

Spring 2010

der **BAYERISCHE** briet

GENESEE VALLEY CHAPTER BMW CAR CLUB OF AMERICA



Russ Labarca spots
a BMW X1 in Germany

See Bimmer Boy pg 16

Genesee Valley Chapter BMW Car Club of America Contents

Spring 2010 Volume 54 • Issue I

- 4 • President's Message** Tough times call for creative solutions
- 4 • Calendar of Events** Now you can plan all of 2010!
- 5 • Autocross** The season begins...
- 6 • 2010 Annual Meeting** Brian Redman guest speaker
- 9 • Perspektive** The Fantastic new Funfer
- 12 • Eksten Autoworks** Rochester's BMW & Porsche specialist
- 14 • 2010 Pancake Run** Love those flapjacks
- 16 • Bimmer Boy** Moving to Germany
- 18 • BMW Group DesignWorksUSA** Innovations in Aviation

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Bavarian Autosport	15
Eksten Autoworks	14
ESCORT, Inc.....	11
Gault Auto Sport BMW.....	15
John Holtz BMW	3
Towne BMW.....	22



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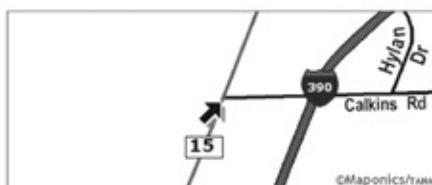
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Greetings fellow club members! Hopefully by now you've already dusted off your summer cars and possibly attended a GVC event such as the Pancake Run or our most recent Autocross.

As tired as you may be of hearing the phrase, "tough economic times," I'll say it here in regards to the GVC budget. The previous two years have found the executive board forced to use our creative juices in order to maintain a robust calendar of activities for 2010, while at the same time tightening our belts a bit. So, any efforts by our

membership and board that can be made to lessen expenses will be appreciated. While some events may be configured differently, note that we are still adding some events that we think you'll enjoy! On June 9, Wednesday evening, Adrienne Hughes has organized a tour of Custom Brewcrafters in Honeoye Falls. Stay tuned for details to come about our October wine tour which will include an overnight stay in lovely Ithaca, New York.

I'm looking forward to seeing lots of old and new faces at our traditional and new events for 2010.

2010 Calendar of Events

June	5th, Saturday 9th, Wednesday 13th Sunday 16th, Wednesday evening	Autocross at Cherry Valley Motorsports Park Brewery Tour and Tasting Night Street Survival School Monroe Community College BMW social gathering at the Log Cabin in Macedon (cruise night)
July	3rd Saturday 26th – 27th Monday & Tuesday	Autocross at Seneca Army Depot Ultimate Mosport Driving School
August	7th Saturday 8th Sunday 25th – 26th Wednesday – Thursday	Family Go-Kart and picnic event - Macedon/Fairport Autocross at Seneca Army Depot Ultimate Driving School at Watkins Glen
September	4th Saturday 15th Wednesday 19th Sunday 25th – 26th Saturday & Sunday	Autocross at Cherry Valley Motorsports Park Social gathering at Flaherty's, Macedon Autocross at Seneca Army Depot Ultimate Driving School at Watkins Glen
October	9th – 10th Saturday & Sunday 16th Saturday	Wine Tour and overnight in Ithaca Chili and cookie bake-off, Perinton Park, Fairport
November	6th Saturday	Street Survival School Watkins Glen
December	11th Saturday	Holiday Party

Please visit our web site for late breaking news and updates!

www.gvc-bmwcca.org

A GVC Auto cross

2010

by Andy Blake

It seems like longer and (Ha ha, a little spent the winter and procrastinating and then spent just about every spare hour in April going through the maintenance and upgrade work needed to get ready for the year's driving events. Having multiple BMWs only multiplies the amount of work that needs doing, and given my progress with less than two weeks to go before our first autocross, it's looking like my white E30 318is (beloved Beebee) will be the only option I have for our May autocross and driving school events. I hope the E36 M3 will be in action before too long though, once I have Beebee up to snuff.

This year we'll be doing six autocrosses as we have in the past, but, once again we've had to adjust our course mix due to circumstances beyond our control. The operator of BIMP was not able to renew his lease on the kart track this year due to financial issues (as in Chapter 7) with the property owner. This displaced us from a very popular site -- one that was convenient for our members in the Buffalo/Niagara area. We haven't yet come up with a site in Rochester that isn't prohibitively expensive or overly restrictive either. So, we'll be using two of the three sites where we ran events last year -- Seneca Army Depot (SeAD) (the air strip by Seneca Lake) and Cherry Valley Motorsport Park kart track near Auburn, NY.

Here is the autocross schedule for the year:

Sunday May 2:	SeAD (Setup on Saturday)
Saturday June 5:	Cherry Valley
Saturday July 3:	SeAD (Setup on Friday)
Sunday August 8:	SeAD (Setup on Saturday)
Saturday September 4:	Cherry Valley
Sunday September 19:	SeAD (Setup on Saturday)

As you can see, we have a mix of Saturday and Sunday events and even some events on holiday weekends. This should give everyone in the club a chance to attend at least one autocross this year. Having bought new timing equipment last year we were constrained in our budget, but this

every year the winters get the springs get shorter car humor). As usual I accumulate parts and then procrastinate putting them in,



year we will once again be giving T-shirts to participants. We have a really cool design created by Tony Barbagallo on black shirts; these will be a must-have item for the driving chic. Of course, we have our sponsor, Towne BMW/Mini in Williamsville, to thank for helping us provide such nice shirts.

New this year is our use of MotorSportReg.com for online registration for autocross and other GVC events. This website makes it easy to enter details about your car and to reserve a car number for each of the events. This is especially nice for those who have vinyl or magnetic numbers and want to use them without worrying about having to adjust things at prep time. There's also an option to volunteer to help with course setup the day before our SeAD events, which comes with a \$5 discount off the entry fee and gives you a chance to preview the course before event day.

Details on our autocross program and directions to the event sites are up on the GVC web site (gvc-bmwcca.org). I'm really looking forward to another fun driving season and I hope to see a lot of new drivers and familiar ones as well at all of our events this year.



Story and pictures
by John Bulbulia

2010 GVC

Annual

On Saturday, February 20, 2010, the Genesee Valley Chapter hosted its Annual meeting at the Woodcliff Hotel and Spa in Fairport, NY. We were honored to have guest speaker and sports racing legend Brian Redman join us.

The “El Presidente” message delivered by Club President Vince Leo was focused on active involvement from current members and the recruitment of new members. The GVC chapter’s schedule for 2010 entails more activities and social events to foster this. This includes more organized happy hours, our Annual Pancake Run (a spirited drive to scenic Short Tract, NY), Family Go-Kart / picnic event in the summer, and the Chili cook-off are just a few.

Bill O’Neill and Andy Blake’s speeches promised that, for the track and autocross enthusiast, they would surely not be disappointed with the full and dynamic schedule planned for 2010. Building on the success of the past as the foundation for growth was covered with the acknowledgement of current economic situations as a recognized obstacle.

Brian Redman delivered a powerful as well as entertaining speech. Born in Britain, he started his racing career in 1959 driving a Morris 1000 Traveler. His first pro race win was in 1967



driving a Mirage-Ford with Jacky Ickx. His final pro race was on June 29, 2000 at Daytona in a Grand-Am series Nissan-Pilbeam. Career highlights include winning 30 international races over 6 hours or 1,000 km duration; winning 77 professional races on 36 circuits in 12 countries; and driving a Wyr Gulf Porsche

917 in the 1969 filming of the movie Le Mans with Steve McQueen. In his retirement Brian races in vintage/historic events with a 1973 F/5000 Lola T300, 1971 Chevron B19, a 1968 Lola T70 Mk III, and a Ford GT40.

Funny racing stories and "off track" activities kept his audience engaged and entertained for the night. The cuisine and service by Woodcliff staff was superb as always!

Thanks to all those who volunteered such as Gail Davis and Elaine Lanni for working the registration. Special thanks again to Elaine's efforts in pulling everything together. A very big thank you goes to Holtz BMW for all the great door prizes that Dave Wells and Grant Morey brought with them!

Again, involvement in the club can include participation in any of these events. Volunteering is always appreciated (Read:



I need many volunteers for the Club race in September). Love to see new faces.....Remember the club always embraces its members -- both new and old to the club. Heck, they even permit simple guys like me to submit articles to the club's newsletter..... run-on sentences and all (Ed. Note: lovingly edited by the newsletter staff!)

Best way to check things out is to go to the club's web site <http://gvc-bmwcca.org>

-John Bulbulia

Meeting



BREWERY TOUR AND TASTING NIGHT

June 9, 2010 • 6 – 8 P.M.

Tour starts at 6:30pm

\$10.00 cash at the door

Custom Brewcrafters is one of the oldest Rochester-area micro-breweries. You may have sampled CB's beer without realizing it, because they made their reputation brewing unique house beers for many local bars and restaurants. The beer lovers of the GVC thought it would be fun to gather for an evening with our fellow BMW and MINI owners to sample CB's fine brews in their sumptuous tasting room, and take a tour of their new brewery.

Your ten bucks buys you a "custom" tour of the brewery and a sampling of 6 different brews. Come for tasting and touring, or just tasting and socializing with your friendly local BMW CCA members. Take home a growler or a six-pack of your favorite brew.

We'll be gathering at 6:00 PM with the tour departing at 6:30 PM. The tour takes about 20 minutes. So we can get a head-count, please RSVP by June 6 to alhughes99@hotmail.com. Visit www.custombrewcrafters.com/homepage2.html for directions and information.

The Fantastic New Funfer

When we first saw the CS Concept displayed at the Shanghai Auto Show a few years ago, it caught my eye. Ah – a return to the sleek styling of my 1996 E39, as opposed to the Bangle styling of our 2005 E60 (not that the E60 is a bad looking car’ it just isn’t pretty). I’ve had ‘em all, from our 1979 E12 (which also wasn’t pretty), through each of the five 5-Series generations, sprinkled with a few 7’s, 8’s Z’s and 3’s.

The sixth generation F10 5-Series is a stunner to these eyes; it incorporates many of the CS styling cues such as the coupe profile (like my wife’s Mercedes CSL, which defines the genre), the wide twin kidney grilles, like the CS Concept, and flame surfacing (the best of Bangle styling). Suffice it to say that the F10 5-Series is the most beautiful iteration of classic BMW styling to come along in quite a while.

Now to the specific details of this ultimate driving machine. It has ‘Goldilocks’ proportions: not too large (as the 7-Series), not too small (as the 3-Series), but just right, as a true five-passenger sports sedan should be. Length expands 1.7 inches to 192.9 inches, width increases 2.5 inches to 73.2 inches and the wheelbase is slightly stretched -- all of which contribute to more leg room and hip room front and back. The body is mostly high-strength steel with aluminum being used for hood, doors and front fenders. The composite body is 55% stiffer than the current model. The interior has been significantly upgraded, along the lines of the 7-Series and the new 5-Series GT; softer leather, richer wood, with chrome and stainless steel accents throughout. The much maligned I Drive -- which has given auto journalists something to bitch about for the last ten years -- has been quietly redeveloped and now is one of the best in the business. We have the latest version in our E92 M3, and can attest to the more intuitive Nav system; beyond that the F10 has many other modern electronic gizmos such as Driving Dynamics Control, Active Roll Stabilization, Integral Active Steering, Park Assist, and a host of other electronic nannies -- so that you can read a magazine while driving, as we used to do in our Bonanza on long cross-country flights. (Just kidding.) Additionally, the Nav system in our M3 has a monitor that continuously looks several miles ahead and will display a

circular symbol with a red ‘X’ to warn of accidents or other looming road blockage. As I understand it the warning system works in conjunction with Bluetooth and your cell phone. Read the current Roundel for more details on all the new technology.

The best features of all, however, are under the hood and under the car. Early BMW ads announced that, “Our status symbol is under the hood, not on it,” and this still holds true. BMW builds the best engines in the world -- period, end of discussion. I have never been a fan of turbo-charged engines, but BMW claims that their redesigned power plants allow them to achieve greater performance and increased mileage while decreasing engine size. Their engineers say that there is no turbo lag, and early test drives tend to confirm this. The new crop of engines for the F10 includes a twin turbo-charged 4.4-liter V8 producing 400 HP, a turbo-charged 3-liter six cylinder with an output of 300 HP, and later a normally aspirated 3-liter 240 HP six.

The biggest news, from a personal standpoint, is that the F10 will still be available with a six-speed manual transmission. This underlies my loyalty to the 5-Series for the last 30 years, and the fact that BMW still makes it available in this model (although it represents a small fraction of sales) underlies BMWs loyalty to the true sport sedan, which put them on the map.

Another exiting prospect is the reworked suspension that incorporates aluminum double-wishbones in the front, and what BMW calls the five-link system Integral V at the rear. According to the designers, this “moves one step closer to perfection in its combination of handling response, road adhesion, and riding comfort.” Furthermore the factory claims that the new F10 “out handles the 3-Series.”

This is pretty heady stuff.

Of course we have yet to get our hands on this dream car; but, if past achievements portend future success, it certainly appears that BMW has a winner on its hands with the new, more beautiful, more sophisticated, F10 5-Series.



If you missed out on 1950s Bubble Cars...



...stick around. BMW is reportedly planning a new version of the Isetta.

It won't be quite the front-opening egg of the original, but it will be diminutive, with a rear engine and rear drive.

Designed in concert with with Bath University in England, the new Isetta is likely to share the interior layout of the Toyota iQ, with seating for three adults and a child's seat behind the driver.

The Toyota iQ has a 998-cc three-cylinder engine that generates 89 horsepower and gets about 55 mpg—but BMW is aiming for 100 mpg with both gasoline and diesel powerplants. An electric version is also rumored, and a hybrid option would certainly put the magic 100 mpg within reach.

If the car's development is proceeding as fast as the rumor mill, it could appear as soon as 2011 — but a better bet would be around 2013, when the BMW Megacity project is due to hit the street.

—Paul Duchene

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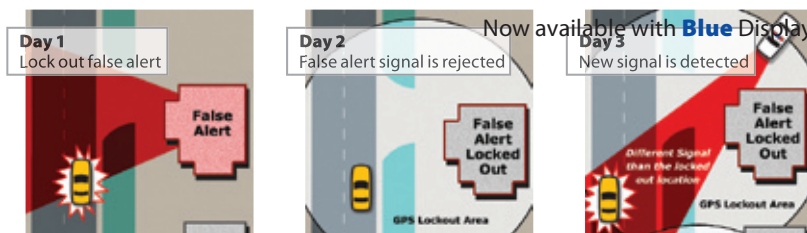
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Recently, while cleaning out my office, I went through many old Bayerische magazines. What I soon noticed was that there were no articles on Eksten Autoworks.

Eksten's has been a proud sponsor of the Genesee Valley BMW Club for many years, as well as a pivotal service center for a large group of performance, track school, and road race junkies in the Greater Western New York region.

A little history about Ekstens...

Larry Eksten set sail on the Mayflower September 6, 1620 and left England for a grueling 66-day journey to the New World. After a brief stay in Massachusetts, Larry moved to Rochester in hopes of a better life.

Ok, actually Larry Eksten established Eksten Autoworks in 1974. In 1980, Larry met Craig Horning, a local race car driver, racing Formula VW's on road courses such as Watkins Glen, and

throughout the northeast. The perfect partnership was born. Larry began building the engines and became crew chief for Craig. Through the early 1980's they also campaigned sedans, Formula Continental, and Pro Super Vee. I was not aware of this, but the Pro Super Vee races were the preliminary races for the Indy Car Series.

In 1984, Rick Hoyt joined Eksten's. He quickly became an integral part of the team, and, as an expert technician, he was soon part of the family. In 1985 the Eksten team crewed for a Toyota Race Team in the IMSA Firestone Firehawk Series. With Craig co-driving the Toyota MR2, they were able to win the 1985 class championship for Toyota. Toyota Motorsports recognized their efforts, and gave them their own Toyota MR2 to prepare for the 1986 season. Traveling all over the United States (and outnumbered by other manufacturer's cars), they were able to overcome the odds and win the championship for Toyota for the second year in a row. The endurance series involved twelve races per season, lasting from three to twenty four hours long.

In the early 80's Larry won the Mechanic of the Year award from the local Sports Car Club of America (SCCA) chapter. Again in 1986 he won the Firestone Firehawk TRW Mechanic of the Year award. As quoted in the 1986 IMSA year book, "Be-



Mark Eksten.....sorry ladies, unfortunately this guy's spoken for



Seth Berlein's E46 M3 undergoing multiple upgrades



Rick Hoyt (left) and Larry Eksten in front of Ike Neilson's E36 M3 GTR. Ike has consistently won many class and overall wins over the past several years. In this case, it is the car not the driver



Ike Neilson's E36 M3 GTR getting ready for another successful season



Eksten Autoworks

Story and pictures by John Bulbulia

Successfully current campaigning 911

ing a mechanic or a crew chief is not exactly the same as being a movie star or race car driver; sometimes people don't really notice you, so winning this award really meant a lot." Additionally he mentioned that there should have been two awards because Rick also deserved one. It takes teamwork to be a winner.

At Eksten's their business was growing and they could not devote the amount of time they were away and racing. In 1989 they moved into a larger facility located off of Dewey Road in Rochester, NY, enabling them to handle the increasing demands for street performance, track school, and road race customers.

Additional support came in 2001 when Larry's son Mark joined the crew. With his "young Paul Newman looks and charm" he was able to increase sales 120% within the first 6 months.

Keeping everything running smoothly is Adrienne Hughes, who manages the office, ensures that appointments and deadlines on builds, services and repairs run efficiently. Ekstens' has grown their business primarily through word of mouth and they continue to keep their customers happy and retain them

through quality service at a fair price.

Besides the day-to-day work of servicing street and track cars, they build and prepare cars for racing in such diverse venues such as Porsche Vintage racing, Spec Miata, SCCA, HSR, SVRA, La Carrera Panamerica and Targa Newfoundland (which office manager Adrienne Hughes with Roy Hopkins have won 3 years in a row).

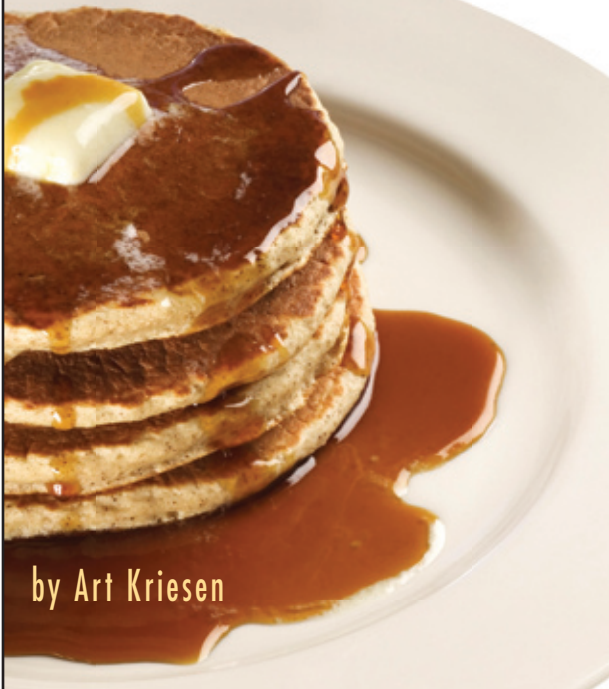
Feel free to give them a ring with any of your automotive questions. Perhaps with my rear-end kissing I may get a reduction on my next car service!

John Bulbulia



John Bulbulia lighting a cigarette

2010 Pancake Run



by Art Kriesen

Twenty two cars and about forty people departed the Rush Park & Ride lot right on time at 8:30 am for the drive to Cartwright's Maple Tree Inn in Angelica, NY. The lineup this year consisted of one Porsche, three Mini Coopers, seven BMWs and an assortment of "winter" cars. The weather on Sunday, 3/28/10, was cold and overcast though clearing later in the morning.

This annual BMW club event started out heading south on Rt 390 to the Mount Morris exit and then continued on Rt 408 to Nunda and other county roads to Angelica and the Maple Tree Inn. It was a very relaxed drive, as was fitting given the makeup of the vehicles.

The making of maple syrup on this site started in the 1850's and has continued more or less uninterrupted till this day, with many generations of family members maintaining the tradition. Worthy of note is that the Cartwrights, in 2006, were the first syrup producer in the United States to own and operate a state-of-the-art stainless steel evaporator.

The surprising thing about this run is that as you are driving along country roads with nothing in sight except farm fields, you suddenly come upon a lot with a hundred or more parked cars. The facility is quite large and we were able to be seated after only a short wait. However, if you time it wrong, wait times as long as a few hours have been reported. The menu has a wide variety of offerings, but the main draw is unlimited buckwheat pancakes with eggs, ham and sausage for around \$7.00.

Approximately half of the cars continued the drive home via Letchworth State Park while others chose to return along the west shore of Conesus Lake on Rt 256.

This is usually the first driving/social event of the season. While most folks still have their "summer" cars in hibernation, it nonetheless feels good to be out and about with car people again. I highly recommend it!

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My boss called me into his office back in late August, and said he wanted to have a meeting later that day with me and the VP in charge of our department. And, he added, he couldn't tell me what the topic was – only, "It isn't a bad thing!" I trusted him, but given that he told me in the morning about a late-afternoon meeting, I spent most of the day wondering (even the Outlook meeting invitation subject was blank).

When the meeting finally did come, my boss wasn't kidding: they wondered if I'd be interested in moving to the company's headquarters in the small town of Heidenheim, Germany, for a year or two, as a professional and cultural exchange. There was talk of details, including a car allowance, and of course I was given some time to discuss it with my wife. Knowing my affinity for cars, my boss added that I shouldn't hold out for a Porsche to seal the deal. He's always one step ahead of me.

At this point we hadn't been married for two full months, and my wife and I had truly been looking forward to some down time, after the hecticness that leads up to a wedding. We thought it was time to relax a bit, but instead we had to decide if we felt like packing things up and moving across the ocean for 15 months. In the end, we concluded it was too great an opportunity to pass up, especially at this point in our lives, so we're getting ready to go.

Part of the package for making this move involved a trip over to Heidenheim so we could see the town and get a feel for where things are – grocery stores, our apartment, etc. I had been there once before, but it would be Lauren's first time, so we planned the trip for mid-February during one of her teaching breaks. As it turned out, it was the same day we in southern PA got hit with our second large snowfall of the season, adding 14 or so inches to the 10 already on the ground. Virginia had it equally as bad, so our flight from Dulles was cancelled. We flew the following day out of Philadelphia, to Munich, where they too were having more snow than in usual winters.

So we added snow tires to our rental car agreement, and were ready to hit the road from Munich to Heidenheim. As this was my first time driving in Germany, I was especially looking forward to renting something good to cruise on the open

stretches of Autobahn (Heidenheim is about two hours from Munich, mostly on the same stretch of 'bahn). I was less than thrilled, then, when the nice Avis lady told me happily that she had something with navigation and snow tires, in the form of a Kia c'eed wagon (lowercase naming by design). Not knowing what a "c'eed" was, I wasn't sure she really had said "Kia," though even in my grogginess I was pretty sure she hadn't said BMW, or Audi, or Volkswagen. Because of this grogginess, the fact that we were already an hour behind schedule, and that I really wanted navigation and snow tires, I didn't argue. But needless to say I was not amused to be driving a Kia through Germany.

It turns out the c'eed was designed in Germany, specifically for the European market, which is why it drove much better than I ever imagined a Kia could. It actually had handling to speak of, but with only 107hp, I very carefully planned out every single time I moved into the left lane on the highway, so as not to annoy anyone coming up quickly (which many did). In the end the car worked out quite well, and we really only drove it to and from Munich; the rest of the traveling was on foot or in our host's car. But I don't think I'll buy one.

With all the other planning that's necessary to move out of your house and across the globe (I'm thankful so many US bills can be paid online), my back-of-the-brain obsession has been what car to buy once we get there. We need to keep some sort of a budget, so an M3 is out of the question. Plus we need to be able to ferry our multitude of visitors while we're there (everyone in our families intends to come keep us company for a time), so something like a VW Scirocco or a 135i coupe isn't very practical. Plus insurance and gasoline costs are

noticeably higher, especially for high-power cars (read: better get a 4-cylinder, best to be diesel), thus I'm looking toward VW or BMW diesel engines. But that in and of itself is exciting, for the chance to experience these cars that we can't get in the US, and see if they can live up to the hype (I'm certain they can). 123d with more than two doors? We'll see...

Quick report on the Autobahn sightings: right after leaving the airport I saw my first X1 on the road, which really doesn't look too bad, though it looks bigger than I would have expected. Plenty of good cars going fast, but my favorite was probably the E60 M5 chasing an X5 M at high speed.

I could get used to seeing that.





2010

INSTRUCTOR



SEMINAR



Photos by Patty Perkins



BMW Group

**Designworks
USA**

A New Level of Luxury in Air Travel

BMW Group DesignworksUSA designs the cabins and cockpits of Embraer executive jets. European première and demonstration flights.

Munich/Le Castellet. With a series of demonstration flights in the south of France, the Brazilian aircraft manufacturer, Embraer, presented the new generation of its executive jets in Europe. The passenger cabins and cockpits were created in the design studios of BMW Group DesignworksUSA, a subsidiary of BMW Group, the Munich-based automobile manufacturer. Colin Steven, Vice President Marketing & Sales at Embraer commented, "DesignworksUSA was the only partner that was right for us. We wanted to define a new standard for the executive jet."

Brazilian based Embraer, the third largest manufacturer of aircraft in the world, invited DesignworksUSA to the kick off meeting in the summer of 2004. The objective was clearly defined; the design studio was to develop the interior design for Embraer's first executive jets in the light and very light segments – the Phenom 100 and the Phenom 300. Additionally, Embraer wanted to ensure a transfer of know-how across industrial sectors. DesignworksUSA has built a name for itself throughout the world in this discipline. The design studio was to integrate its knowledge of the demands made by premium clients gained in the automobile industry into the interior of the new Embraer executive jets. The cabins and cockpits were to reflect the very best in functionality, the most select design quality and facilitate optimal efficiency and use of space in the cockpit, passenger and baggage areas. "We set our sights very high," reflects Embraer's Vice President Colin Steven. "The task for DesignworksUSA was to provide the best in pilot comfort, fulfill the requirements of a modern business passenger and combine premium aesthetics with superior design quality."

A New Standard of Luxury – a design concept supersedes conventions

The international design team was faced with plenty of challenges. Innovative design ideas needed to comply with strict safety regulations, be compatible with Embraer's production processes, and meet the expectation of an optimal price-performance ratio. As with all of the projects undertaken by DesignworksUSA, the task was not to transfer an automobile design style, in this case to the aircraft sector, but to reassess and apply the overriding design principles and knowledge of the effects of design. The work was firmly based upon the insight that the definition of luxury has changed and that new demands placed upon luxury products need to be authentically fulfilled in the design. Therefore, DesignworksUSA developed a new set of values for the interior design of modern executive jets, which brings together aspects of space and time,

interconnectivity, simplicity and authenticity in a completely new way.

The design team cast a critical eye over almost every detail of a conventional executive jet and questioned the traditional definition of opulence as well as the symbolism of the worlds of color, materials and form both in the cabin and the cockpit. For example, knowledge of driver demands gained in the automobile industry was integrated into the cockpit design. The Phenom cockpit currently provides the pilots with the most generous amount of space on the market. Indeed, even in the next largest class of jets, the Phenom pilot's freedom of movement is rarely matched. The question of durability, inherent value and premium aesthetics in the interior has been resolved as seldom before in executive jets. Baggage compartments, which are integrated into the side walls and beneath

cont'd on page 20



the seats, and multiple other details in the cabin illustrate how the transfer of cross-industrial know-how resulted in design solutions for Embraer's executive jets.

Clean Lines and Elegance – the trademark of the Phenom 100 and 300 jets

The design of the Phenom jets stands out through a multitude of intelligent solutions and details. The entrance to the cabin is tailored to the natural physiognomy of the human body and broadens out at shoulder height, giving the interior along the aisle its very own, elegant, characteristic form for more passenger freedom of movement and comfort. Integrated armrests, which have been a feature of the automobile sector for many years now, have also been introduced. An innovative flooring design was implemented, consisting of new, durable materials, offering superior inherent value. Simultane-

ously, it provides an adequate, sustainable answer to the owner's or operator's demand for high quality design combined with low cost and maintenance.

The new color and materials concept, with seven options to choose from, is a modern, clean-cut, authentic luxury experience. With the Phenom design, Embraer wanted to position itself as the unequivocal leader in innovation and quality in the entry-level jet segment. One hundred jets have already been delivered to customers since Embraer started to accept orders, over 600 orders are waiting to be processed. "We have achieved an outstanding result with the new Phenom design, something that we are very proud of," says Colin Steven. "The partnership with DesignworksUSA was the key to a truly innovative interior design. For this reason, we awarded two subsequent contracts to the studio for the design of the Legacy 450 and 500 medium-haul jets." Laurenz Schaffer, President of BMW Group DesignworksUSA sums things up, "Exploring the extent of the possibilities for style and design, whether in the automobile industry or the aircraft industry, is the starting point for true innovation. That is why the Phenom project has been so important for our studio."



About Embraer

Embraer (Empresa Brasileira de Aeronáutica S.A.) is the third largest aircraft manufacturer in the world. The company is active in both the civilian and the military aircraft markets. Founded in 1969, in addition to its headquarters in São José dos Campos in the vicinity of São Paulo, Embraer maintains offices and service centres in Australia, the Peoples Republic of China, France, Singapore and in the USA. Embraer is one of Brazil's largest exporters. At the end of 2009, the company employed 16,853 people, located throughout the world.

About BMW Group DesignworksUSA

Since 1995, BMW Group DesignworksUSA has been a subsidiary of the BMW Group. The studio, which was founded in 1972 in Los Angeles, completed its first BMW Group assignments as early as in the eighties operating as 'DesignworksUSA', its name at that time. The company now operates worldwide from its three locations in Europe, America and Asia, acting simultaneously as a source of inspiration for the BMW Group brand design studios (BMW, MINI and Rolls-Royce Motor Cars) and as an innovation driver for a large number of customers from the most diverse areas from IT to aviation. Renowned customers such as Nokia, HP, Saeco, Acer, Bavaria Yachts or Sennheiser rely on the company's unique cross-fertilisation principle and interdisciplinary transfer of knowledge.



New Members

December

DEBERGER, PETER
KELLNER, KENNETH • 06 530xi
PARNES, JAY
PATEL, SURYAKANT • 10 535i x-drive
ROBINSON, DIANA
SEIBOLD, GARY • 09 328i
SZPIRO, DANIEL • 09 Z4 Sdrive35i
TRIGG, PETER • 08 535i
WEYL, JOHN
ZWICK, DAVID • 00 740il

January

CAIN, JOHN • 98 Z3 Roadster
CLIFFORD, DANIEL
DEVIC, JOHN • 08 528xi
DEWYSOCKI, MARY
KASKIE, JAMES • 07 535xi wagon
KEMP, STEVEN • 97 740il
LEHNER, ROBERT • 10 M3 Coupe
MITCHELL, THOMAS • 03 330xi
PROBST, JAMES • 10 X5
SCHMITT, JAKE • 89 525i
STOOKS, ERIC
SWETMAN, JIM • 09 Pontiac G8 Gxp

TURNER, GREGORY • 10 Mini Cooper
WARREN, HARRY • 90 M3
WOEPPEL, ROBERT • 07 335xi

February

ARENA, RON • 97 328i
BADENHOP, SHARON 08 325xi
BEAN, JEFF
BILLITTIER, LOUIS
BLACK, JOHN
BRENNAN, LAWRENCE • 02 E39 M5
CIMINELLI, JOHN
CODY, PAUL
FABINIAK, RICHARD
FORRESTEL, CATHERINE
GIOIA, ROBERT
JAMBRO, THOMAS • 08 528xi
KAPELEWSKI, RICHARD
KAVANAUGH, CORNELIUS
KUKLOV, ALEX • 10 135i
KUNZ, DAVID • 02 X5 3.0
LEVINDOFSKE, TIM
MARZO, JOHN
MASON, PETER • 03 745Li
OLEARY, ROBERT
PATTON, MARK

PERELSTEIN, BRIAN
SEKERA, ANDREJ
SIMCOE, EDDIE • 03 Bmw M3
SIMPSON, MARK • 01 M5
TIMMERMAN, DANNY
ULLRICH, FREDERICK
VANDIVERT, GREGG • A 1215
VONA, ANDREW • 07 530xi

March

ALVINO, CHRISTOPHER 01 M3
BARTER, DONALD
BELKNAP, DAVE • 03 325iT
BOND, BRYAN • 09 335i
DI MATTEO, GEORGE • 04 X5
DOHERTY, DAVID
EDGE, STEPHEN • 10 328xi
KENT-KILLEEN, SEAN • 99 Dinan 5
SCHAWEL, DOUGLAS
SHIELDS, GREG • 08 535 Xi
SINGER, DANIEL • 07 X3
SURESH, UNDAVIA
THEIS, ROBERT • 08 535xi
WISE, BENJAMIN • 07 335xi
WYKLE, DIANA • 07 Z4

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Project: New Member



Prizes!

BMW CCA Bucks:

- Refer a member, get \$5 in "BMW CCA Bucks"
- Three grand prizes will be awarded to the top referring Category 1 members.
(No limit to "BMW CCA Bucks" a member may receive for referrals.)

Grand prizes:

- **1st Prize:** One-day M School at the BMW Performance Center, plus two nights lodging for one, not including transportation. Minimum of 50 referrals to qualify. Must be redeemed by December 31, 2011.
- **2nd Prize:** 2011 Oktoberfest Registration, not including transportation. Minimum of 30 referrals to qualify.
- **3rd Prize:** Valentine 1 radar detector. Minimum of 15 referrals to qualify.

Questions?

Email frank_patek@bmwcca.org

Membership applications/BMW CCA brochures: (864) 250-0022, stevens@bmwcca.org

Refer a new member, earn BMW CCA Bucks or even a grand prize!

Timeline: February 18, 2010 to December 16, 2010

Tell a friend—or even a total stranger!—about the benefits of being a BMW CCA member. We know it's the cars that bring us together, but it's the people who keep us here year after year... let's increase our ranks with the 2010 Membership Drive!

To receive credit for signing up a new member, make sure the person adds your name and member ID to their telephone, paper, or online application.

BMW CCA Bucks:

- Are applied as a credit in the membership record of the awardee.
- Usable for the purchase of anything sold by BMW CCA, except for raffle tickets.
- Expire 1 year from the date of issue (December 17, 2010); have no cash-surrender value.

BMW CCA Membership Contest rules

This is a summary of the official rules. Full legal details of the rules can be found at <http://bmwcca.org/index.php?pageid=mbrdrive>.

Membership-drive is open to three categories of participants:

Category 1: Current BMW CCA members

Category 2: Current BMW CCA members employed with a BMW dealer or independent BMW shop
(Please note: memberships purchased by dealers for their customers are not eligible. This exclusion is in effect even if a current BMW CCA member is listed on the application as a referrer.)

Category 3: BMW CCA chapters

Eligibility:

To be eligible, current BMW CCA members must be paid-up (not comped) members in good standing through December 31, 2010.

Rewards for Category 1 and 2:

- ◇ For each new member you refer, receive \$5 in "BMW CCA Bucks."
- ◇ Three grand prizes will be awarded to the top referring **Category 1** members.

(There is no limit to the amount of "BMW CCA Bucks" a member may receive for referrals.)

Rewards for Category 3:

Chapters are eligible for rewards based on an overall increase in

their total membership and their renewal rate. See online rules for chapter rewards.

New-Membership Definition: a membership for an individual who has not previously belonged to BMW CCA, or whose BMW CCA 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.

How new members can apply for membership:

Call (800) 878-9292 during business hours (8:30 a.m. to 5:00 p.m. EST)

Apply online at www.bmwcca.org

Mail membership application to the National Office

Important Deadline, Procedures and Restrictions:

To be counted, the National Office must receive all new-member applications no later than December 16, 2010 end of business day.

The referring member's name and BMW CCA member number must be provided at the time the membership application is made. 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 asso-

ciate member, the associate member will receive the "BMW CCA Bucks."

"BMW CCA Bucks" will be awarded at the end of the program only to those who are members in good standing at that time.

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 grand prizes.

Track your referrals by accessing your online account through the BMW CCA website. "BMW CCA Bucks" awarded under this program will be mailed to members within 45 days of the end of the Membership Drive.

Create a quicklink for referrals:

Use the following link in all your emails, forum, and website postings. When a potential member uses the link to join the Club, your membership number will automatically fill in on the join form! Delete "Your ID" from the end of this link, replacing it with your membership number.

http://bmwcca.org/index.php?pageid=club_join&ref_by=YOUR_ID

(Or create a shorter URL address by converting this to a custom-URL at sites like shortURL.com.)

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Click on "Forums" then "Classified Ad Forums."

