BMW MOA Member and BMW Motorcycle Dealers

Who are these BMW riders and where did they get their bikes?

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Introduction

The BMW Motorcycle Owners of America (BMW MOA) was chartered in April of 1972 with the stated goal to “promote the camaraderie and friendship of individual members and BMW motorcycle clubs.” Since then BMW MOA has grown to be the largest brand specific independent motorcycle club in the world.

The BMW Motorcycle is a bike that engenders fierce brand loyalty. However, there are relatively few BMW Motorcycle dealers in North America. There are a total of 156 BMW Motorcycle dealers nationwide. By way of comparison there are 115 Harley Davidson dealers in New York and California alone. (NY 42, CA 73) So the question is: Where do the BMW MOA members get their motorcycles?

BMW MOA Membership

The members of the BMW MOA are distributed across the continent. The center of all the members is located in Randolph county Missouri, just to the west of Higbee. About 117 miles from the headquarters of the BMW MOA in Ballwin, MO.

BMW Motorcycle Dealers

There are 156 BMW Motorcycle dealers in North America. There are 138 dealers in the USA, while the remaining 18 are in Canada. There are no BMW Motorcycle dealers in: Delaware, Washington DC, Kansas, Mississippi, North Dakota, West Virginia and Wyoming.

The first approach at determining the BMW Motorcycle dealers markets was done by generating Thiessen polygons for the dealers. The boundaries of Thiessen polygons define the area that is closest to each point relative to all other points.

However, the trouble with this approach is that the resulting markets do not take into account that BMW Motorcycle riders want their dealer to be relatively near. So a 250 mile buffer was plotted around each BMW Motorcycle dealer.

Using these unserved areas it is possible to identify 304 BMW MOA members who live further than 250 miles from the nearest BMW Motorcycle dealer.

Conclusions

• The members of BMW MOA are well distributed throughout the United States.
• The BMW Motorcycle dealers are well represented east of the Mississippi and along the West coast.
• There is an opportunity for a BMW Motorcycle dealer to be located in North Dakota.

Data Sources

BMW Motorrad US web site: http://www.bmwmotorcycles.com/
BMW Motorrad Canada web site: http://www.bmw-motorrad.ca/
BMW Motorcycle Owners of America web site: http://www.bmwmoa.org/index.html

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