

BMW Group

U.S. Press Information

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BMW of North America, LLC Announces Best Dealerships for 2010

“2010 Center of Excellence” focuses on customer satisfaction, outstanding brand representation, and operational excellence.

Woodcliff Lake, NJ – March 12, 2010... BMW of North America, LLC announced the names of its top performing dealerships in the U.S. This year, 24 out of 338 BMW dealers nationwide were awarded the “2010 Center of Excellence” (COE). The Centers were selected based on the criteria of customer satisfaction, outstanding brand representation, operational excellence and profitability.

While all of the award recipients did well in providing quality service, some 2010 winners continue to exceed the expectations of their customers winning the COE multiple times. A few note worthy dealer accomplishments include Reeves Import Motorcars, Inc. in Tampa, FL for achieving COE nine years; East Bay BMW in Pleasanton, CA and Flow BMW in Winston Salem, NC for winning the award a total of eight times; and Isringhausen Imports in Springfield, IL for winning the award seven times. Additionally, Global Imports has won the COE award for seven consecutive years and Hendrick BMW has won for six consecutive years.

Despite the challenging economy, BMW’s dealer network continues to invest in their sales facilities and workshops spending \$340 million in 2009 alone. Dealers recognize the benefits of refining their business processes and focusing on top-tier customer service making BMW one of the most successful franchises in the U.S.

“All BMW dealerships offer a premium experience to our customers, but the 24 Center of Excellence winners excelled in the way they take care of their customers and represent the

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BMW brand,” said Peter Miles, Executive Vice President of Operations, BMW of North America, LLC. “It’s a highly coveted award and our top dealers worked hard all year to achieve this high honor – we congratulate them.”

2010 Center of Excellence Award Recipients

Center	City	State
New Century BMW	Alhambra	CA
East Bay BMW	Pleasanton	CA
South Motors BMW	Miami	FL
Reeves Import Motorcars, Inc.	Tampa	FL
Global Imports	Atlanta	GA
Isringhausen Imports	Springfield	IL
Dreyer & Reinbold, Inc.	Indianapolis	IN
Sunbelt BMW	Meridian	MS
Hendrick BMW	Charlotte	NC
Flow BMW	Winston Salem	NC
DeSimone BMW of Mount Laurel	Mount Laurel	NJ
Flemington BMW	Flemington	NJ
Sandia BMW	Albuquerque	NM
Capital Cities Imported Cars	Glenmont	NY
Keeler BMW	Latham	NY
Kuni BMW	Beaverton	OR
New Motors, Inc.	Erie	PA
Sun Motor Cars BMW	Mechanicsburg	PA
Rick Hendrick Imports	Charleston	SC
Hilton Head BMW	Bluffton	SC
Classic BMW	Plano	TX
BMW of Austin	Austin	TX
BMW of San Antonio	San Antonio	TX
BMW of Sterling	Sterling	VA

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 the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity

Vehicle centers, 143 BMW motorcycle retailers, 91 MINI passenger car dealers, and 31 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.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com

www.press.bmw-motorsport.com

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Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address:

www.press.bmwna.com. Additional information, images and video may be found at

www.bmwgroupusanews.com. Broadcast quality video footage is available via The NewsMarket at www.thenewsmarket.com.

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