

---

## Bert Ogden opens doors at new BMW dealership

*By Anonymous*

Published: 07/27/2010 - 08:31

McALLEN — McAllen city leaders and owners of the Bert Ogden family of auto dealerships hope a newly opened BMW outlet will add a little sparkle to North McAllen.

“BMW is very high-end,” Mayor Richard Cortez said during a ribbon-cutting ceremony for the new dealership, which opened this week at the former Van Burkleo auto dealership at 3201 N. 10th St. “For us to have them here is very, very special.”

The Ogden family of dealerships, which now has 11 locations in the Rio Grande Valley, split the BMW franchise from the BMW and Nissan dealership at the corner of Jackson and Hackberry roads in McAllen.

The new outlet’s sleek showroom took five months to renovate. The dealership plans to revamp the building across the street and turn it into a luxury used-car outlet in the next three months.

Cortez said the new BMW facility highlighted McAllen’s resistance to the country’s economic recession.

“This shows how we as a city, how we as a nation, are going to get out of this ... recession,” the mayor said. “It’s

---

because of people that have faith in the economy.”

Bob Vackar, CEO of Bert Ogden Motors, said the company had been eyeing the 10th Street location since 1990, when owners purchased the BMW/Nissan facility. At the time, BMW couldn't produce enough vehicles to supply the auto dealer with the inventory it needed for a stand-alone BMW outlet.

“We were lucky to get this piece of property,” Vackar said. “We've been wanting it for 20 years.”

More than 50 people work at the new dealership. The old BMW location will continue to sell Nissans and is expected to be renovated by the end of the month.

The former BMW outlet was selling about 40 vehicles a month; with the new location, Vackar hopes to sell 70 a month.