



Bimmer News

DIE LETZTE FAHRBANH – The Ultimate Track

**A Newsletter for the
Choo Choo Bimmers Chapter
Of the BMW Car Club of America**



Believe it or Not!!! It's a Beemer!!! It's an ISETTA!!! How Fun!!!!

**FIRST QUARTER 2013
JANUARY - MARCH**

President's Address

I hope everyone had a great Holiday Season; we got off to a great start at our January club meeting at the Public House. Although we had a great turn out, all were familiar faces and we all agreed we would like to see some new faces this year. So please, if you have not been to one of our club meetings or it has been a long time since your last visit, come out and say hello real soon.

We did some rough planning for the year to come and so expect to hear from us about some scenic Saturday drives (4 of them), a spring picnic and overnight trips some-where interesting like Lane Motors, Nashville or maybe drive Tail of the Dragon and a stay at the Tapoco Lodge (www.tapocolodge.com) (1 or 2?). Renew our commitment with the SCCA in putting on the Tire Rack / BMW Foundation's "Street Survival" driving school for teen and young adult drivers. Two of our members are instructors but they do so as members of the SCCA. We applaud their commitment to this worthy endeavor. Atta boys for Steve Reed and Jeff Appelbaum. We would like to engage our local dealership BMW of Chattanooga in 2 activities, an Oktoberfest for members and customers alike (membership drive?) and of course our year-end Holiday Party. Just a few ideas, got any more? Tell us about them.

Come join us real soon!

Brenda Terrell,
President

2013

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A Word from the Editor

You know, it seems like whenever I go to buy a car, I can never find just the color I want.

I like red, and I like black. That's not too hard, is it? Well, in 2005 I bought an Acura MDX. They did have black, but not red. They did have a maroon metallic, which I purchased. I was never crazy about the color because to me, it was too purple. Then, in 2011, I bought my X3. The 2010 model had a non-metallic bright red which I loved. Of course, it was gone in 2011. But there were 2 blacks. One was non-metallic, the second added metal flakes pizazz. I chose the metallic. I'm disappointed in my black, because instead of looking more shiny, I think my SUV always looks dusty. Shoulda saved the extra \$500!

Then in 1012 my best friend Juanita bought an X3. Lo and behold, they had a beautiful shade of metallic deep red, which she purchased. It wasn't there in 2011.

So I got to thinking about colors, and I think I found out why things are the way they are. Today, BMW sells 9 models. Each model has about 3 to 4 sub-models. They average about 11 metallic colors, and 2 to 3 non-metallic. In some, there are 3 shades of blue, and in some, 3 shades of gray, 2 blacks, 2 silvers. Phew! And even though the same colors can be seen between models, there always seem to be some that are unique to certain models. I'd guess they are having to deal 50 colors through all the models. Doesn't leave much room for good 'ol black and red, does it?

Here's a list of color popularity for the US: Obviously, they are roughly grouped.

White	23%
Black	18%
Silver	16%
Gray	13%
Red	10%
Blue	9%
Beige	5%
Yellow	3%
Green	2%

Dealing with color selection must be a horrible task for the BMW folks. I'm sure each model has it's "mainstream" of colors. SUV folks don't like the colors that Z4 folks do. It has to be a vexing problem for them, not to mention a distribution and logistical nightmare.

Despite all of this, I still love my car. However, the next one's gonna be red

The Old Curmudgeon's Corner . . .



Folks there is something strange a foot in the automotive world. Yours truly started to notice this phenomenon about a year or so ago. I'm talking the invasion of super small automobiles on our streets, or highways and by ways, if you prefer. These little vehicles are all over the place of late. Not talking about the SMART car here, but the category just above the SMART. There are scads of sub-compact vehicles roaming our streets that for the most part look like minature SUVs. TOC has surmised that these little vehicles are miserly with their consumption of petrol, the price of which has crept up, and more recently back down to a level that we can live with for a while.

The gargantuan SUV's of a few years back are being replaced by the new smaller sized SUV's which get better fuel mileage and allows the driver to have a higher perch than he or she would have in a sedan. The high seating position is one of the reasons for the popularity of SUVs of yore. The more popular these minature SUV's become the more likely we are to have increased prices of petrol. The reasoning here is that petrol producers are in the business of making large sums of money for their share holders and vehicles that are miserly in their consumption of petrol don't help that cause. You say to TOC we think that you are a cynic. My reply is, of course I'm a cynic, you didn't expect other wise, did you?

TOC (CHT

LOOK SOMETHING NEW



MEMBER PROFILE

John and Sandra Cox

John and Sandra just celebrated their 38th wedding anniversary on January 11. Sandra worked as a medical technologist for 12 years before becoming a chemistry teacher for the Hamilton County School system. She taught at Red Bank High School where she was the lead teacher in the Health Career Academy, chemistry teacher, and department chair. She also taught at Signal Mountain High where she was the science department chair. She was also fortunate to oversee the building of the science labs during the construction of the new school. She retired in the spring of 2012.

John worked as a Senior Systems Programmer for TVA and retired after 20 years of service. He is presently a Senior Information Technology Specialist for IBM. Most of the time he travels to different accounts in the US, but presently he is working for an account that allows him to work from home. They have one son, Nathan, who lives in Nashville.

John and Sandra enjoy traveling, tasting beer, dining out, and being with friends. John drives a 2010 528i BMW and Sandra drives a 2005 red Mini Cooper.

Please submit your Bimmer profile to Lana Freeland for inclusion in our Newsletter.

Happy new year Bimmerphiles,

ChooChoo Bimmers are planning several events this year and we want you to come have some great fun with us.

This year we will organize several scenic drives to interesting dining destinations in our beautiful region. A typical Saturday morning drive will involve meeting the group in a Chattanooga area parking lot by around 8:30 am. Then we will drive together for about 2 hours on some of the most scenic and fun roads we can find. The drive will end at a restaurant where we can enjoy a nice lunch, relax and talk about all things Bimmer.

We are also planning a longer weekend drive this year and a trip to the Layne Motor Museum in Nashville. We would love to hear your suggestions of drives or destinations for our events. Please send suggestions or comments to rewilson@bledsoe.net.

The first drive of the year will be announced soon and will probably explore some of the more southern reaches of our domain where road conditions should be a little warmer. Watch your email for further news.

Bob Wilson, Driving Events Coordinator

Future Meetings

February 12, 2013

Bluewater Grill

March 13, 2013

Walden Club

*Give us your suggestions
for meeting locations.*

Newsletter Stuff

Contributions to this newsletter are welcomed and encouraged by the editorial staff. Submissions may be edited for length, clarity, and content. All editorial material: classifieds, articles, art work etc. should be sent electronically to the editor

Advertising in the Bimmer Newsletter is an inexpensive way to get your company or services known to a great demographic group.

We print about 140 copies quarterly and the publication reaches club members and other BMW car enthusiasts not to mention the hand around factor. Using a standard publishing matrix, an average of three people look at each copy, including friends, family and whoever else picks it up and flips through it.

Prices:

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**4th Annual BMW CCA Oktoberfest
Monterey California
Mazda Raceway, Laguna Seca
August 2013**

**Don't forget to check our National
website for upcoming Events and
most importantly updating your
information!**

<http://www.bmwcca.org/eventlanding>

Facebook:

Choo Choo Bimmers Chapter – BMW CCA

**Welcome new members, if you get this by snail mail, we do
not have your email address. If you would provide it to us
we can send you all our notifications digitally.**

The BMW Century



Please help us build a strong and active membership by telling other BMW owners and enthusiasts about the benefits of club membership. Not only do we have monthly membership meetings at local restaurants to have fun and discuss club business, there are other benefits listed below

BMW CCA offers the following benefits and services:

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- ❑ "Friends of BMW" booklet listing members who will assist you
- ❑ Ombudsmen to assist you with BMW dealers or suppliers
- ❑ Value Information Coordinator to assist with insurance claims, purchase or sale
- ❑ BMW Special Interest Groups (SIG's) listed in the Roundel

For additional membership information, contact BMW CCA:

at web site: www.bmwcca.org (BMW CCA National Office)

BMW CCA Office Fax: 864-250-0038

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Choo-Choo Bimmers

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