

Genesee Valley Chapter BMW Car Club of America ontents Summer 2008 Volume 52 · Issue II

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I ALWAYS SAY that you can't thank volunteers enough. That's what inspired me to come up with the idea of a "President's Circle," for the GVC Chapter. I wanted a means to recognize those members who carry the load for this organization. At our annual meeting this past March, I

was delighted to be able to formally acknowledge and thank the first group of core members of this club. Some are faces who we no longer see as much, but were instrumental in its founding; others have been around for many years and continue to serve. So, another round of recognition for the following: Joe Ajavon, Gordy Britton, Jim Dresser, David and Elaine Lanni, Bill O'Neill, Stan Parker, Patty Perkins, Gail Rose, Gene Skic.

On another note I'm delighted by the turnout of our mid-month casual get-

togethers at the new Distillery at 3310 Winton Road South. Please keep attending – and if you haven't joined us yet, please do. I'll ask anyone attending who has some GVC apparel, please wear it so that those who may be new to the club will be able to recognize fellow club members!

Thanks and hope to see you at the Distillery for our next get together. Check out our web site for the details! www.gvc-bmwcca.org



Calendar of Events

AUGUST

2 • SAT Annual Summer Picnic and Go-Karting, 9:00 AM - 11:00 AM - Go-Karting at County Line Raceway, 11:00 AM - 4:00 PM - Family Picnic at Egypt Park

27 & 28 • WED & THU Ultimate Driving School at Watkins Glen

10 • SUN Autocross at RIT 8:00am - 4:00pm

SEPTEMBER

6 • SAT Autocross at BIMP 8:00am - 4:00pm

23 - 28 • TUE - SUN Oktoberfest '08 at Watkins Glen

27 & 28 • SAT & SUN Ultimate Driving School at Watkins Glen

OCTOBER

18 • SAT First Annual Chili Cook-off, location TBD

Please visit our web site at http://www.gvc-bmwcca.org for late breaking news and updates!

Fastest Production Bimmer Yet?

OUR COLUMN IN the June 2007 Brief, just a year ago, extolled the promise of the new M3. The article was based on factory technical teasers that indicated a sports car and track star beyond compare. Any Bimmerphile with a modicum of car savvy could conclude from reading the stats that this baby was going to be a winner. Not only would it have a modified Formula One engine throbbing beneath its sleek bonnet (complete with power dome) but that engine would be connected to the slickest drive train yet to emerge from the M skunkworks.

As Spring sprung this year, the factory put out a few test cars for the press to play with. Every scribe was ebullient with praise for this latest iteration of the distinguished M series. Then Car magazine set up a shoot-out at Rockingham Speedway in England between the Nissan GT-R, Porsche 911 Turbo, Audi R8 and the M3. This put the M3 squarely in a pack of today's foremost supercars. Quoting from Car's test result, "Sneaking up to a surprise second place is the M3 - at _50k (equivalent to \$100,000 U.S. in England but less than \$ 70,000 here) it's the cheapest car in this group yet it has the best engine, offers the best versatility and the greatest ontrack entertainment. Its interior is more special than the GTR's (which took top honors) and its badge feels more premium." Car and Driver, in its May issue, tested the M3 on the track at Laguna Seca. Their timing of 4.1 seconds 0-60 (factory specs, which are tradition-



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ally conservative, rate it at 4.7 seconds) puts the M3 at the head of the class for BMW production cars. Editor Csabe Csere comments, "In case anyone has forgotten that the "M" in BMW stands for "motor," let the M3's stunning V8 be their reminder. This is a fantastic engine that surpasses all expectations. The engine's power band is amazing, the torque peak of 295 pound-feet comes at 3900 rpm and excellent thrust is available from there all the way to the 8400-rpm cutoff."

We first laid eyes on the M3 Coupe in the showroom of Braman Motors in West Palm Beach, Florida (they moved cars around so I could get the photo you see), and then they let us wring it out on the roads around Moroso Motorsports Park. There aren't too many curved roads in Florida, but we managed to find some. Words such as 'awesome," 'exhilarating' and 'soul inspiring,' somehow seem inadequate. Oh! - the sound of that engine. Let's just say that when you drive it, you'll want it - bad!

Our order is in for an M3 Coupe and we expect delivery in time to break it in and run it at the Glen during Oktoberfest 2008.

AS I WRITE this we have completed two of our six scheduled autocross events this year - one at Batavia International Motorsports Park (BIMP) and one at RIT. By the time you read this we will have completed our third event and will be halfway through the 2008 autocross season. If you haven't taken advantage of one of these opportunities to come out and have some fun in your car, I have only one question: WHY NOT???

Our first event at the Batavia go-kart track was typical in many ways, but somewhat different too. We had a lot of runs, and the weather, though threatening late in the day, was cooperative so we had dry pavement to work with as well. What was unusual

was that halfway through the second heat, one of our timing lights decided to stop functioning for us and we had to resort to using wristwatch and cell phone timers. This left us with times accurate only to the tenth of a second, rather than to the thousandth as we usually get. Undaunted, we finished the morning runs, had a quick drivers' meeting to assess the situation, and broke for lunch at the concessions stand. We then reconvened for "fun runs" since, without accurate timers, it

Our second event at RIT was a complete success in my view. This was the first event we've ever run there, even though the site is a familiar SCCA Solo venue. It is a bit of a challenge to design a course for the RIT parking lots due to the layout of the area with several grassy strips dividing up the space.

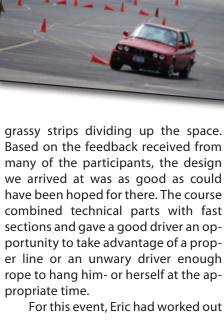
seemed best to cut the official event to three timed runs and then continue timing the afternoon runs manually, but keep them unofficial as far as the season championship is concerned.

The competition that day was a bit restricted as well. Tim Moriarty only had the morning to play with due to family (read: kids in sports) obligations. That was sufficient for him to put down about the fastest run of the day, however. Eric Hinkston, unfortunately, never got his Z4 out of the paddock. Fresh from a supercharger upgrade, the car was blowing out coil packs like birthday candles. This was pretty disappointing for Eric since he finished last year in third place behind Tim and Mel Dillon and was really gunning to take over the top spot this year. He was a bit happier when he learned that the season championship is based on 5 out of 6 events, so he could afford a throw-away.

Speaking of Mel, he also ran into a minor distraction in the form of a brake warning light on the dash that was distracting enough for him to park his car after only two runs. This left the door open for yours truly to take a run at these guys, garnering second place among the club faithful. Also notable was Bill Hicks driving Tim's car and running almost a second faster than Stu Sacks. Perhaps Stu was taking it easy on his gorgeous Porsche RS America, which would be perfectly understandable. He is certainly faster

when he brings the race prepared MINI to BIMP!

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the bugs in his force-fed Bayern engine and had the Z4 shod with a new set of Hoosiers to boot, so he was out to make up for lost time. His first run of the day, a 53.790, was the fastest from the BMW set for early runs and looked like it could hold up for first place for the event. The old master still had a lesson to teach the young grasshopper however, and Tim put down a run of 53.551 in his last crack at the course

to once again hold dominion. There were several other fast cars from other marques that day as well, and the RIT Formula SAE team's homebuilt hot rod was there to show what a highly engineered four-wheeled motorcar could do. They were running times a full 6 seconds faster than just about

everyone else. The next closest competitor was Chris Morton in his Lotus Elise who ran just inside of 51 seconds, still more than 3 seconds behind the RIT guys.

I encourage everyone to come out and have a bit of fun in their cars. Even with fuel prices going through the roof, there are plenty of good reasons to get to know your Bimmer in a setting that lets it show its true talents.

See you at the races!

2008 BMW CCA CAR-OF-YOUR-DREAMS RAFFLE

The raffle has begun! If you have not yet been to the website recently stop by and click on the Raffle Link, http:// www.bmwcca.org/index. php?pageid=raffle; from there you can buy your tickets for a chance at the car of your dreams! Amongst the changes for this year are three prize levels: One Grand Prize will be awarded this year. What is the grand prize, you ask? The BMW of your dreams—up to an MSRP of \$100,075. (Why the odd number? Because it's the MSRP of a new M6!) There's also one First Prize, for which any BMW up to a total MSRP of \$60,000 will be awarded. Depending on the number of tickets sold, we will most likely also award several Main Prizes—any BMW up to an MSRP of \$42,000. As always, only BMW CCA members—including associate members—are eligible to purchase tickets and win prizes. Anyone joining the Club prior to August 1, 2008, will qualify to purchase tick-

ets. The maximum number of tickets available for purchase will be seven (7) per valid membership. And this year for the first time, tickets will be available for purchase on our website. The National Office will send each chapter information on the raffle as it becomes available. We ask that each chapter promote the raffle and take advantage of it as a recruitment opportunity. Remember, the Membership Drive will continue through September 12, 2008.

MEMBERSHIP REWARD PROGRAM UPDATE

Members who are purchasing a new or certified pre-owned BMWs will be interested in the following updates to the Member Reward Program that BMW NA established to exclusively benefit CCA Members.

 In the past, MRP rebate requests were sent directly to BMW NA for processing. BMW NA then forwarded a list of applicants to the National Office for membership verification. Verified members were then given notification of complete or incomplete applications. To streamline this process—and remain true to NA and CCA's commitment to customer service—BMW CCA has recently taken over some of the steps in the MRP process.

When applying for a MRP rebate, members should now send their application directly to the **BMW CCA National Office**, where the staff

will verify membership eligibility and check to see that all necessary paperwork is attached. Members will receive confirmation from the National Office of receipt of their paperwork and its completeness, and—if complete—that it is being sent to BMW NA for final approval and processing.

Please note that the 1 Series and X6 are currently not included in the Member Reward Program. Lest anyone think we are being slighted, such is not the case: Both cars are in limited production this year, and no one—not even BMW employees—are receiving incentives to purchase them. Below is a grid showing the BMW CCA Member Reward Program results for the last eight years. Beside the year is the number of rebates issued in that year; to the right of that is the value of those rebates received by our membership.

2007 Rebates	2,885	\$1,973,000
2006 Rebates	3,058	\$2,191,000
2005 Rebates	2,488	\$1,791,000
2004 Rebates	3,095	\$2,130,509
2003 Rebates	3,161	\$2,254,000
2002 Rebates	2,700	\$1,899,000
2001 Rebates	2,100	\$1,580,900
2000 Rebates	1,732	\$1,461,000
TOTAL	21,219	\$15,280,409

DIRECTOR & OFFICER INSURANCE AND CHAPTER REBATES

It is time for our annual **D&O Policy renewal**—that time of year when our insurance agent gets glassy-eyed and smiles broadly as he hands me the invoice, all the while

Membership Stats as of 5/20/2008

	Full	Associate	Total
Current Membership	66,292	9,658	75,950
Last Month's Membership	66,304	9,685	75,989
Monthly Net Gain (Loss)	-12	-27	-39
Monthly % Change	-0.02%	-27.00%	-0.05%
Last Year's Membership	66,206	9,923	76,129
Annual Net Gain (Loss)	86	-265	-179
Annual % Change	0.13%	-2.67%	-0.24%
2006 Membership	66,208	9,489	75,697
Net Gain (Loss) for 2 years	84	169	253
% Change for 2 years	0.13%	1.78%	0.33%
New Members	1,228		
Renewals	41.31%		
Roundels Mailed	66,184		

thinking of the new boat he is going to buy with his commission check. Too bad for him it will be more of a dinghy this year, as we shaved about \$4,000 off our premium!

What's all this D&O business, anyway? Isn't that a railroad on the Monopoly board? For the newcomers among us—including me!—we believe it is important to protect chapter officers and volunteers from liability, so each chapter is charged for a share of the D&O insurance premium, which National negotiates at a very good rate. Then, rather than send you a bill, we simply withhold the amount your chapter was charged from your next chapter rebates. This being May, your June chapter rebates will be reduced accordingly.

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
- 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 member-

ship 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 or a BMW CCA chapter).

About the Categories The program differentiates between BMW CCA members who work at BMW dealers or independent shops and those who don't, because 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 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 who 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. (Memberships will be extended at the end of the Membership Drive.) In addition to the prize drawings, there will be grand prizes for the three BMW 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. (Memberships will be extended at the end of the Membership Drive.) 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 onemonth 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 National 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%; that is, the chapter will have reached its goal if, by September 18, 2008, its total number of primary members is equal to 104% of the number of primary members assigned to the chapter as of November 26, 2007.

The renewal goal for each chapter is 60%; that is, the chapter will have reached its goal if, by September 18, 2008, at least 60% 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% 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% discount on driving-event insurance premiums for the year 2008. Chapters that meet their renewal goal and meet or exceed 120% 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% 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:

- 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 the 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 associ-

ate 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 website. 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 Steven Schlossman, by email to stevens@bmwcca.org. We have some fabulous new business-card sized recruitment cards available—please call or write to order some!

OPS MANUAL CHANGE - CLARIFICA-TION

So: I have been here three months and have already made a mistake... or two... or three. During a recent conference call with the North Atlantic Region, I said the National Office would not mail copies of your chapter newsletters to the other chapters. I was wrong. We will mail your newsletter to the other chapters. Below is the corrected Ops Manual Change. (Maybe I should headed

this **Oops! Manual Change!**) — Frank

As of August 1, 2008 Section 6.4 of the BMW CCA Ops Manual will change. Currently, section 6.4 states that Chapters will be reimbursed for the cost of the additional newsletters they are required to send to the National Board, National Service Officers, and the National Office. Chapters will no longer be required to print additional copies of their newsletter for that distribution list. Beginning in August, Chapters will be permitted to transmit electronically a copy of their newsletter to the National Office. Once the newsletter is received, it will be reproduced and distributed to all appropriate parties, as determined by the National Board. Chapters wishing to take advantage of this streamlining process are encouraged to do so immediately.

Section 6.4 as of August 1, 2008

"Each chapter is required to issue at least one newsletter per each 90 days to each member of that chapter and to the National Office, each member of the National Board, and to all other BMW CCA chapters reciprocating in kind. By definition a newsletter must contain the following minimum items:

- The date or period the newsletter covers.
- A listing of all chapter officers and at least two telephone numbers, with area code, of any chapter officers.
- · At least one automotive-related article.
- Notification of at least one chapter event or business meeting per each 90 days.
- The Post Office address of the chapter.
- · A disclaimer of the materials published in the newsletter. At the option of any regular chapter newsletter recipients, the newsletter may be furnished to those requesting it in electronic form rather than printed. This is at the option of the recipient; the chapter may not arbitrarily make the decision to convert to electronic newsletters. Chapters are required to provide one copy of their newsletter to the National Office, the preferred format is in PDF, or as a Word document. Chapters that are unable to submit a PDF or Word document may elect to send a hard copy via U.S. Mail at their own expense. The National Office will then distribute copies of the newsletter to the National Board of Directors, all other BMW CCA Chapters and certain other specified individuals as determined by the National Board. The cost of distributing the extra copies will be borne

directly by the National Office. Chapters will not be reimbursed for these expenses.

OKTOBERFEST 2008 WATKINS GLEN, NY, SEPTEMBER 23 – SEPTEMBER 27, 2008!

Oktoberfest registration is still running ahead of last year's at the same time, so we have added two more hotels to the approved list. They're the Radisson in Corning and the Hilton Garden Inn in Elmira. Two more sponsorships just confirmed include Griot's Garage, and BMW North America. Griot's is back to present the popular Concours d'Elegance at the Logan Ridge Winery. BMW NA will again furnish cars for test drives and sponsor the awards banquet at the Wings of Eagles Discovery Center. The M1 package plan includes the Car Control Clinic. It's proving so popular that a second Car Control Clinic has been added to the program. The M3 track option is also still attracting lots of interest. We still have room for more companies and organizations who would welcome the opportunity to display their wares before a national audience such as the BMW CCA nation. If you know anyone who fits this description, please contact Linda Axelson at 864.250.0022 or by e-mail at lindaa@bmwcca.org. We have heard from some chapters who would be interested in advertising in the Oktoberfest souvenir program. Please contact Linda at lindaa@bmwcca.org if your chapter shares this interest. A reminder: Our dedicated O'Fest websitewww.bmwccaofest.org—is the best and fastest way to learn everything about this outstanding event. We're hearing that more and more newsletter editors and webmasters are posting the O'Fest link on their own sites. Official O'Fest 2008 merchandise will soon be featured on this site, too!

BIMMERFEST 2008

On May 3rd, EVP Mark John Calabrese, PRVP Steve Johnson, National Events Planner Linda Axelson, and I—your beloved Executive Director!—attended Bimmerfest. This annual one-day event took place in Santa Barbara, California. The four of us manned a booth from early morning till late afternoon. We met many current CCA members and welcomed 25 brand-new members who we signed up on the spot. Of course, we had a secret weapon, a brand new M3 SMG, thanks to BMW NA, who loaned it to us from their LA press fleet—the first time any of us had experienced the new twin-

clutch SMG set-up. Sweeeet! As some of you may know, thanks to certain squealers, I used to drive a Cadillac STS. Let's just say a spin through Santa Barbara in the M3 can make a boy forget all about his love affair with Detroit steel! It doesn't hurt the reputation, either. While the car drew in the crowds, the four of us took advantage of their rapture to plug CCA.

INTERNATIONAL COUNCIL OF BMW CLUBS POSTS SURVEY

Psyma Group AG, a global independent market research institute, is conducting an international online survey of BMW Club members on behalf of the International Council of BMW Clubs and BMW AG. BMW Club members are invited to participate in this online survey. Psyma Group says it takes 15 to 20 minutes to fill out the online questionnaire. The survey is open through June 30, 2008. The survey asks about your BMW ownership, reasons for owning a BMW, reasons for joining a BMW club, your interests, and your future plans to buy BMWs, BMW motorcycles, and accessories. The survey will be conducted in English, German, French, Spanish or Japanese. You can choose your preferred language on their website. You can reach the website by clicking on the link below. http://www.psymasurveys.com/uc/bmwclubs/ Please post information about this survey on your website, in your newsletter if there is enough time and encourage members to participate. If you have any questions concerning the survey, please contact Psyma Group at feedback.survey@psyma.com. Answers will be kept confidential and individuals will not be identified. Psyma's data protection policies are at http://www.psyma-statistics. com/documents/privacy.php?lang=en

BMW CCA BOARD OF DIRECTORS MEET-ING

Will be held Saturday, June 21 and 22 in America's Finest City—San Diego, California. The host hotel is the Hilton San Diego in Mission Valley. If you'd like to observe, please contact the national office so that we can reserve seating for you (lindaa@bmwcca.org). Those members observing the meeting all day Saturday are welcome to join us for dinner Saturday evening at no charge. Think of it as a reward for putting up with the entire Board—plus Satch—for the whole day!

photo by **bob** LABARCA

NOT TO WORRY - the Memorial Day road trip was not killed this year! Despite the news coverage suggesting it had died, and the valiant attempts by gasoline prices to kill it off, the Great American Road Trip is still alive and well. Mine was short - just about a two hour drive north from York to my family's cottage near Lewisburg. I prepped as best I could: thorough wash of the car the night before (I'm quite sure I got more mosquito bites doing that than being in the woods all weekend), vital fluids check, and a half tank of gas, since I'd be passing my favorite (read: least expensive) gas station along the way in Marysville. I knew prices would be elevated given the holiday weekend and recent price scaring. But I assumed that the price trend would remain the same (York prices jump for no apparent reason, Marysville is still cheaper; York jumps 10 cents on oil scares, Marysville goes up two). Not so this time - Marysville was more expensive than York! But I guess I kept my economy up by not stopping to fill, and managed about 30mpg with the air conditioner on.

Part of the reason I had to wash the car was because I'd be meeting up with my car loving relatives - Dad, Uncle Bob, and Uncle Tom, the latter two being my BMW influence. So it's always a time to catch up on car stories.

Finding cheap gas, wherever it may be, is the main part of the battle. But once you pull up to the pump, cheap gas or not, it doesn't help you if you can't get the fuel door open - as Uncle Tom found out recently in his Volvo. As it turns out, there is no mechanical release on the electrically locking fuel door, and he discovered this at the pump when suddenly the door motor gave up and the door wouldn't budge. Luckily he wasn't on fumes, so there was enough to get home, rip the fender apart, take out the motor, and unlock the door. So now the door works as it does on older cars (like mine) that don't lock. But with gas thieves lurking, I told him not to leave the tank too full.

For Memorial Day, Uncle Bob

stared down the naysayers and completed a 1400+ mile round trip in the '02 to Vintage at the Vineyards in Lewisville, North Carolina - by way of the Tail of the Dragon, of course. This was preceded by days of anxious waiting to repair a suspect radiator, nearly sidelining the 2002 (which would have left the M3 as mode of transport; how unfortunate!). But like the true Tank that it is, the mighty '02 persevered and ran like a champ. Slightly scorched from the southern sun, Uncle Bob told me, "That car's in better shape than I am!"

Dad's been shopping for replacement tires for his GTI - for about a year now, according to the e-mails I've traded with him on the subject. The original Michelin Pilots lasted for three years (traded off with snow tires), which is quite good. And they've passed in-

spection twice when it's been questionable. But the time was definitely due for new rubber, so we browsed and made a choice on some performance Goodyears. Right before the old tires come off, it's tradition to run the rubber down to the chords, in a celebratory cloud of smoke. But Dad wondered how he could justify the burning rubber while thinking about the burning gas at \$4 per gallon. I know he'll come around; I expect to see pictures of black tire tracks and white smoke quite soon.

Lately I've seen a lot about gas prices affecting RV owners who have to cut short their summer travels around the country. Personally, I don't get the desire of a vehicle like that. If I'm going to get 8 mpg and spend over \$100k (or 200, or a million), my ride would have a prancing horse on the hood. I'd even be willing to live in it. Though I probably wouldn't get as many tickets driving a 35-foot Four Winds!

der **bayerische** brief

























"If I can't afford to play tennis at the highest level, then I better follow my first love and go racing!"

Photos by mel DILLON



ON MARCH 29, 2008, the Genesee Valley Chapter hosted our first ever combined instructor/student seminar. Over 118 in came to hear Ross Bentley present his Inner Speed Secrets Seminar. The Strathallan Hotel in Rochester was the site for his presentation – as well as our annual meeting that evening. We had over 100 in attendance at the annual meeting, where Ross spoke again, entertaining and inspiring us all with his many experiences.

Although Ross knew at the age of 5 that he really wanted to be a race driver, he also considered a career as a pro tennis player during his teen years. But after finding that he could not afford to spend the time practicing and training that most of

become one of North America's foremost authorities on the art of driving.

Growing up in the Vancouver, Canada area, he raced at Pacific Raceway (then, SIR), Portland and the old Westwood circuits, moving from Formula Ford to Formula Atlantic, from Trans-Am to GT cars. He ultimately competed on the CART Indy car circuit in the early to mid-90s, racing against the likes of Mario and Michael Andretti, Bobby Rahal, Rick Mears, Al Unser Jr., Nigel Mansell, Emerson Fittipaldi, and Paul Tracy. Though he did not achieve his ultimate goal of winning in Indy cars while driving for the under-funded Dale Coyne Racing team, it did open up opportunities for him to

Am series).

Because he was busy developing his Speed Secrets Driver Development company by 2002, Ross competed on a part-time basis. But, in 2003, along with his Team Seattle teammates, Don Kitch and Joe and Justin Pruskowski, he won the Rolex 24-Hour Race of Daytona.

In 2005, Ross co-drove, coached and mentored "Team 16" in a history-making drive at the Daytona 24-Hour race. Ross' teammates were all 16 years-old – the youngest competitors ever at Daytona. None of them had ever driven anything but an open-wheel car nor competed in a race longer than 40 minutes. Following Ross' example, they drove a flawless



his competitors could, he made the logical decision: "If I can't afford to play tennis at the highest level, then I better follow my first love and go racing!"

"My life has always revolved around driving and cars," declares Ross, professional racecar driver, driving instructor/ coach, author, traffic safety spokesperson, entrepreneur and business coach. Combined, he has over 30 racing seasons and 25 years of driver training experience to



move into the sports car racing world.

In 1994, Ross drove the first Ferrari 333SP in the 1994 IMSA series - and has the gold prancing horse pin to prove it! From 1995 to 2001, Ross competed in the IMSA, USRRC, ALMS, and Grand-Am series on a full-time basis, developing a reputation as one of the top sports car drivers. In 1998, driving an M3 for the PTG BMW Team, Ross won the United States Road Racing Championship (forerunner of the current Grand-



race, and surprised many veterans with their performance. Today, these three drivers are capitalizing on what they learned: Adrian Carrio won the 2006 North American Formula Mazda Championship, Brad Coleman has won ARCA races and currently drives in the NASCAR Busch series for Joe Gibbs Racing, and Colin Braun, after being the youngest driver to ever win a professional road race in North America, is being groomed

for a long career in NASCAR.

In January 2008, Ross returns to tackle the Daytona 24-Hour race once again with Team Seattle, raising funds and awareness for the Seattle Children's Hospital.

A self-proclaimed "learning junkie," Ross has used his addiction to learning to study sports psychology, human performance, learning strategies, educational kinesiology, business, and coaching. And he's used these disciplines himself and with others he has coached. His strength is in bringing out the best performance in people and teams in their sports, businesses or personal lives.

"In addition to racing, I get the biggest thrill from helping others learn to be better drivers, and to perform better in whatever it is they choose," says Ross. He has taught thousands of drivers to improve their skills and attitudes through his books, articles, driving schools and personal coaching. His driver training goals are to make the public roads a safer place to drive, help people learn to enjoy driving more, and to find and coach future racing champions.

In the course of any given week, he might be training instructors to teach new teen drivers, coaching an amateur or elitelevel professional race driver, developing a training program for police officers, conducting a seminar on enhancing mental performance, or all of the above. His love of driving is perfectly matched with his passion for training, and he draws upon



both to inspire people to achieve the satisfaction of peak performance.

Ross is currently one of the most sought-after and respected race and performance driver coaches in North America, if not the world. He expands traditional instructional methods by focussing on what is really driving the car... the driver's mind.

Ross' unique approach to coaching race drivers was highlighted in a Discov-

ery Channel International documentary in 2005. When the producers of the show went looking for the top driver coaches in the world, they found two: Ross and Dr. Kerry Spackman, a neuroscientist working with the McLaren Formula 1 team. Both Spackman (who is partially responsible for Lewis Hamilton's success) and Ross' approaches to training drivers were noted to be surprisingly similar, in spite of their different backgrounds.

Ross coaches drivers of all ages, types of cars, and levels of the sport. He's worked with 8 year-olds in karting, amateur racers in their 60's, autocrossers, Indy 500 winners, flat track motorcycle racers, and top fuel drag racers. In addition to the U.S. and Canada, he has coached in Australia, England and Korea. His protégé, Colin Braun, (who he has been coaching in and out of the race car since Colin was 13), was recently signed to a long-term contract to drive for Roush Fenway Racing in NASCAR.

Ross has literally written the book on driving. He put his experience and knowledge of racing and human performance into the Speed Secrets books. Speed Secrets 1 through 6 represent the best-selling race driving technique books and his Bob Bondurant on Kart Racing is popular in the karting world. Additionally, Ross wrote an award-winning "Driving with Finesse" column on driving safety and technique in the Vancouver Province, British Columbia's most-read newspaper and his safe driving



manuals have been used by the Justice Institute of B.C., BMW, Michelin, and a variety of other companies and organizations. He continues to write articles for numerous magazines, newsletters and websites.

From 1999 to 2006 Ross had the opportunity to drive and test the very latest offerings from BMW and other manufacturers. He was contracted by BMW North America to be the on-camera-expert, providing driving, evaluation and vehicle

comparisons for BMW's internal satellite television network (used for sales training and customer comparisons).

Ross is at home in the technical world, as well. He was the Technical Advisor to Imago Systems Inc, providing driver training technical information for the design of a new computer driving simulator to be used by driving schools and government driver testing agencies. He currently consults on the training aspects for the Virtual GT racing simulator. Ross is also experienced in race car engineering and design, particularly shock absorber development and data acquisition.

While Ross has driven 230 MPH in an Indy car at the Indianapolis Motor Speedway, he is also committed to helping teens and other drivers to learn to respect their limits. And so, Ross has now applied his passion to new teen drivers, and to organizations' employees who drive as part of their job. He co-founded SWERVE Driver Training and SWERVE Fleet Training to provide these services in the Washington market and beyond.

His passion for coaching has moved to encompass performance management in the workplace. Ross' particular strength is in bringing the best out of people and he's now using that ability to coach business owners, executives, and business teams.

That, in addition to coaching race and performance drivers, consulting to SWERVE Driver Training, driving race cars, writing books, feeding his curiosity about learning and spending time with his wife and daughter make for a rich and busy life! One thing is for sure: As his past has demonstrated, there is no limit to what Ross can and will be doing in the future.

Genesee Valley BMW CCA hopes that Ross will continue to titillate us with his humor, wit and knowledge of high performance driving and personal development. Your participation, attendance and support have shown us that this kind of world class seminar can be a viable and important development tool for instructors and students. Please read his books and attend our seminar next year. Date and Time TBA.

Contact Dan Mack mark3spit@aol. com with any comments or ideas for next year. See you there!

Volunteer Spotlight

SO, WHAT DO a 1968 Dodge Charger, a 1973 VW Beetle, a 1972 Duster, a 1977 Rabbit, a 1977 320i, a 1980 323i, a 1995 Neon, a 2001 Neon and a 1995 M3 all have in common? At one time or another they have all been nurtured, disassembled or greatly enhanced

and/or driven on a race track by David Lanni.

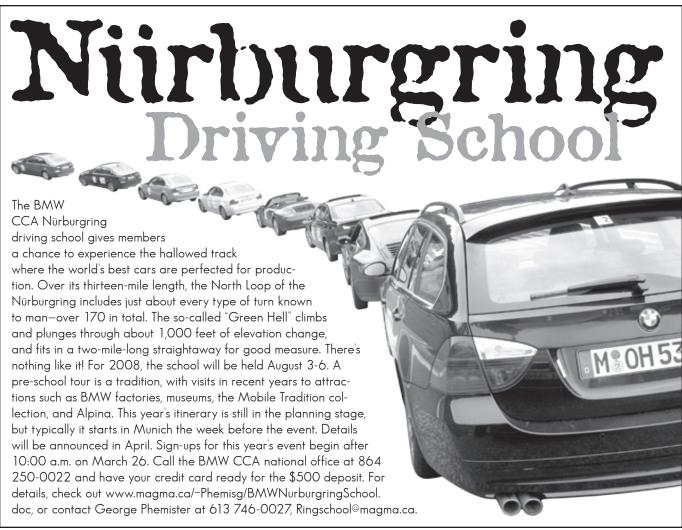
As a founding member, David has been actively involved with Genesee Valley Chapter since its inception. He has served twice as president and vice president, been the newsletter editor, and continues to co-manage the driver school instructors with Bill O'Neill.

When he's not behind the wheel, David can be found behind his kitchen island at the stove, or at his charcoal grill creating the latest recipe from the Food Network channel. Other non-driving hobbies include completing the Frank Lloyd Wright style house that he is building in Macedon, which he shares with wife Elaine, daughter Adrienne (who will be a senior at SUNY Fredonia in the fall) and two very demanding cats. Summer projects include foundation plantings and a butterfly garden.

David is owner of Cable Systems Inc., a company he founded 20 years ago that provides cabling for data, telephone and security systems to western New York.

When you see Dave, thank him for his contributions to the club – and please ask him if he's bought his wife an electric red 330i with a ZPG package vet!







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Check out the full selection at **T-Shirt Express**, **1044 University Avenue**, **Rochester**, **NY**, **585-256-0070** or pick them up at the TSX trailer at your next driving school!

All profits from clothing sales go to club charities.



All cotton low profile baseball cap, logo on front, navy and black. One size fits all, \$18.50 Heavyweight fleece, logo on front, navy only. Small-3XL, \$44.00

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navy only. Small-2XL, \$130.00

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Membership

in BMW Car Club of America

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.

Contact National Office:

BMW CCA 640 S. Main Street, Suite 201 Greenville, SC 29601

questions@bmwcca.org or call 864-250-0022

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BMP Design is offering a great deal for CCA members and GVC! For regular priced items, members in good standing pre-registered with BMP will get a 10% discount, and GVC will receive a 5% credit. This credit will be used for door prizes and other event sponsorship. To participate, you MUST pre-register.

Simply follow this link: http://www.bmpdesign.com/bmwcca/



BMW CCA Membership Reward

Program Check Request

You may be eligible to receive an allowance based on the purchase or lease of a new or Certified Pre-Owned BMW through an authorized U.S. BMW center.



Terms & Conditions

- A membership of one year or more immediately preceding the delivery date of the vehicle is required to take advantage of this program. A member in good standing cannot have any lapse in membership during that 12-month period.
- Vehicles must be purchased from an authorized BMW center within the US. Sales documents and vehicle title must be in the CCA member's name.
- The BMW CCA Allowance is non-transferable and is only offered to CCA members and CCA associate members.
- If a CCA member co-signs for a vehicle with a non-CCA member, both must reside in the same household and all documents must contain the CCA member's name and signature.
- If a CCA member co-signs for a vehicle with another CCA member, both must reside in the same household, however, only one submission will be honored.
- This program is not available in conjunction with other special purchase programs offered by BMW NA or BMW centers.
- BMW allows one rebate per calendar year (1/1 through 12/31) per member.
- The CCA member must be in possession of the vehicle at time application is processed or for a minimum of six months whichever comes first.
- BMW CCA Member is eligible to receive one reward, per member, per VIN. BMW CCA Member who purchases their off-lease vehicle via the CPO Program is not eligible for payment for same VIN as a CPO vehicle.
- BMW CCA is not responsible for late, lost or misdirected applications.
- BMW CCA Membership Reward application must be completed in its entirety and postmarked within 60 days of the vehicle delivery date.
- BMW NA and BMW CCA reserve the right to make program changes without prior notification.

Eligible Vehicles

 New passenger vehicles (including European Delivery and Performance Center Delivery), including new SAV's and Certified Pre-Owned Vehicles.

Ineligible Vehicles

- New, non-registered vehicles in excess of 1,000 miles including company vehicles, retail demos or loaner vehicles. 3rd party brokers, lease companies, etc. do not qualify.
- Pre-owned vehicles not enrolled in the CPO Program.
- Military & Diplomatic vehicles do not qualify.
- The MINI, BMW 1 Series and X6 are not included.

Procedure for Submission

- Complete the Program Check Request form.
- Provide proof of purchase (Copy of Bill of Sale, Lease Agreement or Certificate of Title (including CCA Member's signature) and Odometer statement).
- For European Delivery Vehicles A membership of one year or more immediately preceding the delivery and acceptance date of the vehicle in Munich is required. With the Program Check Request form, please provide the Acceptance Receipt given to the customer at time of delivery in Munich. Odometer Statements are not required for European Delivery. For European Delivery vehicles, Reward applications must be received within 60 days of vehicle delivery date in the US.

Please mail these documents to:

BMW Car Club of America, Inc.
Membership Reward Program
640 South Main Street, Suite 201, Greenville, SC 29601
www.bmwcca.org | rewards@bmwcca.org | 1-864-250-0022



Member Name:

BMW CCA Membership Reward Program

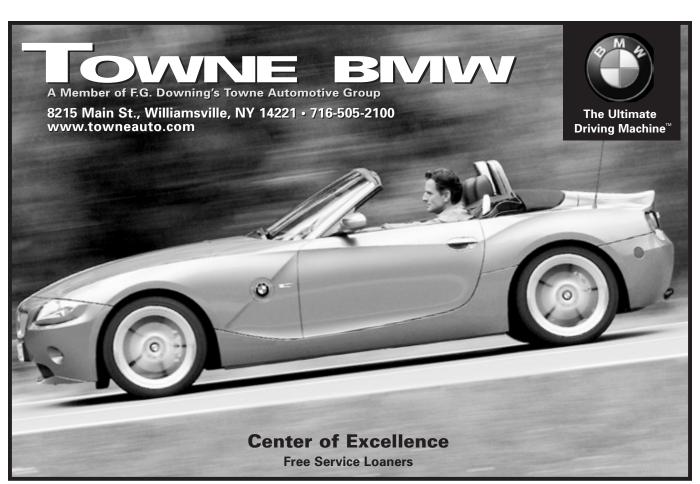
rewards@bmwcca.org Phone: 1-864-250-0022

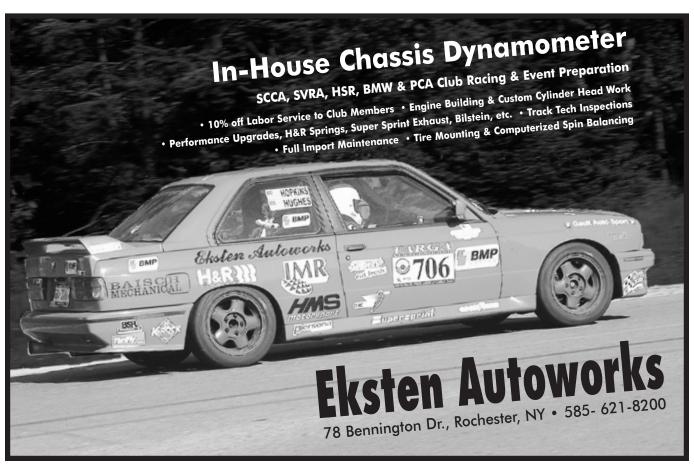
BMW CCA Membership Reward

Program – Check Request

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Model	:		
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	\$1,000	X5 all models	
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(request will not be processed unless signed)





Volunteers Needed!

HOW MANY TIMES have you heard that call? Somewhere behind the scenes are a few dedicated individuals working to plan the details of the next social event, dinner, autocross or driving school. The people who do that work are commended on their efforts and dedication to the club to make things happen. Without them the club would not exist.

This fall Genesee Valley will be part of the 2008 BMW CCA Oktoberfest at Watkins Glen. This is the annual national club gathering and should be guite a turnout as this is the first time the event has been at Watkins Glen in twenty years. But in order to put on this event we need volunteers in many different areas to make it a success. You don't need to know or have a specific skill to be part of this event -- just a set of hands and a couple of hours of time to contribute to make the things happen. Are you a people person? We need assistance in registration when the event starts handing out packets. Are you an early riser? We need some early risers all through the week to direct participants to the correct areas at the track for each day's events. Good with numbers? The rally can use a couple of people to help compile the scores. No matter what your background, your time and commitment is what we need to make this a successful event. Even if you only contribute a few hours of one day's time it will enhance the overall event. Besides, volunteers get a nice shirt that is unique to the volunteer force and admissions to a private social hour just for volunteers during O'Fest. How can you lose?

The next step is up to you! All it takes is an email (lindaa@bmwcca.org) or a call (1864 250-0022) to Linda Axelson at BMW CCA or an email to Mel Dillon at mdillon@rochester.rr.com. Come on out and take part in the fun. Who knows? Maybe next year you will be participating in O'Fest and thanking someone else for volunteering.



Financial Statement 2007

GVC BMW CCA	12/31/07	12/31/06
ASSETS		
Cash in bank accounts	\$162,129	\$99,977
TOTAL ASSETS	\$162,129	\$99,977
LIABILITIES & EQUITY		
Equity/Retained Earnings	\$162,129	\$99,977
TOTAL LIABILITIES & EQUITY	\$162,129	\$99,977
INCOME STATEMENT		
INCOME		
Membership dues	\$17,158	\$16,567
Rebates from National	\$2,850	\$1,700
Advertising revenue	\$3,779	\$4,349
Driving school/Club Race fees	\$204,473	\$198,294
Autocross fees	\$8,035	\$4,830
Other event fees	\$7,735	\$8,551
Merchandies sales	\$776	\$1,122
Interest	\$291	\$280
Misc./other	\$119	\$52
TOTAL INCOME	\$245,218	\$235,746
EXPENSES		
Newsletter costs	\$8,190	\$8,755
Postage	\$346	\$1,008
Insurance	\$7,975	\$7,975
Driving school/Club Race xxpenses	\$124,533	\$177,173
Autocross expenses	\$5,347	\$5,074
Meeting expenses	\$539	\$3,317
Other event expenses	\$18,930	\$19,229
Telephone expenses	\$682	\$826
Misc./other	\$16,524	\$12,449
TOTAL EXPENSES	\$183,066	\$235,806
NET INCOME (LOSS)	\$62,152	(\$61)

March

Bigelow, Nicholas • 99 323i Churchill, David B. • 00 750iL Costello, William D. • 98 540i Duggan, Paul Griffin, Charles • 97 M3 • 91 318is Griffiths, Peter B. • 08 Z4 • 05 Mini Morse, Deb • 99 323i Moss, Dorian • 08 550i Nobles, James • 98 M3 Patane, Shawn • 08 M3 Patane, Charlene Piasecki, Robert • 07 328xi sport wagon Schneiderman, Anne M. • 97 Z3 1.9L • 98 M Roadster Smith, Dennis • 05 325 Ci Truslow, Bill • 07 Mini

April

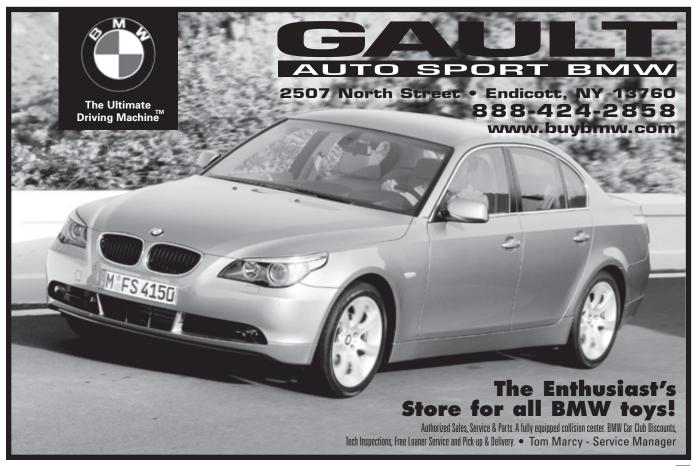
Arellano, Ken Augustine, Pete Bissell, Timothy • 99 E36 M3 Bukowski, Walter • 99 328i Chimblo, Anthony Goldman, Zack L. Guliyev, Orkhan Likely, William • 99 E39 528i Sport
Mayer, Theodor • 04 330ci • 05 x3
Mayer, Joan
Miller, Richard Paul
Mincolla, Michael • 08 328xi
Mincolla, Marissa
Moshenberg, Saul D. • 08 E92
Reed, Jim
Scanlon, Chris • 524td 1985 • 72 Bavaria
Somma, David Salvatore • 87 325is • 02
330ci
Thomas, Zac

May

Barnum, Tanya
Barry, Daniel • 02 530i
Bola, Jim
Curry, Nathan
Haas, Carolyn • 94 525 • 08 X3
Haschmann, John • 01 Z4
Krause, Michael • 00 M3 Roadster
Kwan, Wing C. • 98 328i
Lalonde, Daniel • 06 330i
Lalonde, Janice
Levan, Stephen • 76 Porsche
Lill, Joe Saturn • 04 VUE

Wheeler, Christopher • 07 M6

Mauser, Jonathan Frank • 06 530xi sportswagon Mcreynolds, Wesley E. • 87 325 e Million, Aaron Joseph • 08 128i Nelan, John F. • 06 325XI • 06 X3 Potter, David Reda, Mike • 02 325i Roach, Charles • 08 X3 Rohring, Scott K. • 99 328i Rose, Judith D. Rose, William W. • 72 BMW • 05 Mini Cooper Sridharan, Ravishankar • 05 325XI Taylor, Robert Sartell • 01 Z3 • 97 528i Valeri, Dan • 08 M Coupe • 05 STi Valvo, John Russell Wait, Herbert E. • 98 Z3 Walsh, John F. Werner, John E. Willcox, Steve Lynn • 06 530xit









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