



**For Immediate Release**

## Circle BMW to Debut All New 2010 550 Gran Turismo at The Grove's Annual Fall Festival

**EATONTOWN, N.J. (October 16, 2009)** – [Circle BMW](#), one of the region's leading BMW dealerships, today announced it will debut the 2010 BMW Gran Turismo 550i, the newest addition to BMW's luxury performance vehicles, at [The Grove](#) (at Shrewsbury's) Annual Fall Festival on Sunday, October 18, 2009 from 12:00 p.m. to 3:00 p.m. Circle BMW representatives will showcase the all new Gran Turismo, a vehicle that combines the looks and appearance of a sporty BMW sedan, a modern Sports Activity Vehicle, and a classic Gran Turismo.

First applied by Italian carmakers in the 1950s, Gran Turismo or "grand touring," combines the performance, handling, and style of a two-seat sport car with luxurious amenities and luggage room for each occupant. The BMW 5 Series Gran Turismo is a contemporary interpretation of the classic touring sports car.

"Drivers who are seeking a dynamic driving experience, first-class ambience, the benefits of a flexible interior and fuel-efficiency will find it in this remarkably stylish and convenient vehicle," said Joseph Falotico, general sales manager, Circle BMW. "The world's most successful manufacturer of premium cars has once again demonstrated its ability to develop an innovative vehicle for drivers with an active lifestyle that want a combination of luxury and versatility," added Falotico.

The 5 Series Gran Turismo comes with a functional "bi-modal" trunk system, which allows access to the luggage compartment via either a traditional trunk opening or a large hatchback. The Gran Turismo will also come standard with a dual-panel panoramic sunroof, which comprises about 55 percent of the roof's area. Additional unique features include a spacious interior, ergonomic access to all seats, slightly elevated seat positions, adjustable rear seats and the option to fold down the rear seats.

The Grove's Annual Fall Festival will kick-off with a Halloween parade at noon which will begin at Talbots. The event will also feature a live disc jockey, a garden market and the Shrewsbury Fire Company hosting a hot dog grill.

Parents are invited to bring their vehicles through the NJ State Police-sponsored Child Safety Seat Program. The proper use of child car seats is one of the

simplest and most effective methods available for protecting the life of a child in the event of a motor vehicle collision. Those wishing to donate gently used clothing and shoes are encouraged to bring these items to the American Red Cross who will also be on hand at The Fall Festival.

The event will take place rain or shine. For more information about The Grove's Annual Fall Festival, visit: [www.thegroveatshrewsbury.com](http://www.thegroveatshrewsbury.com)

### **About Circle BMW**

Circle BMW, a family owned and operated business for more than 28 years, is dedicated to excellence in all phases of the BMW ownership experience: sales, service, parts, accessories, lifestyle products and long-term customer support. Monmouth County has long known of Circle BMW's commitment to its customers, but Circle BMW also has many satisfied customers in Ocean County, Middlesex County and the tri-state area. In addition to new vehicles, Circle BMW offers Certified Pre-Owned vehicles that meet demanding standards for resale. Circle BMW is one of the largest BMW authorized stocking dealers of original equipment parts and accessories in the region. To obtain more information about Circle BMW, visit [www.circlebmw.com](http://www.circlebmw.com).

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