

der **BAYERISCHE** **brief**

**Genesee Valley Chapter
BMW Car Club of America**

DECEMBER 2007

**1937 BMW 327 Cabriolet,
see Bimmer Boy on pg 4**





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der BAYERISCHE brief

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BMW Car Club of America

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Credits

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As I write this, I'm waiting to return to southern Pennsylvania from a business trip to Ontario. Winter hit here just after I arrived with snow, subzero wind chills, white outs, ice – basically it made me feel like being home in Rochester, more comforting than the mild winter that I left in PA. I feel semi-foolish for having put on my snow tires toward the end of November; I think they experienced some snow while sitting in the airport parking lot, but none yet while driving. However in Ontario, it was reassuring to see snow tires adorning nearly every other car – they know what winter is all about.

the bimmer boy

by russell
labarca

Despite traveling for business reasons, I took the opportunity to do some personal car-culture observing, as I often do when on the road. Canadians, it seems, have a different take on "fun" cars, probably by necessity of their (mostly) wintry climate. I witnessed two cars passing by me with "fun" vanity plates: FAUX FUN spoke one; 4UN CAR said the other.

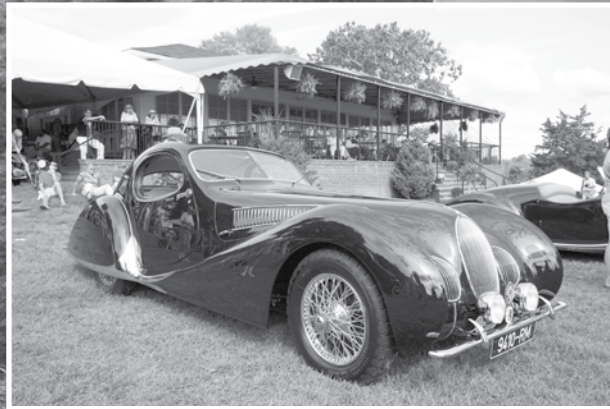
I think these would be reserved for perhaps a limited-use roadster or the like in the US, but these plates were on an Acura MDX and an X5, respectively. I can't speak for the MDX, but I do know those new X5's are a hoot, after driving one this summer.

While in the Great White North, I also had the opportunity to get up close with a Smart car. I was browsing the local VW lot (couldn't find the BMW dealer, sorry), and they had a used ForTwo. My previous encounters were limited to a Smart owned by a florist in Lewisburg while I was at school, but I never stood next to one -- or towered over one, as it turned out. These things are tiny! After inspecting the used offering, they started appearing all over the road while I was driving back to Toronto. I'm embarrassed to admit one overtook me on the highway at a pretty good clip. It wasn't flying; perhaps buzzing is the correct term.

Size is all relative. Early '90's Geo Metros are small. Toyota Yaris' are small. Golfs used to be small. Smarts are dwarfed by all of these; I actually saw these cars right next to the Smarts on the road (marketing ploy by Mercedes-Benz?). They are tiny! Yugos used to be small, and if there are any left, they still are, but I think even those would look spacious next to a Smart.

In a Canadian paper on the morning I left the hotel, there was an article about the Smart coming to America (they have had it up north for a couple years). It obviously sells in Canada, or at least where I was, since they all seemed to be coming out of the woodwork when I was looking. The article interviewed MB's head of Smart, and he liked to compare their product to the Mini. He right away admitted that they're two different animals: one a mini-sports car, ready to be flogged, sporting in nature; the other a miserly, economic micro (there's no other way to put it) that's easy to park. But, having said that, he thinks the Smart will sell, based on initial showings. Perhaps it will be confined to city dwellers, where small cars are a plus. But for me, after seeing several near-accidents during holiday shopping, caused by (relatively) small cars being hidden by SUV's, I think I'll stick to something bigger. Maybe a 1-series...

To escape the dreary winter weather, I think back to this past September when I attended the Radnor Hunt Concours d'Elegance



Photos by Thomas Winters

in Malvern, PA. On that sunny and hot day, I saw 100 of the best classic cars still around in the US, plus many more exotic modern rides in the parking lot. BMW was represented, from a dealer's Alpina B7 and manual M5, to a clean yellow '37 327 cabriolet and a blue '57 507. While Ferraris, Bugattis, and the like tend to steal



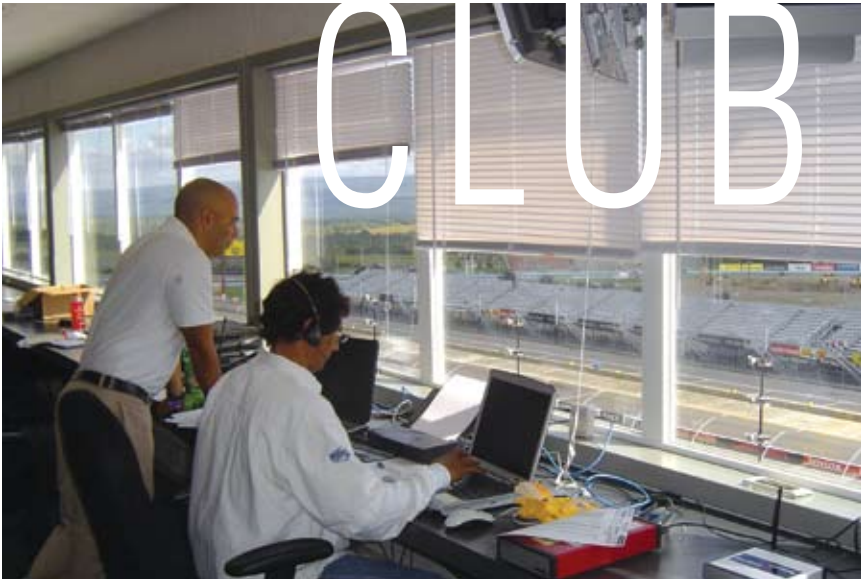
VINTAGE

the show (and they looked great), my favorites were the 1903 Pierce (it drove out on its own power!) and the breathtaking Talbot Lago Teardrop Coupe. This show is definitely on the calendar for next year, with my Uncle Tom.

Plus Uncle Bob has me signed up for Lime Rock Vintage Fest and

Euro Autofest in Spartanburg. Then there's OktoberFAST in Vermont, and Oktoberfest at the Glen! I had better start saving some vacation.

CLUB



Photos by John Bulbulia and Vince Leo



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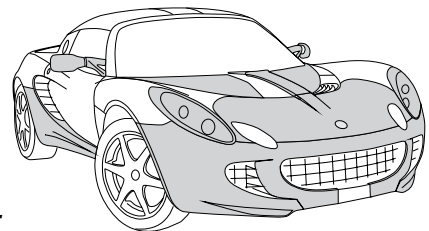
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GVC Autocross Journal

by Andy Blake

The snow has started to fly and we are officially in the off-season for autocross in the northeast. The race tires have been stacked away and the cars that continue to be pressed into service are running on snow tires or at least all-season (no-season) radials. The lucky ones are covered up and tucked away for the winter, waiting for the slush and salt fest to end. Of course, winter can be a time when driving fun is at its peak, assuming your definition of fun is sliding around barely under control. I've already started my ritual of disabling DSC and the ABS that goes with it (hold DSC button and count to 4) when I pull into my neighborhood so I can drift around the turns, feeding in rear-wheel spin and getting the car a little sideways on the snow without the electronic controls kicking in and spoiling the fun.

Of course, there are other opportunities around that allow for real winter driving fun under more-or-less controlled conditions. The Central NY Ice Racing Association is laying plans to do some wheel-to-wheel racing and possibly a solo-type event again

this year if the small lakes freeze up hard enough. The SCCA also has a schedule of winter rallies planned on mostly-paved roads and rallycross events for off road winter driving. So, even though our cones have been stacked up and put away until next spring, there are other ways to get out and drive a little wild, even if it's just gracefully sliding around an expressway off-ramp barely keeping the wheels on the pavement.

Our autocross competition for 2007 came down to the last event for the season points' championship. Mel Dillon came into the last event with a slight lead for the year and Eric Hinkston was in a position to play spoiler if he could pull out another fast event in his Z4. Our final event was in September at the BIMP go-kart track, and once again the weather conditions were ideal. Mel did what he could to control his fate by turning in the fastest time for GVC members in his E30 325. However, Tim Moriarty only needed a second-place finish to get enough points for the season championship and he was able to hustle his supercharged E30 318is around the track faster than Eric and took enough points to pass Mel and win another season championship. Congratulations to Tim, Mel and Eric and to everyone else who came out to play for at least one of the autocross events this year.



photos by Elaine Lanni

GVC 2007 Top Gun Final Results

| Pos | Total Points (Best 5) | Name | 5-19-07 Points | 6-3-07 Points | 6-30-07 Points | 7-22-07 Points | 8-5-07 Points | 9-22-07 Points |
|-----|-----------------------|----------------------|----------------|---------------|----------------|----------------|---------------|----------------|
| 1 | 85 | Tim Moriarty | 1 | 20 | 15 | 15 | 20 | 15 |
| 2 | 82 | Mel Dillon | 15 | 12 | 10 | 20 | 15 | 20 |
| 3 | 63 | Eric Hinkston | 12 | 15 | 12 | 10 | 12 | 12 |
| 4 | 52 | Stu Sacks | 10 | 4 | 20 | 8 | | 10 |
| 5 | 48 | Andy Blake | 1 | 10 | 8 | 12 | 10 | 8 |
| 6 | 28 | Roy Hopkins | 20 | | | | 8 | |
| 7 | 21 | Bill Hicks | | 3 | 6 | | 6 | 6 |
| 8 | 14 | Borden Mills | 6 | | 4 | | | 4 |
| 8 | 14 | Tim Rizzo | 1 | 2 | 2 | 6 | 1 | 3 |
| 10 | 13 | Holly McReynolds | 8 | | 5 | | | |
| 11 | 12 | Alex Blake | | 8 | | | 4 | |
| 12 | 10 | Larry Newberry | 4 | 1 | | | | 5 |
| 13 | 9 | Anatoly Bourov | 1 | 5 | 1 | | 1 | 1 |
| 13 | 9 | Amanda Kellogg | 1 | | | 3 | 5 | |
| 15 | 8 | Matt Squier | 1 | 1 | 1 | 4 | 1 | 1 |
| 15 | 8 | Neo Jang | 1 | 1 | | 5 | 1 | |
| 17 | 7 | Rodney Reisdorf | 5 | | 1 | | | 1 |
| 18 | 6 | John Glassman | 1 | 1 | 1 | 2 | | 1 |
| 18 | 6 | Kirk Olsen | | 6 | | | | |
| 20 | 4 | Margaret Lotyczewski | 1 | | 1 | 1 | | 1 |

News from National



FROM:
Peggy Helmke,
National Office
TO:
BMW CCA National and
Service Officers,
Chapter Presidents,
Newsletter Editors
DATE:
November 27, 2007

MEMBERSHIP STATS as of 11/26/2007

| | Full | Associate | Total |
|-----------------------------|---------------|--------------|---------------|
| Current Membership | 66,472 | 9,786 | 76,258 |
| Last Month's Membership | 66,496 | 9,808 | 76,304 |
| Monthly Net Gain (Loss) | -24 | -22 | -46 |
| Monthly % Change | -0.04% | -0.22% | -0.06% |
| Last Year's Membership | 66,454 | 9739 | 76,193 |
| Annual Net Gain (Loss) | 18 | 47 | 65 |
| Annual % Change | 0.03% | 0.48% | 0.09% |
| 2005's Membership | 65,853 | 9,225 | 75,078 |
| Net Gain (Loss) for 2 years | 619 | 561 | 1180 |
| % Change for 2 years | 0.94% | 6.08% | 1.57% |
| New Members 11/07 | 1,176 | | |
| Renewals 11/07 | 46.23% | | |
| Roundels Mailed | 65,505 | | |

Newsletter/Webmaster Conference April 4-6 2008

Our National Events Manager, Linda Axelson, is busy working on our next triennial conference, the Newsletter/Webmaster Conference. Two representatives from each Chapter will have the enviable opportunity to travel to Salt Lake City, UT for this opportunity to learn and network with other Chapter volunteers, April 4-6, 2008.

Among the topics we're planning so far: Service Officer list via PDF, Foreign Members, Hard Copy vs. PDF, Minimum Standards, Publishing and Web Software, Advertising, Mailing, Creating PDF's, Mail Lists, Website Hosting, Website Design, Dynamic Sites, Content Management Systems, and more. Please let Linda know if you have any additional topic suggestions. We've already lined up several notable speakers. It is important to the success of our upcoming Newsletter/Webmaster Congress that you strongly encourage your Newsletter/Webmasters to take an active part in the BMW CCA editor yahoo group to encourage feedback concerning possible topics.

BMW CCA will reimburse travel expenses as set forth in Section 4.1 of the club's Operation Manual for up to two representatives per chapter, those two being the persons serving as the Chapter Newsletter Editor and the Chapter Webmaster and hotel room costs (single or double) for two nights. Attendees who drive to the conference will be reimbursed at a rate of \$.505 per mile round trip, not to exceed the lowest 21-day advance airfare, from the closest airport. National will provide lunch on Saturday and dinner Saturday evening. Chapters may elect to send additional attendees at the chapter's cost, but be sure to register them ahead of time and we'll sort out the finances.

Our host hotel will be the Sheraton City Centre in downtown Salt Lake City. No need to call the hotel. Rooms will be reserved for registered attendees in their names. Registration will begin in January 2008. We look forward to seeing again all of the experienced chapter media moguls and meeting the new ones.

Chapter Forms

It's that time again! There are some new and improved chapter forms for your use. We will be e-mailing copies of the Chapter Officer Questionnaire, the Chapter Label Request and the Chapter Roundel Comp list with the month end files as well as including hard copies in the chapter packets for the next couple of months. The new versions may not be up and ready on the new website right away so we want everyone to see them and use them (even though it means they can not be filed electronically just yet.)

Chapter Officer Questionnaire: This form is MANDATORY and must be submitted to the National Office by March 15, 2008. Any time there is an Officer change throughout the year, this form must be updated with only the updated information and resubmitted. This form is extremely important, because it serves as the basis for many informational needs, such as Crisis Communications, access to restricted areas of the Chapter database through bmwcca.org, dissemination of ballots for DEC voting, and so forth. Timely submission of this form is one of the minimum standards for Chapters.

Chapter Label Request Form: This form is due to the National Office by January 15th. It is required to ensure you are receiving the correct reports and mailing labels you need.

Chapter Comp Listing Request Form: This form is also due to the National Office by January 15th. This is the form that directs where to send the comp copies of Roundel magazine that each Chapter is allocated based on Chapter size. Most Chapters have not updated this form in years. This year, all chapter comps will be inactivated on January 15th unless they are specifically requested by the chapter on this new form.

Chapter Financial Statement

The form is MANDATORY and must be submitted to the National Office by March 31st. This is the form Chapters use to report to National their financial condition for the year just

VOLUNTEER SPOTLIGHT

by Elaine Lanni

Seth Berlfein

When the "new guy" attending our board meetings offered to step up and take over as newsletter editor for our retiring Doug Hood, I thought to myself, "Man he's either crazy or really naïve!"

We all quickly found out that Seth Berlfein was (well, pretty much) neither! He stepped in and soon had der bayerische brief hitting our mailboxes with a new look and some color thrown in as well.

Seth moved here in 1993 from Connecticut transferring positions at Xerox where he (is) a Financial Systems Analyst, and is responsible for several corporate wide reporting systems.

He soon caught the driver's school "bug," and has attended 24 of them in the past 5 years (including tracks at Watkins Glen and Mosport).

When he wanted yet another challenge, he became a principal in the International Drivers School Committee. Along with Dan Mack, Gary Matteson, and other dedicated members, the idea of GVC hosting a school at Mosport in Oshawa, Canada was born. Now out of its infancy, 2008

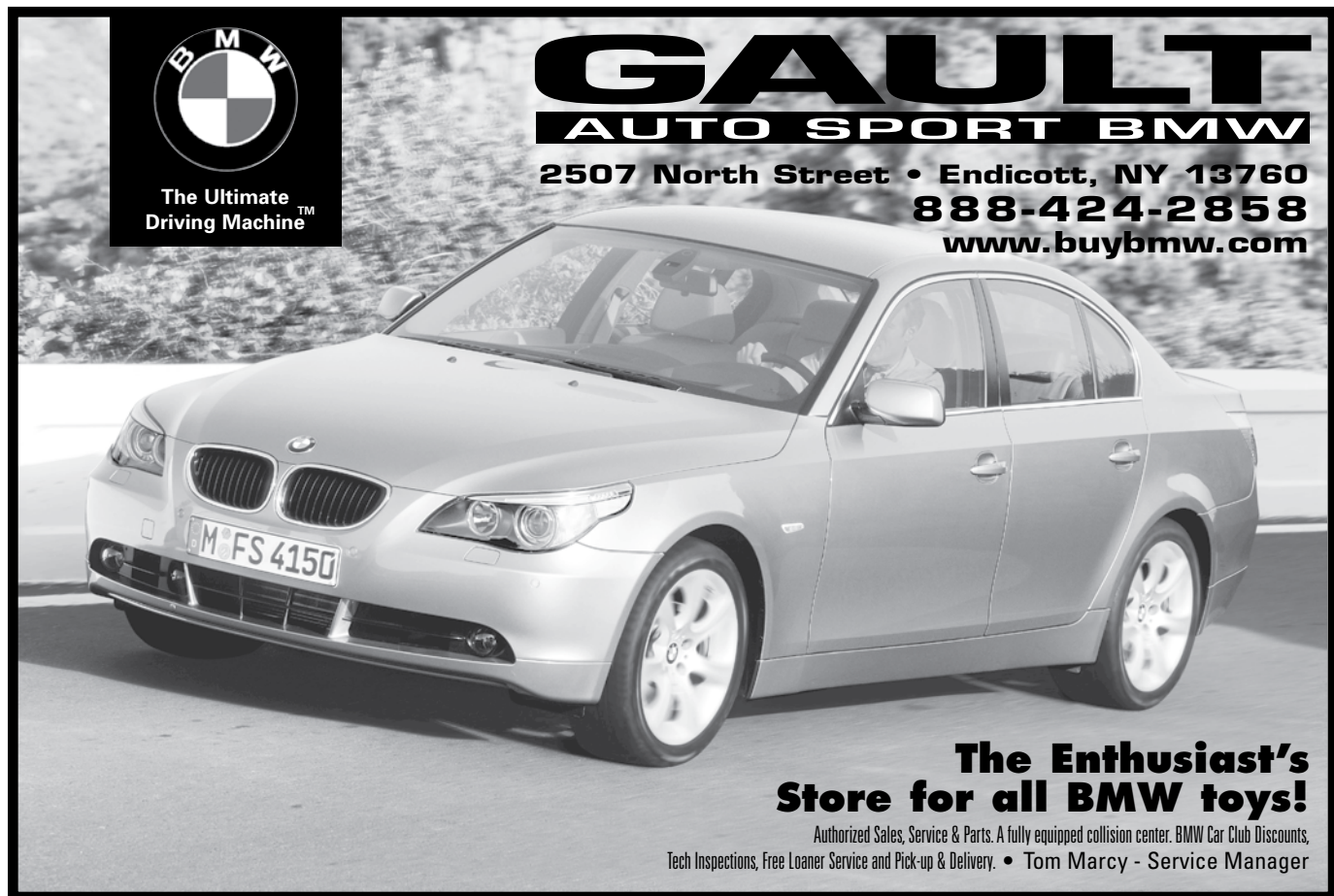
will see our third school north of the border.

Our growing and successful Street Survival events also can be attributed to a lot of work and dedication on Seth's part, as the liaison with the BMW CCA Foundation. See <http://www.stargazette.com/apps/pbcs.dll/article?AID=/20071118/NEWS01/711180363/1001/NEWS> for details of the most recent Street Survival held at Watkins Glen Int'l.

Seth's ever-expanding fleet of BMWs includes:

- 1988 M6 (Former track car, now reduced to Sunday drives)
- 2002 330Ci (Spring, Summer, and Fall daily driver)
- 2003 M3 (New track car, so watch out!)
- 1996 Blazer (Forgive me, but it's the winter rat)

The next time you see Mr. Berlfein, do take a minute to thank him for all the work he does for your club! (But don't ask him for space in his new garage.)



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News from National (cont'd from page 9)

ended and the year prior to that. Preparing the annual financial report and publishing it to Chapter members each year is a minimum standard for Chapters. It is also important because it is reviewed at National to ensure that the organization is in compliance with requirements to maintain its tax-exempt status. Questions on preparing this form should be directed to the BMW CCA Treasurer.

The Postage Reimbursement Request and Printing Reimbursement Request forms are due to the National Office by March 31, 2008.

The ZF Public Service Award and BMW CCA Matching Funds Application will be available soon and will be due to the National Office in mid-February, 2008, from those Chapters seeking matching funds for their charitable donations and application for the ZF Awards.

Driving Events Committee Representative Election

Chapters in the North Atlantic Region and the South Central Region have the opportunity to vote on their region's representative to the National Driving Events Committee. The Driving Events Committee is responsible for planning and overseeing the BMW CCA Driving Events Program. The Committee updates, maintains and enforces the Driving School Standards published in the Operations Manual, monitors the driving event standards, oversees the Driving School Instructor Training Program, and assists chapters in creating or improving their driving events programs. DEC Representative terms are two years.

In the South Central Region, Fred Iacino is running for DEC Representative. In the North Atlantic Region, Ross Karlin and Ed Valpey are running. Ballots are being sent to each chapter in those regions. Each chapter has one vote for the DEC representative for their region, with the chapter's vote being cast by the Chapter Driving Event Coordinator or equivalent position. If the Chapter has no Driving Event Coordinator or equivalent position, that chapter's vote will be cast by the Chapter President. Ballots must be returned to the National Office by 5:00

PM Eastern Standard Time on January 15th. Ballots received after that date and time will not count.

2008 BMW CCA Membership Drive

These are the official rules. If they differ from the description elsewhere, the rules here are the ones that govern.

December 1, 2007 to September 12, 2008

The BMW CCA membership drive is open to three categories of participants:

1. Current BMW CCA members,
2. Current BMW CCA members who work for a BMW dealer or independent BMW shop, and
3. BMW CCA chapters.

New Membership Definition

A new membership is defined as a membership for an individual or business that has never before belonged to BMW CCA, or a membership for an individual or business that was a previous BMW CCA member but whose membership lapsed at least six months prior to the date of the new membership. A new membership with a corresponding associate membership counts as one new membership.

Eligibility

To be eligible, current BMW CCA members must be paid members (that is, they may not be members by virtue of being "comped" by BMW CCA).

About the Categories

The program differentiates between BMW CCA members who work at BMW dealers or independent shops and those who don't. This reason is that those who work at places where BMWs are sold, serviced, or repaired are assumed to have a much greater opportunity to meet BMW owners who may not already be members of BMW CCA. While all BMW CCA members have equal opportunities to receive the membership extension reward, they will only be competing against other

(cont'd on page 20)

Genesee Valley Chapter to host Oktoberfest '08 at Watkins Glen!

That's right. It's been 20 years since our chapter hosted a BMW Oktoberfest, so we figure we're due. What's a BMW Oktoberfest? It's an annual event run by BMW CCA with help from the hosting chapter. It typically consists of 5 to 6 days of various driving events, technical sessions and banquets. Hundreds of bimmerphiles from all over the country bring their wheels, and often their entire families, to attend these driving extravaganzas. Save the dates of September 23-28, 2008, Tuesday through Sunday.

Tentative Oktoberfest Schedule

| TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|---|---|---|--|-----------------------------|
| Registration Tech Sessions New Participants Meeting Welcome Reception | Registration Drivers School Club Race School Autocross Concours Fun Rally Reception | Registration Drivers School Club Race School Fun Rally Reception Night Rally | Registration Drivers School Club Race Gymkhana Fun Rally TSD Rally | Registration Drivers School Club Race Car Control Clinic Banquet | Drivers School Club Race |

O'fest '08 will have something for everyone. Non-driving events may include wine tours, boat rides, outlet mall shopping trips, sightseeing trips to Corning Museum of Glass, and other historical spots. Some lovely venues have been chosen for banquets and the concours d'elegance. Stay tuned! Interested in helping with O'fest? Contact Mel Dillon Mdillon@rochester.rr.com.

Street Survival



Street Survival - First Timer Perspective by Gail Davis

Our most recent Street Survival School was held on November 17 at Watkins Glen International racetrack. It was the Saturday before Thanksgiving; it was VERY cold; it was a long drive; most of us had other things to do. That said...what a wonderful way to spend a day!! Our goal? To teach newer drivers how to handle their own car under real life road conditions. It's easier to brake in a straight line than it is while you're turning. The speed that you maintain at a given radius is suddenly too fast when the turn gets tighter. And what if it's wet? What happens if you follow too closely and the driver ahead of you stops suddenly? How good are you driving in reverse around turns? How would you handle an emergency lane change? How well can you drive when you are on the phone?

A lot of these kids did not want to be there when it started, but no one thought it was "lame" by the time the day was through. We had enough instructors so that each one of us could

stay with the same student (or two if they were sharing a car), and we could see progress throughout the day. I chose my student based on the fact that she said she had heated seats in her car. She was a 16-year old who had had her license only a couple of months, but she came away with skills that she would be able to use every day and maybe some that would prevent an accident.

I was initially reluctant to volunteer as I am not a track instructor, but I have taught kids to drive and I've spent many years on the big track and the autocross track. We all received diagrams and had walk-throughs before the exercises with clear explanations of what to expect. It was a learning experience for students and instructors alike. I encourage other club members to volunteer when these schools start up again in the spring. We all want better and safer drivers on the road. This is a great way to start!

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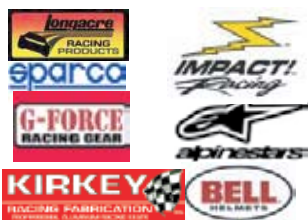
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| Tire Totes | Universal tire/rim carrier protects your car interior. |
| Mechanixwear | Washable work gloves for all things dirty. |
| CG Locks | For track days, to make stock belts hold better. |
| ELF Racing lubricants | Formula 1 tested street and track oils, high temperature brake fluids from F1 for all cars. |
| Oakley | High performance sunglasses and frames that fit inside your helmet. |
| Primo Racer Tapes | Automotive Duct Tape in many colors. |



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BMW Individual Introduced in the USA: BMW 7 Series with customization courtesy of BMW Individual

Miami, FL – October 5th, 2006...

On the occasion of the South Florida International Auto Show, BMW announces the launch of the 7 Series by BMW Individual.

BMW Individual was established in 1991 as a division of BMW M GmbH with the goal of leading the trend towards more individuality by concentrating on customers who were looking for made-to-measure solutions and making tougher demands on their BMW in terms of distinction, design and function. The automobile becomes a subtle statement of personality which deliberately focuses on what's special and which turns aside from standardization. The success story started with a design from Karl Lagerfeld, which was followed by another two designs over the next few years. These unusual prototypes were pioneering for what followed. Most recently, BMW Individual completed a very unique car for the Swiss watch manufacturer "Girard-Perregaux". Today, around 20,000 customers a year from all over the world enjoy this most exclusive way of driving a BMW. Now, BMW Individual is introducing the concept in the USA – BMW's largest market.

The BMW 7 Series is the introductory "canvas" for BMW Individual in the USA. The BMW Individual offering will provide 7 Series customers with a selection of distinctive paints and interior treatments allowing them to individualize their vehicle to reflect their own tastes and personality.

The available BMW Individual exterior paints are developed using special Xirallic paints and a 5-coat process that picks up fine pigments in the coating to create constantly changing nuances in the finish, giving greater color intensity and dramatic two-tonal effects.

The interior is fitted with the highest quality Merino full-leather upholstery, Alcantara headliner and unique interior trim – including Piano varnish wood trim. Illuminated BMW Individual doorsills, distinctive 20" BMW Individual wheels and the convenient storage net in the front passenger foot well provide the additional premium touches to complement the BMW Individual 7 Series.

The BMW Individual 7 Series will be the perfect answer for those special customers who seek the utmost in luxury and look to own a more personalized 7 Series. The finest quality materials used and the exacting workmanship that goes into even the finest details will set the BMW Individual 7 Series apart from other makes.

The paintwork.

In line with the understatement embodied in the BMW design language that governs all model series, the experts at BMW Individual always try to harmonize each customer's wishes with the BMW philosophy. The individual paintwork is more than a color: It captivates its customers through its unique brilliance and sophisticated iridescent effects. Thanks to a fine pigmentation, changing nuances appear, depending on how the light falls, which give the surface a new dimension and depth. The intrinsic excitement of the color black is demonstrated in two variations, including Azurite Black metallic and Ruby Black metallic. When it comes to avant-garde exterior colors, the elegant, light shades of Moonstone metallic preferred particularly by buyers in sunny regions, Under blue skies, this paint finish shines with a special glamour.

The leather.

The Merino leather used by BMW Individual is characterized by its uniquely refined appeal, extreme durability and comfort. Gen-

tle tanning methods and "barrel pigmentation," in which the dye penetrates through intensive rotation and is not just applied to the surface, give this material its richness of color, strength and durability. The living structure of this leather comes from its natural graining rather than artificial embossing. The finish applied in the semi-aniline process stops fading caused by light, and yet the leather stays breathable. The combination of all these sophisticated yet gentle processes produces seats that are as soft and as smooth as velvet. BMW Individual will offer customers three color choices of Merino leather: Platinum, Rust Brown and Amarone.

Interior trimmings.

It's the many details that make the difference with BMW Individual. The interior trimmings made from piano varnish are the most sophisticated finish. The black, high-gloss polished surface is only achieved by famous piano makers using a time-consuming polishing and finishing process. This is what gives this varnish its unique brilliance. Elegant highlights are added through details such as the center console and ceiling grips. No less sophisticated alternatives are interior trimmings from high-quality woods such as, mahogany or Amarone – both with a high gloss finish.

BMW Individual: The most unique way to drive a BMW.

The BMW Individual offer is available on all models of the 2007 BMW 7 Series and can be ordered through the customer's local BMW center. Customers can choose to order the package including any of three leather colors and any of the three trim choices for \$11,000 on the 750i/Li or \$10,000 on the 760i/Li. In addition, the unique paint finishes are available for an additional \$3,000.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car centers, 334 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 80 MINI passenger car dealers, and 30 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

www.rolls-roycemotorcars.com

BMW PERFORMANCE PARTS: Factory-backed performance enhancements for the Ultimate Driving Machine

Woodcliff Lake, NJ - September 18, 2007... BMW is proud to release its new line of BMW Performance parts that can enhance the acceleration, handling and braking performance of your BMW vehicle. Available from any BMW Center in the US, these components take the vehicle's capabilities to levels that those familiar with BMW's racing heritage can appreciate. All BMW Performance parts are backed by BMW and are designed to properly work with your BMW vehicle. Unlike other components that one may find in the performance marketplace, fit and finish is at BMW's high OEM (Original Equipment Manufacturer) standards.

BMW produces its Performance parts to maintain all emissions certification, noise compliance and occupant comfort and protection requirements. Also integrated into the design and development of all BMW Performance Parts are crash-worthiness, prolonged service life, factory appearance and of course, incredible performance you can feel with no compromise to either environment or owner.

BMW Performance parts do not adversely affect the new vehicle warranty. These components are Original BMW Accessories and as such, carry the full BMW Parts and Accessory Limited Warranty. If a component was installed by an authorized BMW center at the time of new vehicle purchase, the component is covered by the same terms and conditions as the new vehicle warranty. If installed separately, all BMW Performance parts carry a two-year unlimited mileage warranty.

Initially, BMW Performance parts will be offered for the 3 Series Sedans, Coupes, Convertibles and Sport Wagons as well as the Z4 Roadster and Coupe.

BMW Performance Exhaust – This stainless-steel exhaust reduces backpressure and weight while producing a sound that is perfectly balanced for performance and a comfort. At 6,000 rpm, five additional horsepower is achieved with an 8.8-pound weight reduction for improved dynamic performance. Two stainless steel tips with a brushed finish connect to a muffler with a straight-through design and it replaces the entire rear muffler section. For 2004-2006 3 Series models (previous generation.)

BMW Performance Engine Kit – This upgrades your 330's engine to a full 235 horsepower and 222 lb-ft of torque, up 10 horsepower and eight lb-ft. Through the use of specifically-tuned camshafts and a modified DME, maximum engine speed is raised from 6,500 rpm to 6,800 rpm. For all 2004 – 2006 330i, 330Ci and 330xi models (previous generation.)

BMW Performance Shift Kit – Offering a 25% reduction in shift lever travel, more precise shifting can be realized on manual transmission models. With an Alcantara and aluminum shift knob, this shifter assembly provides a more direct feel with increases response. Designed for 2004 – 2006 3 Series models (previous generation.)

BMW Performance Strut Brace – Increase vehicle stability by tying the two front strut towers together. Constructed of Carbon Fiber and Aluminum, this brace installs easily and looks as fantastic as it works, as it is the perfect underhood accessory for the detail-oriented. Fits 1999-2007 3 Series except 335i models.

BMW Performance Differential – A 3.07:1 ratio greatly improves acceleration by a half second through a 5% axle ratio increase from 2.93:1. This complete differential can bolt right into any 2002-2006 330i without the Performance Package (previous generation.)

BMW Performance Suspension – For those who want greater capability in the turns and a reduced ride height this kit is here to serve. With its performance-calibrated struts, shocks and springs, the components in this kit are matched for optimum performance on the track without compromising ride quality on the street. On certain models, a front lower control arm set and stabilizer bars are included as well. A kit is available for the current E90 3 Series Sedan and the previous generation 3 Series variants except models with the factory Sport Package.

BMW Performance Cross Drilled Rotors – Add M3 stopping power to your 3 Series. Up front, these two-piece composite rotors are a direct replacement and greatly improve braking in wet and performance driving. For the rear, the one-piece cross drilled rotors add competition appearance and balanced braking. Engineered for 2005-2006 330i and 330xi models.

BMW Performance Air Intake System – Increase the power and underhood appearance on your vehicle. This system adds three horsepower at 6,000 rpm, and replaces the factory airbox and filter assembly for a 24% increase in airflow. No reprogramming of the DME is required and there is no negative influence on emissions output. The injection molded airbox is topped with a carbon fiber insert with "BMW Performance" worded on top. Available for 2004-2006 325i and 330i variants.

BMW Performance Wheel – Nothing makes a car come alive than the right set of wheels. These two-tone Ferric Gray 18- and 19-inch one-piece alloy wheels are two pounds lighter than the factory offerings for enhanced driving dynamics and appearance. These staggered multi-spoke wheels are available as a complete set with tires already mounted, or can be purchased individually without a tire. Applications include 2003-2007 Z4 Roadsters and Coupes (18x8.0/18x8.5) and previous- and current-generation RWD 3 Series vehicles (19x8.0/19x9.0.)

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BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 models and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 82 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com
www.bmwusa.com
www.bmwmotorradusa.com
www.miniusa.com
www.rolls-roycemotorcars.com

*'Twas the eve of a new year, and out in the shed,
No auto was moving, not even the one German bred.*

*The parts and pieces are packed away with care,
In hopes that the new season will soon be
here.*

the bimmer girl by julie koenig

*The cars are tucked away for a long
winter's nap,
Dreaming of wheels, of rims, and
passengers with stylish hats.
And John in his BMW shirt and
I in my licensed selection,
Have just settled in cruising
through eBay's automotive sec-
tion.*

*When out of the blue there arose
such a shout,
I jumped off the couch to see what it
was all about.*

*Away to the dining room I flew like a Cooper,
Over boxes, things and the Wonder Dog, a real
trouper.*

*The look on his face said it without sound,
Lit up like headlights, an internet deal he's found.
When what to my soft groan,
Will this, I ask, require a loan?*

*Just the perfect one, right color and all,
I knew in a moment my van would need a
new stall.*

*And John proclaimed aloud for our sake;
"It's blue! An M3! A real one, not fake!
I'm bidding just now hoping for the best
We'll have to pick it up ourselves, out
West."*

*As the minutes ticked by and by,
I knew in my heart he must give it a try.*

*The hours he spends hunched over the
Apple looking for deals to be had,
It tests my patience, when to-dos just
remain on the paper pad.*

*But he's happy and content to order this way
Things come in the mail each and every day.
Tires, exhausts and truck covers into the garage I trek,
These boxes are heavy and awkward, I need a paycheck!
But complain I don't utter a thing,
Can't say the same for the Dog when the door bell rings.*

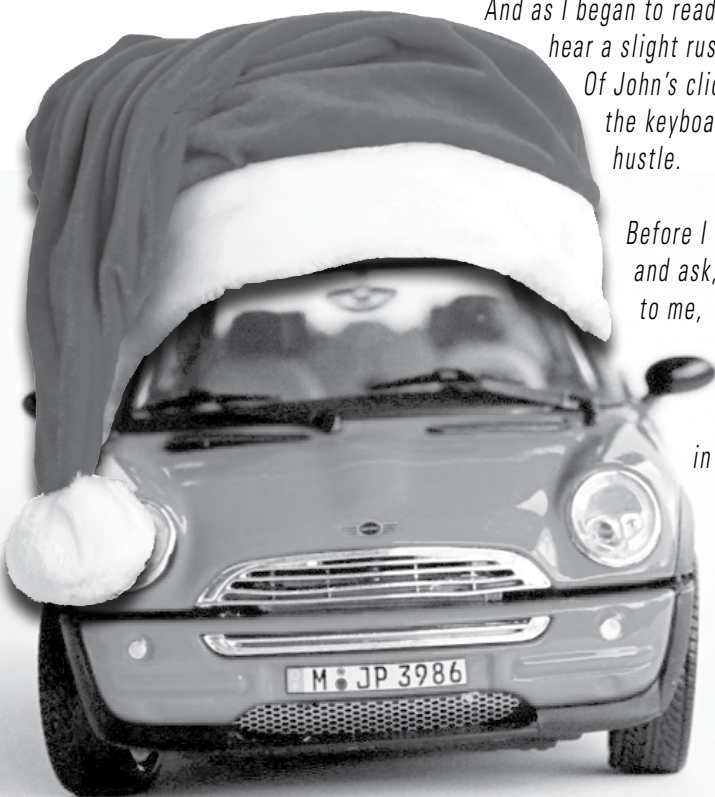
*The auction is nearing its end in a timely way,
Will he be the highest bidder today?
Glaring at the screen waiting breathless over the laptop we
cluster,
Refreshing the page, gathering all the hope we can muster.
Parking's getting tight out in the driveway; with all the cars that
call it home,
But what's one more to add, it's not like we can send them alone
out to roam.
The final minute is here, the seconds ticking fast,
The final screen is up; the auction has ended at last.*

*You're not the highest bidder, it says in red on the screen,
Better luck next time it should be saying, just as mean.
John lets a sigh of disappointment escape from his chest,
"Well that's all for tonight; I did my best."*

*Back to the couch I amble to get comfy cozy once again,
Under a heated blanket with book and warm drink in hand.
And as I began to read my latest novel I
hear a slight rustle,
Of John's clicking fingers on
the keyboard, with quite a
hustle.*

*Before I could turn around
and ask, he shouts over
to me,*

*"I've found an-
other M I like!
A southern car,
in Tallahassee!"*





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AUGUST

27th & 28th, Wednesday & Thursday. Ultimate Driving School at Watkins Glen

SEPTEMBER

23rd through 28th, Tuesday to Sunday. Oktoberfest '08 at Watkins Glen
27th & 28th, Saturday & Sunday. Ultimate Driving School at Watkins Glen

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Membership cost is only \$40 for one year, \$76 for two years, or \$112 for three years! You will receive the monthly Roundel, our informative 140 page magazine, which many consider to be the world's best car club publication. You'll become a member in one of our 63 local chapters which publish newsletters, conduct driving schools, tech sessions, social events, and assist you in servicing and enjoying your BMW. In addition, BMW CCA offers a long list of additional benefits & services.

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Most of you will not remember Reuben (Rube) Goldberg; his syndicated cartoons appeared in many newspapers. He is best known for "Rube Goldberg Machines" – an extremely complicated apparatus that performs simple tasks in indirect, convoluted ways.

A modern example of this is the hybrid automobile.

They have become the darling of environmentalists, politicians and misguided auto manufacturers who want to feel good about helping the planet to go green.

It makes no sense, from an engineering standpoint, to employ dual engines, complex computer controls (to sort out the whole mess) and then add heavy batteries. All are counter-productive to efficiency, maintenance cost and vehicle performance. Consider the batteries alone – they can weigh as much as 500 pounds (15% of vehicle weight), cost thousands of dollars to replace and create an environmental nightmare when it comes time to discard them.

Supposedly all this convoluted design improves gas mileage by 30%, but long-term tests in the real world, now appearing in auto magazines, are indicating otherwise in many cases.

We have test driven the Toyota Camry Hybrid and can report that it drives like a slug – numb steering, numb handling, gobs of body roll and a harsh ride (due to low rolling resistance tires). Additionally, the motor(s) surge at times when the computer can't decide who's in charge. The hybrid Camry draws about a 10% premium and reportedly Toyota loses money on every car. Payback

(added first -- cost+ added maintenance cost – fuel saving) appears to be infinity. Are we missing something here?

In spite of all this nonsense, most auto manufacturers are being caught up in the hybrid caper including Mercedes Benz, Porsche via the Cayenne and yes – even BMW – who just announced there would be a hybrid version of the new X6 due in 2008. When you look under the covers, however, the rationale is the anticipated increases in C.A.F.E. standards. In the opinion of this writer it's a bloody poor way to get there. Fortunately BMW seems to realize that the emperor has no clothes. Gerhard Richter, BMW's head of development for the M Division, says that existing hybrid systems are too heavy and compromise weight distribution too much to be considered for their ultimate driving machines – which presumably the X6 is not.

In our opinion, the answer to this dilemma is for BMW to follow Mercedes' lead in developing the BlueTec diesel which will soon be sold in all 50 states and will form the core of revolutionary diesels that are quiet, soot free, CO2 free and nearly equal to their gasoline equivalents in performance. Mercedes' new E350 BlueTec diesel will cost just \$1000 more than the gasoline engine model. The next step will be biodiesel fuel which can help achieve our goal to eliminate fossil fuels from our automotive diet.

The powers that be at BMW realize that the future probably lies in the hydrogen fuel cell and their research and development in this field is to be applauded. Likewise they realize that the hybrid compromises the ultimate driving machine.

Hybrid automobiles are, at best, a passing fancy. They do nothing to achieve our national goal of eliminating the utilization of fossil fuels which are ruining the environment and extending our bondage to Middle Eastern powers. The herd instinct to follow the siren song of those who would compromise the future for some temporary relief is strong but, so far BMW and Porsche have resisted the hybrid caper, at least for their performance models.

News from National (cont'd from page 11)

members in their own category for the additional prize drawings and grand prizes.

Category 1: Rewards for current BMW CCA members who refer new members

For each new member that joins, referring members will receive a one-month extension of their existing BMW CCA membership, and one ticket in the prize drawing. There is no limit to the number of extensions a member may receive based on new member referrals. In addition to the prize drawings, there will be grand prizes for the three BMW CCA members who refer the most members.

Category 2: Rewards for BMW dealer or independent BMW shop employees who refer new members

Current BMW CCA Members employed by a BMW dealer or independent BMW shop: For each new member that joins, referring members will receive a one-month extension of their existing BMW CCA membership, and one ticket in the prize drawing. There is no limit to the number of extensions a member may receive based on new member referrals. In addition

to the prize drawings, there will be grand prizes for the three BMW members who refer the most members. (Please note that memberships purchased by dealers for their customers are not eligible for the one-month extension reward or tickets for the prize drawings. This exclusion is in effect even if a current BMW CCA member is listed on the application as a referrer.)

Category 3: Rewards for chapters that achieve a designated level of new member activity.

Chapters are eligible for rewards based on an overall increase in their total membership and their renewal rate. Both are important for continued growth of the Club, since renewing members are more likely to stay in the Club for more years, while new members are needed to replace those members who don't renew. Only primary chapter memberships will count toward chapter goals. Dual chapter affiliations will not accrue towards the goals. To be eligible for rewards, chapters must be in good standing. Chapters that are officially on probation during the period of the membership drive will not be eligible.

The basis for chapter goals for new members will be the total number of primary members as of the official close in the Na-

(cont'd on page 23)

perspektive

by hal
miller

hmillermod@aol.com

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 CIARALDI, VICTOR 07 M Roadster E
 COLT, JAMES 07 X5 E
 DECOOK, BRAD 97 528i ER
 GABEL, DONALD 07 335xi E
 GREENE, CAMERON E
 HALL, JAMES 07 X5 E
 HIGH, DAVID E
 MARZULO, DAVID E
 MIKNIS, GERARD 00 528i E
 PARKER, TOM 92 M5 E
 PECK, JOHN 07 X3 E
 ROSSI, DEAN 05 M3 E
 SALLEY, KIMBERLEY 06 X3 E
 SCHOTTLAND, MARGE 07 X5 E
 SCOTT, FREDERICK 87 325i E
 STIMSON, BRIAN 97 M3 ER
 STRAWDERMAN, ROBERT 07 328xi E
 WOLCOTT, DANA 98 328i ER

new
 member
 welcome

OCTOBER

BAUER, JACK 05 325xi E
 CARROLL, JEFFREY 07 328xi E
 DIEP, PHAN 05 330i E
 ENTERLINE, BARRY 04 545i E
 GOODALL, VERNON 79 320i E
 GUPTA, ALOK 08 335i E
 HAAR, MICHAEL 06 530xiT E
 LAMB, MATTHEW 00 323ci E
 LOCKHART, JOHN 01 330ci E
 MUELLER, ROSS 01 330ci E
 PAYNE, RYAN E
 PETERSON, ROBERT 99 323i E
 VOULTSIOS, CHRISTOS E
 WAGNER, JOHN 07 328xi sedan E
 WARNER, DOUG 86 535i E

NOVEMBER

ER 415 E
 BARONOS, ELEFTHERIOS 01 X5 E
 CAVAGNARO, THOMAS E
 CHEMELLI, JOHN 02 M3 E
 CLARK, WILLIAM 02 M3 E
 DATTHYN, KEN 08 X5 E
 DAVIS, GAIL 94 325 is E
 DEVANTIER, PAUL E
 DEVITO, CHRISTOPHER 03 M3 E
 GENTSCH, MARGARET 81 733i E
 GREENE, WILLIAM E
 HEIMS, JOSHUA 07 335i E
 KIRK, GUY 87 535is E
 KRONENBITTER, KEVIN 90 M3 E
 MOON, KEVIN 01 330ci E
 NIXON, MICHAEL 07 X3 AE
 PITTI, SALVATORE 03 530i E
 RAMIREZ, SCOTT 99 540i E
 EGEL, GEORGE 05 325xi E
 STARKE, JASON E 1022 E
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All cotton pique' short sleeve sport shirts, multiple colors. Small-3XL, \$35.00

News from National (cont'd from page 20)

tional Office on November 26, 2007. The goals for chapters that gain or lose members due to chapter realignment or the creation or dissolution of chapters will be revised so that they maintain an equitable basis for rewards.

The total membership goal for each chapter is 4 percent; that is, the chapter will have reached its goal if, by September 18, 2008, its total number of primary members is equal to 104 percent of the number of primary members assigned to the chapter as of November 26, 2007.

The renewal goal for each chapter is 60 percent; that is, the chapter will have reached its goal if, by September 18, 2008, at least 60 percent of its primary members as of December 18, 2007 have renewed their memberships.

Chapters that meet their total membership goal will receive \$50 of BMW CCA merchandise or \$5 of BMW CCA merchandise per 100 members, whichever is greater. Chapters that meet both their total membership and renewal goals will receive \$100 of BMW CCA merchandise or \$10 of BMW CCA merchandise per 100 members, whichever is greater. Chapters that meet their renewal goal and meet or exceed 110 percent of their total membership goal will receive \$100 of BMW CCA merchandise or \$10 of BMW CCA merchandise per 100 members, whichever is greater, and a 5 percent discount on driving event insurance premiums for the year 2008. Chapters that meet their renewal goal and meet or exceed 120 percent of their total membership goal will receive \$100 of BMW CCA merchandise or \$10 of BMW CCA merchandise per 100 members, whichever is greater, and a 10 percent discount on driving event insurance premiums for the year 2009. The top three chapters in percentage of new members will each receive two registrations for Oktoberfest 2009.

The top ten chapters in percentage of new members and renewal rates will be officially recognized in Roundel Magazine.

Additional Prizes

In addition to ongoing incentive rewards for each member referred, BMW CCA members who refer new members, and BMW CCA members who are employed by BMW dealers or independent BMW shops and who refer new members will be eligible for drawings for a variety of additional prizes at the end of the membership drive. These drawings will take place at Oktoberfest 2008. Winners need not be present at Oktoberfest to win. The prize list will be published on the www.bmwcca.org web site as prizes are added.

New members can join:

1) By calling 1-800-878-9292 to submit their application and credit card information over the telephone. The referring member's name and BMW CCA member number must be provided at the time the call is made.

2) By visiting the www.bmwcca.org web site and submitting an application online. To receive credit, the referring member's name and BMW CCA member number must be entered in the appropriate space on the online application form.

3) By mailing a membership application to the National Office. In order to receive credit, the referring member's name and BMW CCA member number must be written on the application. Membership applications/BMW CCA brochures are available from the National Office by calling (864) 250-0022 or sending an e-mail to stevens@bmwcca.org.

Deadline, Procedures and Restrictions

The National Office must receive all new member applications no later than September 12, 2008 to be counted.

If referred by a current BMW CCA member, a new member application must contain the name and BMW CCA member number of the referring member in order for the referring member to receive credit. Credit may not be applied retroactively. If a new member cancels their membership within three months after joining, the referring individual will lose credit for that membership. If a new member is referred by a current associate member, the associate member will receive the ticket for the prize drawing; however the membership extension credit will be applied to the associate member's corresponding primary member.

Memberships will be extended at the end of the program only to those who are members in good standing.

Prizes will be announced on the BMW CCA website.

BMW CCA members who are members of the National Board of Directors, paid employees of BMW CCA, Roundel senior staff, and members of their immediate families or households are eligible for referral reward incentives, but are not eligible for the prize drawings at the end of the membership drive or the grand prizes. Lifetime members who refer new members may designate their extra months of membership earned to be added to the membership of a friend or family member.

Referral credit will not be given to applications received without the referring member's BMW CCA member number. BMW CCA members will be able to track their referrals by accessing their personal information through the BMW CCA web site. Individual membership extensions awarded under this program will be applied at the time of the member's normal renewal, and/or within 30 days after the end of the membership drive, whichever comes first. Chapter membership and renewal rate numbers will be updated monthly and sent to chapters with News From National. Monthly updates will also be posted to the bmwcca.org web site.

Questions?

Questions about the 2008 BMW CCA Membership Drive may be directed to Peggy Helmke, by e-mail to peggy.helmke@bmwcca.org.

We have some fabulous new business-card sized recruitment cards available --- please call or write to order some.

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