

# BMW Group

## U.S. Press Information

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### **BMW NORTH AMERICA, LLC Announces Best Dealership Awards**

**“2011 Center of Excellence” focuses on customer satisfaction, outstanding brand representation and operational excellence.**

**Woodcliff Lake, NJ – February 25, 2011...** BMW of North America, LLC today announced its annual Center of Excellence honors, awarded to the top performing dealerships in the U.S. Thirty-two of the 338 BMW dealers nationwide achieved “2011 Center of Excellence” status based on high customer satisfaction, outstanding brand representation, operational excellence and profitability.

Daniels BMW of Allentown, Pennsylvania was one of the dealerships driven to perform this year – picking up their 12<sup>th</sup> “Center of Excellence” award. Daniels BMW has continuously proved their sales leadership while achieving one of the highest levels of customer satisfaction among BMW Centers in the past year.

“The Center of Excellence program rewards the BMW Dealers who excel in their key business metrics,” said Peter Miles, Executive Vice President of Operations, BMW of North America, LLC. “This year’s 32 winners are the ultimate performers who represent the best of the BMW brand and we are proud to have them representing the brand.”

### **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

Company  
BMW of North America, LLC

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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 centers, 142 BMW motorcycle retailers, 104 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](http://www.bmwgroupna.com)

[www.press.bmw-motorsport.com](http://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](http://www.press.bmwna.com). Additional information, images and video may be found at

[www.bmwgroupusanews.com](http://www.bmwgroupusanews.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).