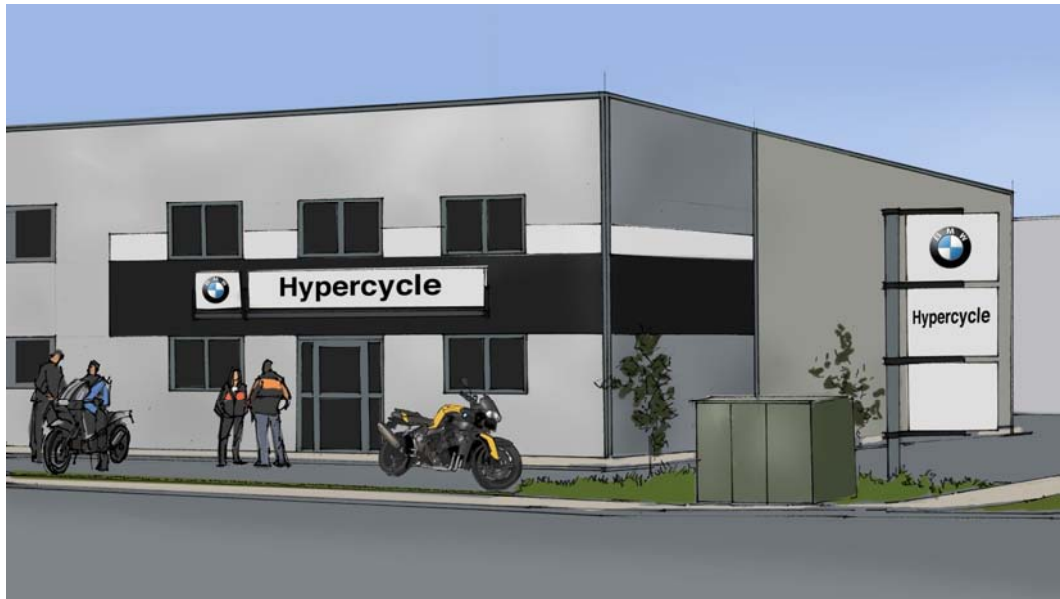


BMW Motorrad Ireland



New BMW Motorrad Dealer – Hypercycle to open early Spring 2007

BMW Motorrad Ireland is pleased to announce they have recently signed a Motorcycle Dealer contract with Paul Grant, Owner and Dealer Principal of Hypercycle.

The new dealership facility will be located close to the Mondello Park exit from the M7, in the M7 Business Park, Naas, Co. Kildare.

Hypercycle welcomes all enquiries from customers from November 14th and are due to open their doors in early spring 2007.

Having looked at the motorcycle scene in Ireland there was clearly only one brand that justified the investment involved and having located a suitable premises Hypercycle presented their proposal to BMW Motorrad. After careful consideration the proposal was approved and led to the start up of this new dealership. Hypercycle will be offering the full range of BMW Motorrad products & services to cater for the needs of the Irish motorcyclist.

BMW Group Company

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BMW Automotive
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Dublin 17
Ireland

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+353 (1) 862 8282

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Jim O'Donnell
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Woodford Business
Park Santry
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Registered in Ireland
369099

“I have been an avid motorcycle touring & racing enthusiast over the last 25 years and am thrilled to be associated with a great name like BMW Motorrad”, says Paul Grant. Paul has had a successful career spanning 25 years with Caterpillar Inc. Since his return from the Far East he has decided to turn his attention to his great passion motorcycling.

The guiding principle for Hypercycle is “Customers First” delivered in a professional and friendly environment where the customers business no matter how small will always be valued.

The BMW Motorrad Network now consists of four motorcycle dealerships – two combined car/bike dealers and with the introduction of Hypercycle two solus motorcycle dealers. BMW Motorcycle sales in Ireland have increased four fold in the last three years driven by an excellent product range, first class Aftersales Service and activities designed to involve customers and their bikes.

“We look forward to welcoming Paul and his team to our network in 2007, and are confident that Hypercycle will offer customers in Kildare and the Midlands an excellent service and a full BMW Motorrad experience”, commented Conor McRory, Motorcycle Manager with BMW Group Ireland.

BMW Motorrad Ireland

For the exact start up date of Hypercycle's service & parts operation please log on to their website - www.hypercycle.ie. Hypercycle now welcome all enquiries and can be contacted from 14th November through the following channels: Tel (01) 487 7200, Lo-Call 1 890 943643, After-hours 087 - 747 5147, Email - enquiries@hypercycle.ie, Skype - Hypercycle

- Ends -

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