

BMW CCA News From National

TO: BMW CCA National and Service Officers, Chapter Presidents, Newsletter Editors

FROM: Frank C. Patek II, Executive Director

July 2010



Whew! It certainly gets busy around this place as we try to pack up and head for Oktoberfest! Here's some last-minute information on the Monterey Weekend, as well as a new wrinkle added to our Oktoberfest celebration! I hope you get this to your members in time for them to join the fun!

Special BMWs star at Western Summer Concours in Monterey

Friday the Thirteenth is not always an unlucky day; in August, that Friday will provide fans of historic BMWs—or of fine German machinery in general—a rare opportunity to see unusual BMWs far from the BMW Museum in Munich, courtesy of BMW CCA member Jim Smith. The BMW Car Club's **West Coast Summer Concours**—Legends of the Autobahn, a three-marque gathering of BMW, Mercedes, and Porsche clubs—will be staged at Rancho Cañada Country Club, and it promises to be a display of some of the most sought-after models in BMW history—like Smith's beautiful 1939 327/28 pillarless coupe. One of just three examples built in 1939; this is probably the only one still in existence.



When Jim Smith saw his first BMW in 1961—a four-door 502 sedan—he was so taken with its engineering that he began a half-century love affair with the marque. Over the years, he has bought and restored more than a dozen rare BMW models, mostly pre-war roadsters or cabriolets. But his collection also features some of Bavaria's quirkier products, like the 300 Isetta and its slightly bigger successor, the BMW 600. (Somewhat resembling the tiny Isetta bubblecar, but featuring a door on the side as well as the Isetta's familiar front-opening door, the 600 is sometimes called "the limo.")

Already well known for building airplane engines and motorcycles, BMW purchased the Dixi Company in 1928. Because that company had been assembling Austin Sevens under license to the British firm, a BMW Dixi is pretty much the same Austin that was assembled in several different countries—except that the Bavarian car bears the familiar BMW four-quadrant roundel badge.

Smith's earliest "all-BMW" BMW is a 1934 309 cabriolet, a 22-horsepower machine capable of 50 miles an hour flat out—a far cry from today's potent, high-horsepower BMWs! But BMW was famous for sporting performance in the 1930s, too. The 315 roadster was a hit at the Berlin motor show, and the car won its first rally competition in

1936. Restored in white, Smith's 315 has a top speed of around 75 mph.

By the late 1930s, BMW was building prestigious coupes and sedans, but they were probably most admired for their roadsters and cabriolets, the sinuous 327 and the fast and nimble 328. In fact, the 328

dominated two-liter sports-car racing in Europe before World War II, and many 327s were built with the 80-horsepower six-cylinder engine from the 328, making them 327/28 models in BMW designation.

Smith owns two 327 cabrios with intriguing differences in style and detail, as well as a white 328. But the most amazing car in his collection may be one that most BMW fans have never seen—nor would they recognize it as a BMW: a 1951 340 sedan. A rather ungainly, homely orphan, the 340 was built by the East Germans after the Soviets commandeered the Eisenach factory after the war; there they continued to crank out post-war cars using pre-war designs, badging them as BMWs until the World Court demanded that they stop that deceptive practice. Thereafter, the East German cars were called EMWs, and the familiar blue-and-white BMW roundel became an EMW badge, executed in red and white.

The 340 may not be the BMW you'd want to take home with you—but it remains an interesting side note to the company's fascinating history.

Sponsored by Liberty Mutual Insurance and BMW CCA, the **BMW CCA West Coast Summer Concours** is expanding this year; we're happy to announce the addition of the Porsche and Mercedes-Benz clubs as participants in the event. The show will feature separate club concours judging sites and club corral parking areas. The event will once again kick off the BMW CCA Festorics weekend at the Rancho Cañada Golf Course located on Carmel Valley road just east of California Highway 1.

This event will be limited to marque-club members only. Space will be limited to 200 BMWs, 100 Porsches, and 50 Mercedes-Benz, and will include a parking corral area for those registered but not participating in the judging activity. It is also a perfect location for a picnic lunch, and attendees are encouraged to bring their own picnic baskets. Food and beverages will also be available on-site. Additional attractions may include guest speakers and specialty vendors.



This year the BMW CCA West Coast Summer Concours has been expanded, with Porsche and Mercedes-Benz joining us in Monterey. (Frank Reed)

For additional information, please visit www.cccbmwcca.org or www.summerconcours.org.

BMW CCA hosts banquet at Rancho Cañada Country Club

Add an exclamation point to your Friday experience by attending the BMW CCA Festorics banquet at Rancho Cañada Country Club in Carmel Valley! Mingle with special guests from the BMW world—perhaps you'll find out if BMW really is bringing out a new M version of the 1 Series! Enjoy good company and fantastic food while overlooking the expansive golf course and Santa Lucia mountain vistas. All this and a gourmet meal: It's an affair you won't want to miss!

Headlining this year's dinner will be Team Ganassi Telmex racing driver Scott Pruett, whose most recent win was at Mid-Ohio in late June, along with master tuner Steve Dinan and BMW's M Brand manager, Larry Koch.

BMW CCA FESTORICS BANQUET MENU

RECEPTION: 6:30 p.m.–7:00 p.m.

Cash bar offering standard- and call-brand drinks at \$6.00 each

Canapés: Assorted Bruschetta, Petite Quiche Lorraine, Chicken Satay with Peanut Sauce

DINNER: 7:00 p.m.

Carmel Valley Baby Greens with Candied Pecans, Sundried Cranberries, Crumbled Feta and Raspberry Vinaigrette

Duet of

Chicken Strudel: Flakey Pastry filled with Chicken Breast, Wild Mushrooms, Leeks, and Boursin Cheese with Lime-Ginger Beurre Blanc

and

Petit Filet Mignon en Croute with a Roasted Shallot Demi Reduction

Roasted Garlic Whipped Potatoes ~ Seasonal Vegetables

Fresh Assorted Rolls and Butter

DESSERT

Poached Pear filled with Sweet Mascarpone, Fruit Coulis, and Chocolate Sauce

Coffee, Tea, and Decaf

August 13-15: BMW CCA Festorics at Rolex Monterey vintage races

Also sponsored by Liberty Mutual Insurance and the BMW CCA, the annual **BMW CCA**



The historic races at Monterey always draw a huge BMW crowd to watch the action above Turn Five. (Jeff Cowan)

Festorics at the Monterey historic races—now called the Rolex Monterey Motorsports Reunion—celebrates the mystique of BMW and our appreciation for the marque. Set for August 13–15, the Festorics features a two-day parking corral with hospitality tents overlooking Laguna Seca’s Turn Five. The Festorics package includes the opportunity to buy corral tickets, lunch tickets, a special BMW banquet ticket, and even tickets to the Reunion races themselves—all from one convenient source!

But the corral at the track is only one attraction. Don’t miss the BMW CCA banquet at the Rancho Cañada Country Club in Carmel Valley, or the insiders’ tour of the whole

Monterey weekend. It’s an affair you won’t want to miss! For additional information, send e-mail to festorics@bmwcca.org.

BMW Car Corral set for Road America ALMS race, August 21-22

The BMW-Rahal Letterman Racing Team is pleased to welcome BMW CCA members to the BMW CCA/Badger Bimmer Car Corral, presented by ESCORT, at the August 21–22 American Le

You won’t want to miss this spectacular weekend! Register online now! The Festorics package includes the opportunity to buy corral tickets, lunch tickets, a special BMW Banquet ticket, and even tickets to the Reunion races themselves—all from one convenient source. For additional information, please visit www.festorics.org. And for BMW CCA West Coast Summer Concours registration, visit www.summerconcours.org.

Mans Series event at the Road America in Elkhart Lake. The two-car M3 program is back in full force in 2010, hoping to build on an inaugural campaign that saw the team score a pair of victories

and finish third in the manufacturer championship. The driver lineup of Bill Auberlen, Joey Hand, Tommy Milner, and Dirk Müller will return—primed to make their mark in what should be a very competitive ALMS GT2 class.

The BMW-Rahal Letterman Racing Team will conduct paddock tours for corral participants during the weekend. These tours give members a behind-the-scenes look at how a team prepares for race day, including an up-close-and-personal look at the cars themselves. In addition, during the weekend, ESCORT representatives will be on site to demonstrate the power of their latest and greatest laser and radar detectors; they'll also be giving one away as a prize for a lucky participant.

The BMW CCA car corral features preferred parking, a hospitality tent, and a large-screen TV; a catered lunch will be provided on Saturday and Sunday. Saturday's lunch (12:30) will be smoked beef brisket sandwiches with Vidalia onion BBQ sauce, or grilled bratwurst with sauerkraut, baked potato, salad with bacon, cheddar, and chives, and house-recipe coleslaw. Sunday's lunch (12:30) will be a taste of Italy! Tickets must be purchased for the lunches and car corral.

We have door prizes and the grand prize of Escort's new Passport 9500ix (a \$500 value). The BMW CCA Car Corral, presented by ESCORT, is sponsored by the Badger Bimmers and BMW. \$10 of each day's ticket will be donated to Feed America, the Badger Bimmer's charity. Tickets can be purchased for Saturday and for Sunday or for both.

The American Le Mans Series (www.americanlemans.com) is a sports-car racing series based in the United States and Canada. It consists of a series of endurance and sprint races, and was created in the spirit of the 24 Hours of Le Mans. Teams compete in one of four classes: LMP1 and LMP2 for Le Mans Prototypes, and GT1 and GT2 for Grand Touring cars. the ALMS race, Round Seven, will run for two hours and 45 minutes on Sunday afternoon.

Go to <https://www.bmwccaofest.org/2010ALMS.php> to purchase your tickets.

Car Corral Ticket only: \$10* Saturday (Turn 14)

Car Corral Ticket only: \$10* Sunday (Turn 14)

SATURDAY

135i package: \$30

1 Saturday car corral ticket

1 ticket for BMW CCA Hospitality Saturday Lunch

X3 package: \$60

1 ticket for BMW CCA Hospitality Saturday Lunch

1 Saturday admission ticket to ALMS

1 Saturday car corral ticket

SUNDAY

528i package: \$40

1 Sunday car corral Ticket

1 ticket for BMW CCA Hospitality Sunday Lunch

X5M package: \$85

1 BMW CCA Hospitality Sunday Lunch

1 Sunday admission ticket to ALMS

1 Sunday car corral ticket

SATURDAY & SUNDAY

X6M package: \$145.00

1 BMW CCA Hospitality Saturday and Sunday Lunch

1 Saturday and Sunday admission to ALMS

1 car corral ticket for Saturday and Sunday

*donation to Feeding America: http://feedingamerica.org/default.aspx?show_shov=1

For additional information, contact: Linda Axelson laxelson@bmwcca.org

Darcy Yench pres@badgerbimmers.org

Members hope for a sneak peek of something special at Oktoberfest!

We aren't promising anything, but we're hoping—

Well, maybe we need to go back a few years: Remember when BMW M GmbH came up with the E36 M3, but decided it would be too expensive for the American market? BMW CCA members take pride in the part we played in changing their minds. A letter-writing campaign spurred by Roundel's Bob Roemer, aided and abetted by BMW NA's M guy, Erik Wensberg—along with BMW dealers like California's Rug Cunningham—convinced the factory to create a version of the car with a less-expensive engine for the U.S. market.

The result was, as they say, satisfactory.

That is, the E36 M3 not only sold like sunblock in Mojave, but it re-established BMW as the bad-boy street ride that would free your inner delinquent. The M3 became a halo car for the entire fleet; fast and nimble, it was also affordable, as well as bridging the performance gap between the last E34 M5 (1993) and the E39 M5 (1998).

The success of the E36 M3 in the American market gave a certain credence to the opinions of vocal enthusiasts—that would be us rowdies of the BMW CCA, for the most part—and resulted in other U.S.-only coups. (“coups” versus “coupes,” get it?! Somebody stop me!)

Another American treat was the 330i Performance Package—better known by its option code, ZHP, as owners did not care for the giggles whenever anybody mentioned a “330i peepee.” That car, which became a coveted example of the E46 3 Series, was built specifically for the American market; among its special attributes, the ZHP featured a short-shift kit and a lower differential ratio—the better to get torque to the asphalt.

More recently, BMW tweaked the twin-turbo 335i to create the 335is, another car aimed solely at the U.S. market. (In fact, certain BMW insiders claim that its gnarly exhaust would not meet German TUV noise restrictions!)

Okay, now let's talk about Oktoberfest. Do you remember the surprise at Oktoberfest 2004 in Pasadena? That's when BMW unveiled the E60 M5 for the first time—before it had even appeared at any car shows. And now BMW has promised us. . . something. . . that will surprise us at O'Fest 2010.

All we can tell you is that one of the guests in attendance is Dr. Kay Segler. You may remember when he was the BMW Group's brand manager for Mini. But these days he holds a different position: He's head of BMW M GmbH. And when the head guy at BMW M comes to town, promising a surprise—well, we can at least hope he's coming with good news.

Aren't you glad you're going to Oktoberfest?!

To learn more about O'Fest, please visit www.bmwccaofest.org.

BMW Performance Driving School event heads for Savannah; BMW Mid-South Adventure includes Hilton Head Concours

Set for November 4–7, this four-day adventure is especially designed for BMW CCA members. Each guest has the opportunity to participate in a full-day driving program taught by the professionals of the BMW Performance Driving School. The BMW instructors are bringing their fleet to the Hutchinson Island track in Savannah for this event, where members will practice safety maneuvers, accident-avoidance techniques, and performance-driving skills. Several BMW models will be available for this driving school. In addition, a professional driver will offer hot-lap rides in several BMW vintage race cars!

When they are not behind the wheel of a BMW, members can choose to tour historic Savannah and explore its renowned gardens, pamper themselves at the luxurious Greenbriar Spa, or play a relaxing round of golf at the Hutchinson Island Golf Club. The spa and golf club are conveniently located adjacent to the Savannah Westin Hotel.

On the final day, guests will be transported by executive motor coach to Hilton Head Island for the annual Hilton Head Concours d'Elegance. This Concours is one of the finest in the country and showcases a unique collection of vintage and late model cars of all marques. Guests will have full access to the BMW Hospitality Tent, including lunch.

TRIP DETAILS:

This all-inclusive trip is organized by the BMW Performance Center exclusively for BMW CCA members and their guests. It includes:

- Four nights lodging at the Savannah Westin
- A full-day driving program
- Rides in vintage BMW race cars
- Choice of golf, a spa visit, or a tour of Savannah
- Private receptions and dinners on Thursday and Sunday nights
- Bus transfer to and from Hilton Head
- Passes to the BMW Hospitality tent
- Tickets to the Hilton Head Concours d'Elegance

ARRIVAL & DEPARTURE:

Arrival: Thursday, November 4, Savannah Westin

Departure: Monday, November 8

COST:

\$2,695 per person (single occupancy)

\$2,295 per person (double occupancy)

Airfare and ground transportation are not included

REGISTRATION:

This event is limited to 30 BMW CCA guests and closes on or before September 30, 2010. To register, please call (888) 345-4269. For full details, e-mail jbbechek@aol.com.

2010 membership numbers improve slightly

The percentage of membership loss seems to be decreasing; we're down under 2% from last year, and our two-year decrease has dropped to just over 6%. But we're still down more than 4,000 members from our 2008 numbers.

Still, we signed up nearly 1,300 new members last month—our goal now is to keep them!

Membership retention is primarily a chapter-driven phenomenon, of course, because the chapters are the vital centers of Club activity—

and only through your chapter recruitment efforts—along with enough activities to satisfy your members on a local level—can we hope to grow the Club.

Thank you for your continued efforts in this regard. We'll continue to do all that we can on the national level, but it's really the work of our chapter volunteers that makes membership in the BMW CCA so worthwhile and rewarding! Remember, regardless of why BMW enthusiasts join the BMW CCA in the first place, they stay because they find themselves among friends.

New database and website enter testing phase

Due to the inadequacies of our current systems, the Club has begun the build-out of a new and fully integrated database and website that allow for greater functionality and ease of use by staff, chapters, and individual members. Among the many improvements headed your way:

- the ability to renew and modify your membership status online—at any time!
- simplified classifieds
- improved calendar functions
- event pages
- each chapter will have its own “landing” page and a place to host newsletters online
- streamlined and clean design with simpler navigation

Design work has begun on both projects, with testing scheduled to begin in the early Fall. Stay tuned for details!

MEMBERSHIP STATS as of 7/16/2010			
	Full	Associate	Total
Current Membership	61,954	9,155	71,109
Last Month's Membership	62,071	9,202	71,273
Monthly Net Gain (Loss)	-117	-47	-164
Monthly % Change	-0.19%	-0.51%	-0.23%
Last Year's Membership	63,150	9,261	72,411
Annual Net Gain (Loss)	-1,196	-106	-1,302
Annual % Change	-1.89%	-1.14%	-1.80%
2008 Membership	65,977	9,678	75,655
Net Gain (Loss) for 2 years	-4,023	-523	-4,546
% Change for 2 years	-6.10%	-5.40%	-6.01%
New Members: 1,295 Renewals: 21.45% Roundels mailed: 63,406			