR)	Karl Knauz Motors (Lake Bluff, IL)
BMW of North Haven (North Haven, CT)	Paul Miller BMW (Wayne, NJ)
BMW of Omaha (Omaha, NE)	Schomp BMW of Highlands Ranch (Highlands Ranch, CO)
BMW of Ontario (Ontario, CA)	Tom Bush BMW Jacksonville (Jacksonville, FL)
BMW of Reading (Reading, PA)	Tulley BMW (Nashua, NH)
BMW of Toledo (Toledo, OH)	Valencia BMW (Valencia, CA)
BMW of Schererville (Schererville, IN)	United BMW (Alpharetta, GA)

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BMW Group in the United States.

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles in the U.S. BMW Motorrad was brought into the fold in 1980. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled nearly 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 144 BMW motorcycle retailers, 105 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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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