bmw's excellence continues

BMW of Monterey

In the Spotlight

BMW Monterey catches up with its luxury image

By Beth Peerless

While the beautiful handcrafted excellence of high end vehicles ruled the news cycle at most media outlets during the second week in August for Car Week, the luster has since dimmed with ensuing time and distance. For local car enthusiasts, there is reason again to get excited about cars. The number 1 selling vehicle in the premium segment in Monterey County, BMW, is taking the spotlight this week for several reasons. BMW Monterey has announced an expansion of its current location at 1 Geary Plaza at the Seaside Auto Mall and, with it, the unveiling of the brand new 2016 BMW 7 series.

"We're preparing to build a brand new facility," said Paul Giovino, General Manager of BMW Monterey for the past six years. "We're expanding our showroom from four cars to ten cars. We're updating our service facility and the service drive area. And we're modernizing the exterior of the building. We're doing everything we possibly can to create a premium experience for our customers. We have a reputation for extraordinary customer service, and we plan to do even better."

Giovino has worked in the automotive dealership industry for more than 30 years. He launched his career in Denver, Colo., where he worked nearly every position available, working his way up to General Manager, a position he held for ten years before coming to the Monterey Peninsula. He worked with BMW and its parent company, Lithia, to determine the needs of the local community. As a result, the decision was made to "upgrade the facility to be more in line with the product we sell," he said.

The projected groundbreaking for the new and improved showroom is in December. Should all go as planned, the Grand Opening should take place sometime in the summer of 2016.

"The timing also coincides with all the new products BMW is introducing," Giovino said. "The X4, the brand new 7 series, some of the electric products that are coming out, the X5, I8, and the new I3s. So the timing is really good with the brand new facility and all the new products BMW has coming out." As touted on the BMWUSA.com website, the company is creating the future with its numerous innovations that are on the cutting edge of technology for the automotive industry. Intuitive features will respond to gestures, not words. The cars' construction will be lighter, leaner, stronger, leaping miles

Photos by BMW Monterey

beyond other luxury models. Evidently, these things are popular with the luxury car enthusiasts here in the Monterey area.

Giovino said Monterey BMW was voted the Best New Car Dealership in Monterey County in the Monterey County Weekly's annual readers' poll, and was voted the BMW California Dealer of the Year by Dealer Rater. Social media also gives Monterey BMW the thumbs up, with over 100 positive reviews.

"We pride ourselves on customer service and we want to build a facility that is line with the experience we want our customers to feel," he said.

"The showroom will be in line with our Ultimate Driving Machines, which are the BMWs. These are the top production luxury cars."

The facility is a bit dated currently, with its last improvements taking place in the '80s. The new waiting room will have hi-def flat screen TVs, wifi and charging stations for customers' digital devices.

"The whole focus is on building a premium facility that is indicative of a premium experience," Giovino added. "That's what BMW really focuses on." ∎