

THE ULTIMATE DRIVING COMMUNITY... BUILDING THE FOUNDATION



BMW Car Club of America  
**FOUNDATION**

Dedicated to the Promotion of Safety  
and the Preservation of History



# C A M P A I G N   C H E C K P O I N T



# BMW is 100!



ISSUE **9** 2016





**es, it's 2016!** It's finally here – elections, mudslinging, constant news coverage, “vote for me” phone calls... **NOOOO STOP!** We need a diversion! Something that will take us away from the madness... something to celebrate! Lucky for us, we really do have some thing to celebrate – it's BMW's 100th Anniversary! It's also the 50th Anniversary of the 1600-2. So let's celebrate! Show off your BMW pride and joy. Flash your headlights at other BMWs. Write a happy note, encourage the owner to join the BMW CCA, and stick it under their wiper! Be Bold; Be Fun; Be the Ultimate BMW Enthusiast!

And spread the values of the Club and the Foundation. It's more than just the cars – it's friendship; it's community; it's social responsibility.

At the Tire Rack Street Survival® Summit, the collective team of leaders and volunteers committed to 130 schools in 2016! An incredible accomplishment from a group of volunteers that spans the auto enthusiast community. Giving back is just part of the celebration. Read about the Summit on page 3.

Want to know when and where we are going to celebrate? Follow the BMW CCA and the Foundation on Facebook. Check out the National and Regional Event's Calendar on the BMW CCA website. And, of course, watch for local chapter and dealer events.

## ***It's going to be a Great Year!***

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# Summit in the Desert

By *Tim Beechuk*

We see the Tire Rack Street Survival program as a smooth-running machine but it takes a lot of organization to make this happen. At every school we need to put a lot of effort into making that behind-the-scenes work all seem transparent to the teen participants and their parents, thereby giving the teens the best environment in which to gain the skills they need to stay safe on the streets. This magic is handled by the local school organizers and their staffs.

To give these hard-working organizers the tools they need, the national Tire Rack Street Survival team holds a biennial Summit meeting to share both new and well-tried methods. The 2016 Summit recently convened on January 25 in Las Vegas, Nevada, the day following the Sports Car Club of America's National Convention. *(Seems ironic to be in Las Vegas, since driving on our highways is the biggest gamble that many of us ever face.)*



*Johnny Valencia*

Summit attendees and presenters were invited from our partner organizations; the BMW Car Club of America, the Sports Car Club of America, the Porsche Club of America, the Audi Club of North America, and the National Council of Corvette Clubs. We spent the day learning from a series of experienced Street Survival organizers, each covering topics geared towards helping both experienced volunteers and those new to the program so that they can host effective and enjoyable Street Survival schools.

The topics included were: The Money, Marketing and Organization, Site Selection, A Successful Day, Social Media, In-Car Exercises, and Care of our Volunteers. Bruce Smith from the BMW CCA Foundation and Raleigh Boreen from the SCCA Foundation opened the Summit and did a great job keeping everyone on schedule and on track. The Street Survival Summit was fortunate to hear opening remarks from Johnny Valencia of Michelin, who, along with Tire Rack and Enterprise Rent-a-Car,

is one of the program's major national sponsors.

In addition to the experienced presenters, Summit attendees were treated to a lunchtime keynote address from internationally famous racecar driver, author, motivational speaker, and motorsports coach Ross Bentley.

The energy in the room throughout the day gave everyone the feeling that the information shared, the tools acquired, and the networking among dedicated program staff and volunteers was what we needed right now to make the Tire Rack Street Survival program even stronger in the months and years to come. With this kind of support from our organizers, we will make Street Survival grow and save even more teen lives.

The national Tire Rack Street Survival staff and the 2016 Summit organizers from the various partner organizations would like to extend their appreciation to everyone who attended the Summit and made it a success. A big thank you also goes out to those volunteers unable to attend the 2016 Summit but whose dedication and hard work have made Street Survival the vital, lifesaving program it has become.



*Jaynee Beechuk*

*Photos courtesy of Bill Wade*





# 100 years of BMW

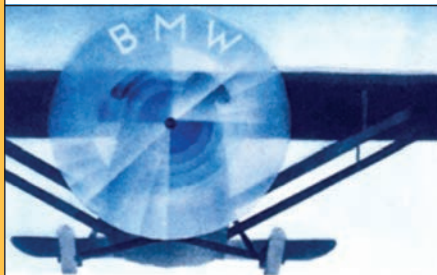
**March 7, 1916 – Bayerische Flug-Werke (BFW) is incorporated, launching what will become 100 years of excellence, culminating in the Ultimate Driving Machine!**

Nearly 100 books have been written about the history of BMW and its wide range of automobiles, motorcycles, and aircraft engines. From the library of the BMW CCA Foundation, we have compiled a very brief timeline of the significant milestones that have created the best automobiles and motorcycles on the market today.  
**Freude am Fahren! Enjoy!**

- **1916:** Founding of Bayerische Flugzeug Werke (BFW)  
↓ incorporated  
„Gustav Otto Flugmaschinenfabrik,,  
→ Production of aircraft engines
- **1917:** Founding of Bayerische Motoren Werke (BMW GmbH)  
↓ renaming of  
„Rapp-Motorenwerke,,  
→ Products: aircraft engines
- **1918:** BMW GmbH went public and became the BMW AG



The merger of Bayerische Flug-Werke (BFW) and Bayerische Motorenwerke G.m.b.H. creates the foundation for Bayerische Motoren Werke AG. Starting in 1917, all of the company's products are branded BMW.



BMW's high- altitude engine sets a world record, reaching an altitude of 32,013 feet. Test pilot Franz Zeno Diemer states he could have gone higher if he had oxygen!

## 1923



The BMW R 32 Motorcycle makes its debut at the Berlin Motorshow. Its flat-twin power unit, fitted crosswise and combined with a shaft drive, remains valid to this day.

BMW aircraft engines capture 29 of 87 aviation world records

## 1928

BMW begins automobile production with the purchase of Dixi, originally founded in 1904.



In March 1929, the Dixi becomes the BMW 3/15 PS, and becomes the first “real BMW” to win Alpine Trail, climbing the highest mountain passes consistently over a period of 5 days.

## 1933

The Double Kidney Grill Appears! BMW introduces the BMW 303, the grandfather of the long great tradition of BMW six-cylinders.



Introduction of the BMW 328 Roadster – the fastest production sports car in its segment. The 328 gave the BMW brand its unique aura of sporting performance and dynamic power.

The BMW 328 dominates the Mille Miglia. In 1940, the 328 MM, a special streamlined version, averages an unprecedented average speed of 103.368 mph.



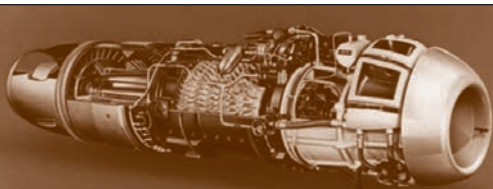
## 1938



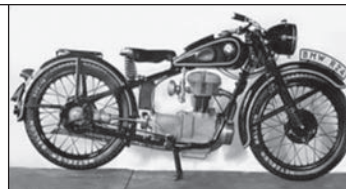
Lufthansa begins regular Non-Stop Service from Berlin to New York in a Junker Ju 52 fitted with the BMW 132 Radial Engine. Flight time – 24.5 Hours!

*Editor note – this is the first in a four-part series that will be appear in each quarterly issue of the Campaign Checkpoint. In future issues, we will explore the growth of BMW in the US; the BMW culture; and the BMW CCA Foundation's commitment to being the steward of BMW in the USA.*





The BMW 003 Jet Engine enters production and sets a new altitude record of 42,600 feet. The design of the BMW 003 engine becomes the foundation for American, French and Russian jet engine production well into the 1950s.



With permission from the Allies, BMW builds the first post-war motorcycle, the BMW R 24. This single-cylinder engine is mated to a four-speed gearbox. Two-cylinder motorcycles come back in 1950.

# 1951



BMW resumes car production with the BMW 501, utilizing the pre-war six-cylinder drive train. The BMW 502 appears in 1954 with the first "light alloy V8".



# 1954-1955

The BMW RS 54 revives BMW's motorcycle success, producing almost 30,000 units in 1954. But the two-wheeler market begins to fall on hard times. In 1954, BMW purchases a license from Iso to produce the Isetta "Motocoupe", leveraging BMW's motorcycle technology.

# 1956

Beauty, Power, and Sex Appeal – The BMW 507! Designed by Albrecht Graf Goertz, the press exclaimed "BMW has even beaten the Italians this time". Powered by a 3.2 litre aluminum V8, the 507 reached a top speed of 136 mph! Alas, only 251 were made from 1956-1959.



"A First Glimpse of Hope" – The BMW 700 sets the foundation for regaining success in the car business. Powered by an air-cooled rear engine, the 700 becomes BMW's first "on-going and trend-setting sales success" following the war. The 40 bhp BMW 700 Coupe marks BMW's entry into touring car competition.



# 1962



"The New Class" – with the introduction of the BMW 1500, BMW is firmly back on the path to success. The 1500 is the beginning of a new family of cars whose heritage lies in today's BMWs. The 1800 was introduced in 1963, and the 2000 in 1965. The 1800ti begins BMW's long success in motorsports.

# 1965

Beauty, Power, and Sex Appeal returns with the introduction of the BMW 2000CS. Noted as one of the most beautiful coupes ever made, the 2800CS, 3.0CS and 3.0CSI still attract crowds today.





# 1966

*"The 02 is Born"* – Starting in 1966, the BMW 2000 is built in Munich with a production run of over 145,000 units. The 1600-2 also makes its debut, leading to the highly successful 1502-2002 model line. In total, 862,000 '02s are built from 1966-1977.



*Rejuvenation of BMW Motorcycles* – BMW proudly introduces the new era of motorcycles with the /5 Series. Built from the ground up in the Berlin-Spandau plant, the /5 sported a smooth flat-twin power unit and extra stable, long-stroke telescopic fork offering enhanced riding comfort and safety.



BMW Motorsport Begins its Dominance – For the first time, an entire BMW Team of BMW 3.0CSLs appears with the same look and design. The CSL's success on the track is legendary. But, the CSL also became a platform for new technology that would find its way into street cars – four-valve sixes, anti-lock brakes, and aerodynamics.

**The ultimate driving machine**

# 1975

*Series Production Begins* – With the introduction of the 5 Series, BMW begins the model branding that still exists today. The future is now set. With a new headquarters in Munich and new plants on the horizon, BMW begins the era of the **Ultimate Driving Machine**.



*Continued in the Spring issue...*

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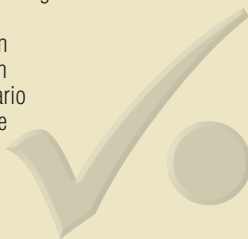
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John Rieszer  
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Mari Ripp  
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Alec and Mary Rodney  
Alexander Rogers  
Michael Rohrbaugh  
James Rosenberg  
David Rosenkrantz  
Jim Roueche  
Darlene Rouse  
Dohn and Marsha Roush,  
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Self's 50th Anniversary  
Mark Rubin  
Rita Rudyak  
Daniel Ruscitto  
Edward Russell  
Elayne Rutberg  
Erik Rutberg  
Raymond Rzaca  
Diego Saldarriaga  
David Sallmann  
William Salmonsens  
Wendell Salvador  
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John Scherwin  
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Jim Scott  
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Dave Singleton  
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Nathaniel Thompson  
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Elliot Weitz  
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James Wells  
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William Wender  
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Donald Westerheide  
Gerald and Deborah Wetter  
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Joanne White  
Dale Whitney  
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Sandra Herstowski  
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Mike and Patty Severide  
Michael Mitchell  
Jim and Helen Francis  
In Memory of Joel Ajavon  
Tina Reeves  
In Memory of John Bisset  
Bob and Sheila Morin  
Stephen and Karen Wasley  
Shirley Domin  
Thomas Klee  
Barbara Bisset  
In Memory of John Watts  
Louise Watts  
In Memory of John Weaver  
Delaware Valley Chapter

# WHY BUY A BRICK?

**Founda-tion** (noun)

1. the lowest load-bearing part of a building, typically below ground level.
2. an underlying basis or principle for something; justification or reason.
3. the action of establishing an institution or organization on a permanent basis, especially with an endowment.

We are, quite literally, covering every possible definition of "foundation" in kicking off the Brick Program this Spring. More than a feat of erudite feats, this exciting time for the BMW CCA Foundation's campaign is when we start to see the materials for the new facility come to fruition and we also begin to witness the architectural renderings take life. No longer a two-dimensional dream on a piece of paper, we will gloriously hold the bricks for the walkways at the new

facility in our hands before we gently lay them down for the many generations to make their pilgrimage to learn about the heart, heritage, and history of our BMW Car Club of America.

## How can you help?

**Purchase a brick.** Starting at \$50 each, the Brick Program is an affordable way to support the establishment of the new facility, donate to our current capital campaign and, most importantly, leave a lasting legacy of your love for BMW and the CCA. With more than 100 art files, you can choose your favorite BMW silhouette, chapter logo, or other BMW CCA-related design to convey your personal message to visitors. Even more exciting? Our online webpage allows you to virtually design your brick and see exactly what it will look like once engraved. How cool is that?!

**Gift a Brick.** A meaningful gift to a fellow BMW fan, brick certificates are available for purchase through the Foundation office ([andrea.galehouse@bmwccafoundation.org](mailto:andrea.galehouse@bmwccafoundation.org) or (864) 329-1919) or you can design a brick and

the Foundation office will send the recipient a rendering of the brick for their records with a gift message from you.

## Become a BMW CCA Foundation

**Ambassador.** Ambassadors enjoy a variety of roles within the Foundation, including serving as a chapter leader for the Brick Program. Our goal is to see every chapter represented on the pathways of the new facility; the more bricks that your fellow chapter members purchase, the larger the footprint your chapter will have at the new facility – it's rather straightforward. In addition to securing member bricks, Ambassadors will help to engage local businesses in the Brick Program. In terms of cost per use, these "forever" billboards last a lifetime and will convey their support of the Foundation and its programs into the foreseeable future.

Thank you, in advance, for your support of the Brick Program. We hope you will join us in paving the way for the future of the Foundation and our long lasting legacy as BMW owners and enthusiasts.  
— Kelsy Hill

## Hilton Head Concours D'Elegance 2015

# BMW History and Gentle Southern Charm

by Wendie Martin

Hilton Head Island, known for its white sandy beaches and what seems like an infinite number of golf courses, welcomes world-class automobiles each year in late October.

2015's marque was BMW, and the cars on display would make the museum in Germany proud. Among the award winners were Club members Dirk and Alexander de Groen of Coral Gables, FL, with their 1937 BMW 328. Scott and Fran Hughes of Sunset, SC showed their 1967 BMW 1600. The cars were magnificent and historically important.

The BMW CCA Foundation raffled an M235i during the Concours and raised \$10,000 for Street Survival, part of the almost \$1,000,000

raised in 2015. 3.0 CS owner Amy Lester won the Grand Prize in the raffle. The Foundation provides incredible support for the Concours, and Hilton Head is a great partner for BMW CCA.

Hilton Head Island sets a magnificent backdrop with its majestic live oaks and draping Spanish moss, and brings out the car lover in all of us. It is a yearly event that cannot be missed. In 2016, the Savannah Motoring Festival will start the festivities on Oct. 28-30 and be followed by the Hilton Head Concours D'Elegance Nov. 3-5. We hope you will join us for the Auto Week of the South! BMW

CCA Foundation thanks Hilton Head for its commitment to BMW CCA, the Foundation, Street Survival, the archive, and the museum.

[www.lhiconcours.com](http://www.lhiconcours.com)



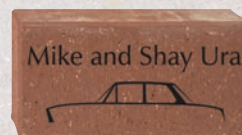


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\* All donations are tax-deductible to the fullest  
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## EVENTS

UPCOMING

- |                     |  |
|---------------------|--|
| <b>March 12-13</b>  | Members-Only Two-Day M School,<br><i>BMW Performance Center, Spartanburg, SC</i>                                   |
| <b>March 12</b>     | TRSS, <i>Hoover Metropolitan Stadium, Hoover, AL</i>   |
| <b>March 12</b>     | TRSS, <i>Reno-Stead Airport, Reno, NV</i>  |
| <b>March 19</b>     | TRSS, <i>First Coast Technical College South, Augustine, FL</i>  |
| <b>April 10</b>     | TRSS, <i>Auto Club Speedway, Fontana, CA</i>   |
| <b>April 16</b>     | TRSS, <i>National Corvette Museum, Bowling Green, OH</i>   |
| <b>April 16</b>     | TRSS, <i>Houston Police Academy, Houston, TX</i>   |
| <b>April 17</b>     | TRSS, <i>Boardman Park, Boardman, OH</i>   |
| <b>April 23</b>     | TRSS, <i>Montgomery County College, Blue Bell, PA</i>  |
| <b>April 23, 24</b> | TRSS, <i>Lincoln College of Technology, Columbia, MD</i>   |
| <b>April 30</b>     | TRSS, <i>Brownsburg High School, Brownsburg, IN</i>  |
| <b>May 7</b>        | TRSS, <i>Forest Fair Village Mall, Cincinnati, OH</i>  |
| <b>May 20-22</b>    | <i>The Vintage, Asheville, NC</i>  |
| <b>July 14-17</b>   | <i>Pittsburgh Vintage Grand Prix,<br/>Schenley Park, Pittsburgh, PA</i>  |
| <b>August 19</b>    | <i>Legends of the Autobahn, Nicklaus Club Monterey,<br/>Monterey, CA</i>   |
| <b>August 19-21</b> | <i>Festorics Turn Five Corral and Hospitality Area at the<br/>Rolex Monterey Motorsports Reunion, Monterey, CA</i> |
| <b>August 23-28</b> | <i>47th Annual BMW CCA Oktoberfest, Monterey, CA<br/>Celebrating 100 Years of BMW History</i>                      |



We've reached 29% of our goal.  
Get involved and connect with us now:

864-329-1919

[www.bmwccafoundation.org](http://www.bmwccafoundation.org)

[www.streetsurvival.org](http://www.streetsurvival.org)



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