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Isringhausen Imports opens new building dedicated to BMW sales and service

*Luxury auto dealer to introduce BMW 1 Series, the latest BMW
automobile designs*

SPRINGFIELD, IL – Isringhausen Imports President Geoff Isringhausen today officially opened their new BMW building. This latest facility, located at 200 E. Madison in Springfield, expands the Isringhausen operation to three buildings catering to Mercedes-Benz, Porsche, BMW and previously owned luxury vehicle customers. The new facility will be dedicated solely to BMW customers for sales, service and parts.

“The addition of the Isringhausen BMW building is representative of the tremendous growth our company has experienced over the years,” Isringhausen said. “BMW sales are more than three times what they were 10 years ago both locally and on a national level. This facility was necessary to support that growth and retain the optimum level of service our customers have come to expect. It’s a wonderful reflection of the customer loyalty and growth we have experienced, and our dedication to the economic development of the community and more specifically downtown Springfield.”

The new, state of the art, BMW facility is unique in design from the layout to the building features and style. The suspended ceiling panels, the exposed metal infrastructure and imported German Clinker tile are just a few of the many features that give this custom built center the ability to provide the ultimate customer service and luxury experience.

“There is not another building exactly like it anywhere else in the country. The architect custom made this facility taking into account the surroundings, location and our team here at Isringhausen, and designed a building that compliments our operation. It’s as unique in style as the BMW vehicles themselves. We’ve created an energy that’s exciting and makes people want to be part of what we’re doing here,” Isringhausen added.

Isringhausen Imports today also unveiled the new BMW 1 Series. This latest BMW design, available in both a convertible and a coupe, is sporty, sleek and designed to target a new generation of BMW customers. The 1 Series designs are on display in the new BMW showroom along side the most popular BMW sport, family and utility vehicles.

In addition to BMW, Isringhausen is also one of the nations most highly recognized dealers of Mercedes-Benz and Porsche vehicles. Isringhausen Imports has repeatedly been awarded the highest honors by BMW with the Center of Excellence Award. This award, presented annually by BMWUSA to recognize outstanding customer service, is only handed out to 31 of the 340 BMW centers nationwide.

Porsche Cars of North America has also repeatedly recognized Isringhausen with their highest honors, the Premier Dealer Award and their Perfect Service Award. Most recently Isringhausen received the prestigious Mercedes-Benz Best of the Best Dealer Recognition Award based on its outstanding performance in 2007. Isringhausen was presented the award as a tribute to its success as an independent entrepreneur who routinely exceeds the expectations of Mercedes-Benz owners.

Isringhausen Imports was founded in 1981 by Rob Isringhausen as a pre-owned dealership specializing in high-end automobiles. Located in downtown Springfield, Isringhausen has grown over the last 27 years into one of the nation's premier luxury automobile dealerships.

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