



Council **News**

2/12

BMW Clubs International Council Newsletter



HIMALAYA TRIP

TECHNO CLASSICA
The world leading
classic fair

BMW CLUBS CELEBRATE
30 years BMW E30
BMW Club Jubilees

**IMPORTERS
INTERVIEW**
BMW Group Australia

Dear BMW Club Members,

It is the season for increased club activity. For those in the southern hemisphere we leave behind the heat of summer, and the festive season is a distant memory. Above the equator, memories of cold, wet days may still linger but there is the promise of increased sunshine as days grow longer, and this all means more time to spend riding or driving.

Perhaps it is also time to ponder why you are a member of a BMW Club – for two wheels or four, or maybe you are fortunate enough to be able to enjoy both types of vehicle. Nevertheless, when was the last time you sat back and

asked yourself why you are a member of a club? Every now and then I like to get back to the fundamentals. In relation to club membership, the reason for being a member has probably not changed from the basic reasons why clubs were founded in the first place. This might be to enjoy the BMW experience with fellow owners, to share the road or the track, or just share the knowledge that comes from being a BMW owner. And in its simplest form, these are arguably the fundamentals we need to re-focus on from time to time.

During the time I have been involved in clubs, a period that now spans over a quarter of a century, I have usually been on a committee in one role or another. All clubs need volunteers and administrators but I think sometimes we tend to get so wrapped up in the mechanics of running a club we forget why we joined in the first place. I am sure it wasn't for the work! With this in mind, as we move into another season of riding and driving, take the opportunity to pause, reflect and perhaps refresh your views on these fundamental reasons. Everything else is just "stuff". To this end, make up your mind to enjoy your BMW, focus on this and the rest of the "stuff" pales into insignificance. Then check your mirror. I'll bet you are smiling.

Notwithstanding what I say above, some business is important, and in March the Council Board met for its annual Working Meeting. Once again the agenda was full and it was pleasing to see progress on many items since our meeting in Berlin. The re-launch of the Council's website is one of the major tasks at hand and if all goes to plan we will be able to see the culmination of this work at our annual meeting in Asheville, North Carolina. Fine tuning of arrangements for this meeting and the surrounding programs are complete, thanks to the hard work of Debbi Harbour and Frank Patek. It looks like another interesting meeting and I for one intend to make the best use of all the travel by adding a little extra time to attend the BMW CCA annual gathering in Ohio.

David De Bruyn has been assisting with the Asheville arrangements but he has also been active, along with the Club Office, in helping to ensure the Council and clubs enjoy a higher profile at the BMW Motorrad Days in Garmisch-Partenkirchen in July. With 30,000 people attending the three day event, it represents a fantastic opportunity to promote your clubs and for members from all over the world to meet and forget all their own club "stuff" as they swap stories with other members.

Anyway, reflecting the season of increased activity, this issue has plenty of evidence of interesting and varied activity taking place in clubs around the world. I hope you enjoy the read.

Ian Branston

Chairman

BMW Clubs International Council



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60 YEARS YOUNG!



Club members enjoying the 'Champagne Run'.



A BMW Car Club GB meeting in the 1970s showing a real mixture of BMW models, from a 1937 BMW 327 to a then new E12 520i.



Our group stops for a photo outside a Champagne producer in the French village of La Neuville aux Larris.

THE BMW CAR CLUB GB CELEBRATES ITS 60TH BIRTHDAY IN 2012

Jeff Heywood, Chairman of BMW Car Club Great Britain

To find out how the club was born, we must go back in time to 1952, when a BMW enthusiast named Ralph Hewitt placed an advertisement in 'Motor' magazine, asking if any likeminded BMW enthusiasts would like to attend a meeting, with the aim of forming a BMW club for automobiles. He was contacted by a number of interested BMW aficionados, so a meeting was held at the Princes Head public house, Westminster, London SW1 on November 7th 1952. It was attended by 25 owners, many of whom brought their wives and friends. Among those who made the journeys to attend were owners from North Wales, Hampshire, Sussex, Essex and Cambridgeshire. After a lively discussion, it was unanimously decided that the interests of owners could best be met by forming a BMW Car Club, and so our illustrious club was born...

BMW was by no means a mass manufacturer in those days, and very few cars were imported into the UK, so the club remained quite small in the first ten years, with most members owning pre-war models like the 319 and 328 Sports, along with a few 320, 326 and 327 Cabriolet and Coupe models, with a smattering of V8 models from the 1950s (501, 503 & 507s) as the club approached the 1960s...

Club members enjoyed taking part in organised rallies and other driving-related events, the sportiness of BMW products shining through. They also enjoyed Concours competitions and competing in hill climbs and night rallies. The club then saw a large increase in membership in the 1960s, when BMW launched the Neue Klasse range of cars, which were imported into the UK in far greater numbers. This growth was maintained into the 1970s as BMW introduced the 'Series' cars we all know and love today.

The rest, as they say, is history. For the last 60 years the BMW Car Club has worked tirelessly to provide products, services and events which enhance the value, experience and enjoyment BMW enthusiasts get from their 'Ultimate Driving Machine', as well as providing club members with an award winning monthly 'Straight Six' magazine.

Many special events are being organised this year to help mark our 60 years, including the first UK Z-Fest to be held at Silverstone Classic in July and in August at our National Festival, now the biggest gathering of BMWs in the world, in August.



The largest gathering of BMWs in the world at our National Festival.

As part of the celebrations, our club Chairman is also leading a large group of club members on a 'Factory Tour' in June, visiting AC Schnitzer, the Nurburgring, Hartge and Hamann Motorsport as we head south to Munich. Once in Munich, there are visits organised to the BMW factories at Dingolfing and Regensburg, plus tours of BMW Classic and a visit to BMW Welte & Museum.

A drive out west on the A96 to Buchloe to visit our friends at Alpina will round off our tour nicely. A nice touch is the tour being sponsored by BMW Classic UK in recognition of the club's 60th birthday.

For more info on the club, visit www.bmwclubgb.co.uk
Cheers everyone!

BIG ANNIVERSARY OF THE BMW MOTORCYCLE OWNERS OF AMERICA

Ray Zimmerman, Executive Director

The BMW Motorcycle Owners of America is celebrating its 40th Anniversary this year. Forty years of camaraderie, forty years of riding, forty years of events and most importantly, forty years of friendships. Join me as we turn back the calendar and take a look at where we've been and where we're going.

In the late 1960s BMW was selling more motorcycles in the United States than at any time in its then forty year history. The importer network was being established and dealerships were being established. More of those bikes with their protruding cylinders were showing up at various events. And of course you could have any color you want, as long as it was black. There were the single cylinder (thumpers), R50s, R60s and the top of the line sporty R69S with its whopping 42 horsepower and top speed of 175 kph. How could such a machine be improved upon? Those Ultimate Riding Machines were definitely unique.

As the number of BMW Owners grew so did the need for a way for the owners to meet. BMW riders throughout the United States realized a need for an organization that could provide information, camaraderie and support. Many groups formed their own local clubs to provide a support network. In the beginning there were about 20 local clubs. Today there are over 200. In the early 1970s a small group of BMW Owners cooperated to organize the BMW Motorcycle Owners of America, first incorporated in California on April 6, 1972.

To communicate the needs of the club a monthly newsletter was published, an annual rally conducted, and a handy little book for the traveling BMW motorcyclist, the BMW Owners Anonymous Book, was printed and distributed to all of the clubs' members. The Anonymous, which started out as a twenty-six page pamphlet in 1972, has grown to 290 page book, and has provided thousands of members with assistance on their travels.



BMW MOTORCYCLE OWNERS OF AMERICA



CONGRATULATIONS ON THE 40TH ANNIVERSARY!



BMW Club Motorcycle Owners of America



The BMW Owners News (BMW ON), like the Anonymous has grown much larger as well. The first edition was five pages. It was mostly text, a couple of photographs and all black and white. The April 2012 issue is 176 pages with lots of photos and color. The MOA International Rally has grown from 425 attendees to over 9,000. The Rally attracts riders from the Americas, Asia, Africa and Europe. The 2012 rally, to be held in Sedalia, Missouri is one part of the activities planned to celebrate our 40th birthday.

Membership in the BMW Motorcycle Owners of America has also increased throughout our forty year history: from several hundred in the beginning to 34,000 currently! There are members in the United States, Canada, Mexico and more than forty other countries. Like the motorcycles themselves, the MOA has advanced and changed with the times. From ignition systems with points and a condenser to electronic computer controlled systems, from carburetors to fuel injection, and from drum brakes to multiple disk brakes! The BMW MOA continues to offer the BMW ON and the Anonymous, and the Rally and a plethora of other benefits. Today the Owners News is now also available electronically. The Anonymous will soon be available on your hand-held mobile device. The International Rally has more features than ever.

To celebrate our 40th birthday, we have designed a new "MOA" logo. While the old logo served us well, we felt it was time to update it in keeping with our modern programs and benefits. The new design continues with the theme of the BMW MOA as an international organization that plans to continue its support to BMW Owners everywhere. Please join us in marking this momentous occasion. Remember that the BMW MOA is the essential BMW motorcycle accessory!

Visit us at

www.bmwmoa.org

BMW CLUBS CELEBRATE 30 YEARS OF THE E30

Unbelievable but true: the second generation of the 3 Series, the BMW E30, is thirty years old this year. The first two-door sedans appeared in BMW dealers' showrooms in 1982, with various four-door sedans, Baur TCs, convertibles and touring models gradually making their way onto the market over the ensuing five years. Even if 96% of the veritable army of BMW E30 sedans sold in

Germany have meanwhile gone on to that garage in the sky, the BMW E30 still maintains a surprisingly strong presence on the country's roads: a good enough reason to go back to the birthplace of this old but young-at-heart automobile to celebrate its special birthday, together with BMW Classic and hopefully plenty of informal guests.

CELEBRATION IN GERMANY, JUNE 14 – 17, 2012



BMW Club:	BMW 3er-Club (E21/E30) e.V.
Name:	The BMW 3er Club (E21/E30) e.V. visits BMW
Date:	14.06. – 17.06.2012
Location:	Ammerwald, Tyrol; Munich and Bavaria
Expected visitors:	Approx. 50 cars with 100 participants

BMW 3er Club
(E21 und E30) e.V.



Planned highlights of the events:

- Tour through Ettal, Oberammergau, Bad Saulgau and Lechbruck and going past the Forggensee and Plansee
- A big ride out, driving all the way round the Zugspitze
- June 16 is all about BMW with visits of BMW Classic, BMW Welt and BMW Museum

Further event information available from: www.3er-club.de

CELEBRATION IN SPAIN, APRIL 20 – 22, 2012



BMW Club:	Club BMW Serie 3 (E21/E30) España
Name:	VI Concentracion anual Club BMW Serie 3 : "30 años del BMW E30"
Date:	20 – 22 April 2012
Location:	Gijon (Asturias) Spain
Expected visitors:	About 40 cars with 80 participants

BMW Club Serie 3
(E21/E30) España



Highlights of the events:

- "Espicha" – a typical lunch in an Asturian wine cellar
- Annual general club meeting in the evening, including presentation of prizes and trophies, with a joint dinner and partying until late in the night
- Trip into the region around Gijon
- Presentation of the members cars on the square in front of the cathedral in Oviedo

Further event information available from: www.serie3.net

CELEBRATION IN INDONESIA, SEPTEMBER 1, 2012



BMW Club:	BMW Car Club Indonesia E30 Register
Name:	Celebrating 30 years of the BMW E30 "Joy is Lasting"
Date:	14.06. – 17.06.2012
Location:	Jakarta, Indonesia
Expected visitors:	1,000 visitors/ participants (this event will involve all E30 Register members around Indonesia)

Planned highlights of the events:

- Planned gathering of more than 700 BMW E30s in one place on the same day
- BMW E30 parade (all E30 variants)
- BMW E30 competition
- BMW E30 display
- Motor sport activities (drifting, slalom test)
- Photo competition

Further event information available from:
www.30years-bmw-e30.com

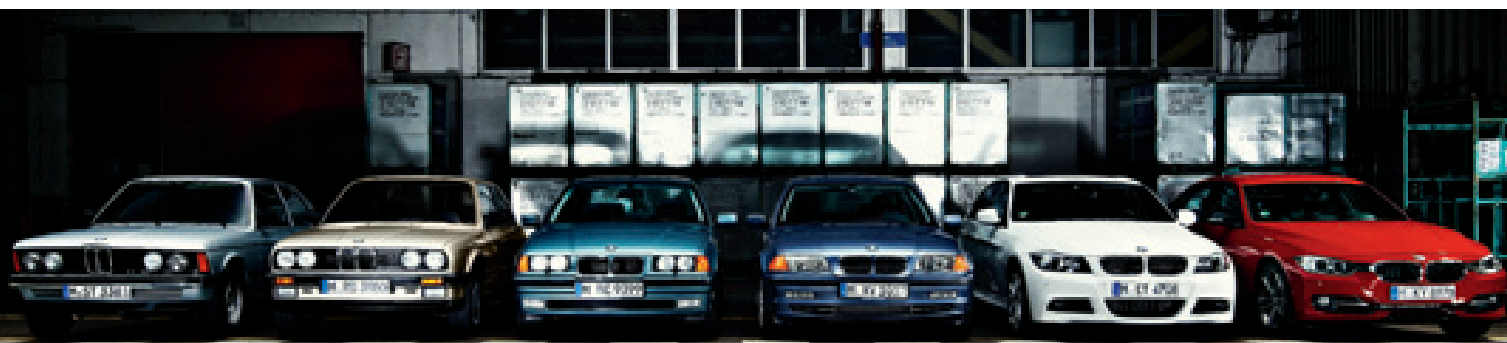


Photo: Gudrun Muschalla



TECHNO CLASSICA

TECHNO CLASSICA ESSEN 2012

Stefan Bordt, editor BMW Veteranen-Club Deutschland e.V.

Once again, this year's Techno Classica proved to be a veritable crowd-puller, attracting 181,400 visitors to the Essen car show. With more than 1,200 exhibitors from 30 nations, plus 220 clubs represented at the show, the Techno Classica, which was held this year for the 24th time, remains the leading show for classic cars. It marks the start of the new season while also functioning as an early trend indicator of market prices for historic automobiles.

The BMW Group Classic traditionally presents its BMW, MINI and Rolls Royce cars in Hall 12 at the East entrance. This year's themes included six generations of the BMW 3 Series, BMW touring cars, and BMW Boxer motorcycles.

The history of the BMW 3 Series was presented under the banner of "The BMW 3 Series: development stages of a legend", and formed the central presentation of the show. The first four generations of the series, the BMW E21, E30, E36 and E46, were presented atop a terraced podium, along with the recently launched F30 (sixth generation), all arranged in an arrow formation. Ever since its launch in 1975, the BMW 3 Series has been the heart of the brand, and with sales of 12 million, it is also the

most successful compact premium sports sedans in the world.

As if this wasn't enough, the BMW 3 Series also plays the main role in a short film entitled "Three of a Kind", which celebrated its world premiere at the Techno Classica and can be viewed at www.bimmerstories.la.

Another central theme at the show stand this year was the return of the BMW brand to the world of touring car racing, with the current BMW M3 DTM, the model being entered in the German Touring Car Masters, on display. It was flanked by such legendary historic touring car models as the BMW M3 E30 Ravaglia, a BMW 700 Martini, a BMW CSL and a Group 2 BMW 2002.

The successful tradition of BMW Boxer motorcycles was represented by the R 32, R 5 SS, R 51/3





Photo: Steffen Bardt



Photo: Gudrun Muschalla

and R 75/5 models in a separate display. The R 32 was the first BMW motorcycle, and the original ancestor of the BMW-typical engine design comprising a transverse Boxer engine combined with a cardan shaft drive. The rest of the stand space was devoted to the BMW Clubs, whose cordial cooperation was once again well in evidence at this year's show. For the twentieth time, the clubs displayed their own vehicles, with their own expert personnel available for advice and information. As ever, a friendly and familiar atmosphere pervaded the entire club area.

There were also several anniversaries for which celebration was due. The BMW Z1 Club celebrated the twenty-fifth anniversary of the Roadster – still a futuristic design with its characteristic vertically retractable doors – by putting the car with production number 1 on display for all to see.

The BMW Veteranen Club flew the flag for the pre-war generation of automobiles, displaying a BMW 327 Sports Convertible that had been restored to perfection in every detail. In common with all pre-war BMW cars, the 327 was produced in Eisenach. It was first launched 75 years ago and is still regarded as one of the finest classic models in the entire BMW vehicle range.

Other models on display ranged from the BMW Isetta to the BMW 3200L, 2002 Convertible, 3.0S, 2800 CS and modern designs such as the BMW Z8 and M5 E34 touring.

There was only one BMW 507 at the Techno Classica, which not only attracted many admiring glances, but changed owners early on in the proceedings. The fact that this legendary Roadster, designed by Graf Goertz, changed hands for a price of €1,105,000 suggests that it will not be long before such fine and rare vehicles (only 254 of these cars were ever manufactured) can only be viewed in museums or private collections.

Another genuine crowd-puller was a special BMW 502, the production of which was commissioned by none other than the head of BMW Group Classic himself, Karl Baumer, featuring a fold-out beer tap system in the rear. Both the car and the cool and authentically poured beer proved highly popular among the visitors to the show.

The interaction between BMW Classic and the BMW Clubs was a thoroughly harmonious one. As every year, BMW Classic invited the BMW Clubs to a joint dinner at the show stand on Friday evening. With delicious dishes and cool drinks, it was another chance for people to get together with members of other clubs and employees of BMW Classic in a relaxed atmosphere, and to take part in all manner of exchange and expand on the day's motoring themes.

The BMW Group Classic has been offering a special new service since February 1, 2012, and this was also presented at the Techno Classica. Customers in search of spare parts for classic BMW vehicles can now search for and order them online at <http://shop.bmw-classic.de>. In addition, information is available concerning the suitability of spare parts for use in various model series.

Once again, the Techno Classica was a resounding success for all those taking part. All we need now is the right weather by which to get the vintage car season off to a good start.

BMW RETURNS TO THE DTM

BMW Clubs International Office



BACK TO THE ROOTS

In 2012, what many motor sports fans – and certainly fans of BMW – have been awaiting expectantly for years is indeed about to happen: after an absence of almost 20 years, BMW is to return to the starting line-up at the DTM, to resume what can only be described as a unique success story, and one which has thus far amassed no less than 49 victories, 30 pole positions and 185 podium finishes. Also, the DTM driver's title went to Munich an impressive three times.

Of these, as many as 40 victories and 150 podium finishes were attributable to the legendary BMW M3. For many people, this vehicle, which went on to found an entire car dynasty of its own, remains the epitome of a BMW racing car to this day. And now, two decades after the last victory achieved by a first generation BMW M3 at the season finale at Hockenheim in 1992, the BMW M3 DTM – its grand-offspring – has returned to claim its inheritance. The timing of this comeback couldn't be more opportune. Twenty-five years ago, the BMW M3 celebrated its racing premiere and now in 2012, the BMW M is celebrating its 40th birthday.

The BMW M3 DTM is based on the fourth generation of the most racing-oriented serial M model. With the air restrictor defined in the technical regulations, the powerful V8 engine generates approximately 480 bhp. The car accelerates from 0 to 100 km/h in around three seconds, and it has a top speed of approximately 300 km/h. It was at the 82nd Geneva Motor Show that BMW Motorsport Director Jens Marquardt made the following announcement: "March 1 was a milestone. The homologation of the BMW M3 DTM by the German Motor Sport Federation marks the end of what has been an intensive development phase. There are large sections of the general vehicle design which can now no longer be changed. After

all the hard work done by BMW Motorsport and our teams over the last weeks and months, I am convinced that the BMW M3 DTM is the ideal vehicle with which to celebrate our comeback season at the DTM. But we still have a great deal of work ahead of us, and we will be applying ourselves to it with everything we've got." Of course, what an outstanding car needs more than anything is an outstanding driver. Andy Priaulx, Augusto Farfus, Bruno Spengler, Martin Tomczyk, Joey Hand and Dirk Werner are all making a major contribution to the DTM both in terms of experience and speed. Priaulx and Farfus are in the starting line-up for BMW Team RBM, where they will meet a number of old friends from their successful time together in the World Touring Car Championships. Spengler, a newcomer to BMW, will be sitting alongside Dirk Werner for BMW Team Schnitzer, which won the DTM title in 1989 together with Ravaglia. BMW Team RMG can count on the support of two champions: Hand is the reigning ALMS champion while Tomczyk is the current DTM champion.



WOULD YOU LIKE A CHANCE TO WITNESS THE BMW COMEBACK SEASON LIVE AT THE DTM?

Then the race is on for you too. The **first 300 people** placing their orders in the BMW Motorsport online ticket shop (tickets.bmw-motorsport.com) will each receive a **10% discount** on the BMW Power Package and the BMW Passion Package. For detailed information on these packages and for the log-in code, please see the e-mail sent to all BMW Clubs by the BMW Clubs International Office on March 13, 2012.

We look forward to hearing from you and wish you an exciting season at the DTM with BMW Motorsport.



2,000 KILOMETRES PURE ADVENTURE

Henk Jansen

The Indian Himalayas are the ultimate dream for every motorcycle rider seeking warmer climes in winter. This region, located between Tibet and Pakistan, can only be reached by land in summer. The rest of the year, the mountain passes are covered in a metre-thick layer of snow and ice. Once this white carpet has been cleared (by the military), it triggers a yearly caravan of travellers, whose number includes a surprising amount of motorcycle riders, all in search of challenge and adventure.

Last summer, they included a group of Flemish and three Dutch enthusiasts, one of whom was Henk Jansen, whose name is rather well known closer to home. Together, they set off on an expedition to conquer the four highest mountain passes in the world that are open to motorcyclists.





The expedition was organised by the BMW Club Vlaanderen. They engaged the services of Dutch expert, Hans Van Marlen from Touratrek (www.touratrek.nl) to lead this group of BMW motorcycle riders on their extraordinary journey to the roof of the world. The motorcycle model they used for their conquest was none other than the legendary Royal Enfield Bullet 500.

The adventure began on August 13, 2011, and the journey home followed on September 2. The group comprised 19 men and 3 women. The journey began in Delhi, where we had been staying for the previous two days (taking the opportunity to visit a number of tourist sites while we were there, including a mosque).

The next stage was the taxi ride from the capital city to Manali, the Gateway to the Himalayas. A heroic achievement, considering the journey time of 32 hours. Thanks to the heavy monsoon rain, a bridge on our route had collapsed and been partly washed away. We had no choice but to drive into the mountains and search for an alternative route. Here too, nature showed no interest in doing us any favours; the road was blocked at several points by debris from avalanches and we had to wait for it to be cleared before we could continue our journey.

We even had to sleep in the cars. No mean feat on account of my backache (HJ). Our driver was of the “get out of the way, let me past” variety, but we still made it through virtually unscathed. The heavy rain and the heat weighed down on us like a carpet. It was very muggy and even the windscreen wipers failed. Maybe they felt as uncomfortable as my neck did.

By that point, we had been on the road in seven taxis for the previous 30 hours. We were hallucinating and nightfall was on us yet again. The mood was irritable and it seemed as if the road was getting narrower and narrower. Looking down there was nothing to see other than black featureless depths, from which emerged the loud rushing of a wild river, as it made its way through the blue valley. Our holiday had definitely got off to a difficult start.

But then we are finally given our motorcycles. I take receipt of my Bullet, and it is quite different to a BMW. I need a short while to get used to it but I manage quicker than I expected. Well, after all, what choice do I have?

It is a sunny day and magnificent weather for a motorcycle ride. We are excited because today we will be crossing our first real mountain pass, up the way and down the way. We set off, and people juggle their positions, looking for their place in the group, but this doesn't take long. But only about 15 kilometres from the apex, we are forced to stop, as the pass is blocked off to all traffic (just my luck that this

HIMALAYA TRIP

has to happen to me again), because, once more, mountain debris is blocking our path. We wait for three hours enjoying the wonderful sun but to no avail. The day goes by and after a while we begin to realise that even if we were able to continue our journey, we would not reach our next goal in time. So we have no alternative but to return to Manali.

We may not have crossed the pass but we all have fantastic tans ... We'll try again tomorrow!

After four more hours of waiting and yet another avalanche of debris, or to be exact, after the roadworks necessitated by the debris, we enter the Rohtang La Pass and successfully cross it. We are driven to our extremes at every level. For several kilometres, we crawl along with our Enfields alongside the column of traffic, with only a very narrow gap available for us. The yawning chasms below are eventually veiled by a thick layer of fog. It is a minor miracle that we actually come out the other end. It is very difficult and exhausting, even for me. But it is a wonderful day, because I have a nice girl to ride with (see my broad grin in the photo – even my helmet is comically askew). With her atop the pillion seat, I actually fall over at one point, for which reason she doesn't want to see me again the next day!

While passing over Rohtang La, and particularly during the descent, one of our Enfields sustains a severe bend to its frame, despite being as hard as steel. The repair is conducted in the usual Indian manner, with brute force. We take another motorcycle and somebody else riding alone takes ours, to reduce the strain on the engine and frame. Personally I don't have any problems with the Bullet, but maybe I am just lucky. After all, even my BMW can be a bit stubborn at times. The journey from Sarchu to Leh is one of the longest on the expedition, but it takes us through a spectacular mountain desert landscape. The dust, the rocks, the ice and the water: words cannot express what it feels like. The photograph speaks for itself, but in truth, no matter how great the pictures are, you really have to be there to appreciate it.

It's time for a short break, which we certainly deserve. We stay in Leh, the capital of this remote, mystical region, which since time immemorial has been a popular stopping point on the caravan routes that connect the various regions of Central Asia. Sympathy with occupied Tibet is expressed here publicly: "Free Tibet!" We finally have a chance to make some telephone calls and talk to people back home. We also take the opportunity to update our photo diary.

We will not forget our longest day on our motorcycles in a hurry...



To return to Manali we again have to pass over the Rohtang La, the only land route to our destination. Conditions here have only worsened since our first crossing at the start of the expedition. A strip of mud has built up on both sides of the 'road' from all the heavy traffic and mountain debris. There were some among us who had imagined it all quite differently... the effort we had to make was superhuman but there was no way round it. We had no choice but to get on with it.

Looking back at this 2000km-long trip, I have to say that it was an incredible but also an incredibly difficult trip! The altitude and the long days pushed our endurance and stamina to the limit.

If you would like to find out more about our trip, go to www.himalaya11.com



HIMALAYA TRIP

OPEN DIALOGUE. TRUST AND RESPECT

Interview with **Stuart Jaffray**, BMW Group Australia

What is your position?

Manager Brand Communications and Marketing Services.

What do you see as the role of the BMW Car Clubs?

BMW owners are car enthusiasts. If you want a car that is simply going to get you from A to B then you don't need to buy a BMW. But if the journey is just as important as (or in many cases more important than) your destination then it has to be a BMW. BMWs are drivers' cars. Because of this, the brand inspires an extraordinary level of passion and the BMW Car Clubs provide a fantastic outlet for it. They provide a forum where our owners and fans can come together and share their experiences with our marque.

I am sure this is the same for BMW motorcycle owners but given my predominantly four wheel background I can only make this assumption.

The clubs also provide a great way for the National Sales Company to stay in touch with our past – via the clubs we are able to access heritage vehicles that have helped to shape the brand as we know it today.

How important is 'heritage' to the BMW brand?

Someone more famous than me once said, "To know your future, you must know your past". The heritage of the BMW brand is incredibly important as it helps to shape our future. Our brand is steeped in a history of making "Ultimate Driving Machines", we have not faltered from this path and this is one of the reasons that our brand continues to be regarded as one of the most valuable brands in the world.

Whenever someone new joins the marketing team, we give them a copy of David Kiley's book "Driven" to read. It gives them a great insight into the BMW brand and the "Ultimate Driving Machine". You can grow a brand gradually over time but the same brand can be destroyed overnight. It is therefore essential that people in our team understand the history of our brand and how hard BMW has worked to develop the brand image that we have today.

How do you think BMW M is perceived in Australia?

M is the heart of our brand. Period. It is the ultimate expression of the Ultimate Driving Machine message. Cars that are made for the track and the road. High performance cars that you want to drive and live with on a daily basis.



Where is the BMW brand heading, from an Australian point of view?

For BMW in Australia, Ultimate Driving Machine remains at the core of everything that we do. However, the meaning of Ultimate Driving Machine is changing. It is no longer enough for us to build cars that are simply dynamic, in today's society our cars must also be efficient. There is currently a lack of real environmental automotive legislation in Australia but when you look at what has happened in Europe this will inevitably change. When this changes, BMW buyers will benefit because our vehicles are extraordinarily efficient. It's why we've been the Dow Jones Sustainability Index's most sustainable car company for 7 consecutive years. Essentially for a vehicle to wear the badge of an Ultimate Driving Machine it must be both efficient and dynamic.

What do you think is needed to make the relationship between the National Sales Company and the Car Clubs a fruitful one?

Open dialogue. Trust and respect. It's like any relationship, and if you have those three things, you are well on your way.

What are the biggest challenges for the Clubs in the future?

BMW is changing. It is an incredibly progressive, forward-thinking organization. We are moving into new segments of the market and releasing new concepts of vehicles. BMW is not alone here. For automotive brands to survive they are going to have to change. BMW's future is probably best epitomized by BMW i: a new sub-brand for personal mobility with purpose-built vehicle concepts, with a focus on sustainability. And probably the biggest challenge for the clubs in the future, will be that as BMW changes, so the clubs will also have to change. Essentially it's about staying relevant.

JUNE

BMW Z1 Club celebrates "25 Years BMW Z1", Germany
02.06. – 09.06.2012, www.bmw-z1club.de

48th BMW Clubs Europa Meeting in Velence, Hungary
09.06. – 17.06.2012, www.meeting2012.bmwclubshungary.hu

Annual Meeting of the BMW 3er Club (E21/E30) e. V., Germany/Austria
14.06. – 17.06.2012, www.3er-club.de

40th Anniversary International BMW RA Rally in Copper Mountain, Colorado, USA
14.06. – 17.06.2012, www.bmwra.org

JULY

BMW Motorrad Days in Garmisch-Partenkirchen, Germany
06.07. – 08.07.2012, www.bmw-motorrad.com

40th BMW MOA International Rally in Missouri, USA
19.07. – 22.07.2012, www.moa.org

BMW Z Fest of the BMW Car Club Great Britain at Silverstone Classic, UK
20.07. – 22.07.2012, www.bmwcarclubgb.co.uk

AUGUST

BMW Car Club Great Britain's National Festival and 60th Anniversary celebration in Gaydon, UK
18.08. – 19.08.2012, www.bmwcarclubgb.co.uk

International Rally of the BMW Z3 Club Vierwaldstättersee 2012, Switzerland
19.08.2012, www.bmwz3club.ch

International Meeting of Isetta Club 2012, Germany
24.08. – 26.08.2012, www.isetta-club.de

SEPTEMBER

Autumn Meeting of the BMW 6er Club e. V. in Aachen, Germany
14.09. – 16.09.2012, www.bmw6er-club.com

43rd BMW Car Club of America Oktoberfest in Mid Ohio, USA
17.09. – 23.09.2012, www.bmwcca.org

BMW Clubs International Council Meeting in Ashville, NC, USA
30.09. – 04.10.2012, www.bmw-clubs-international.com