

Worthington BMW Launches a new product offensive

Innovation and creating new market trends is the calling card of the BMW marque. Worthington BMW is no exception. In keeping with BMW benchmarks, Worthington BMW introduces the current redevelopment of their new BMW and MINI showrooms as well as a stand-alone dedicated showroom for BMW motorcycles.

The multi-million dollar showroom will display the entire range of new BMWs and include BMW Motorsport and BMW Individual vehicles dedicated to individualizing your own car. The passion for MINI on the Central Coast has justified a separate MINI showroom where enthusiasts can emerge themselves in the world of MINI. All day hospitality will be available for sales and service customers.

Upcoming launches of new products include MINI Diesel, and the first MINI four door off road vehicle.

BMW product offensive will see the launch of the new BMW X1, the 5 series Sedan and wagon, the 5 series GT, the facelift of the BMW X5, the 3 series coupe and convertible, a new BMW 7 series flagship model and current BMW Runout event. An exciting year ahead!

The BMW Motorrad showroom continues the innovation with a sports bar feel and exciting new models such as the Superbike S1000RR, Urban and Sport bikes and BMWs enduro/off road range. For those wanting a road stop, they can expect all day hospitality, a pool table, sports TV and of course the opportunity to peruse the BMW Motorcycle range including rider wear.

The expansion of Worthington BMW has elicited the question, why have they embarked on such a large project in uncertain times? Dealer Principal, Brad Worthington simply replies that Worthington BMW is planning for the future. We see the expansion plans as vital to our future success and our positioning as an award winning BMW dealer.

Business at Worthington BMW including Sales, Finance & Insurance, Service and Parts will continue as normal throughout the construction process. Showroom & Aftersales

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