



# Bimmer News

DIE LETZTE FAHRBANH – The Ultimate Track

## Choo Choo Bimmers Chapter of the BMW Car Club of America

1<sup>ST</sup> Quarter 2014  
January to March

### President's Address

#### How Can We Help You Today?

It's that question you hear all the time. Whether you're at the bank, the grocery store or your favorite retailer, people are always asking how they can help you.

So seriously, how can we help you? You joined this club for a reason. Are we helping you fulfill that reason? Did you join to find out more about your BMW, how to better maintain it, or just to meet more folks who are just as crazy about their Bimmer as you are? Would you like to participate in a group drive on the Blue Ridge Parkway or possibly to see a race at Barber Motorsports Park? Are you a do-it-yourselfer and want to participate in a tech session? We want to know!

Personally, I joined the BMW CCA for all the reasons mentioned above. On November 26, 1997, I purchased my first BMW, which was a 1994 Island Green 525i. It was love at first drive, and I've never looked back. Currently, I own a Bright Red E46 (2000 323i) whom I call Grace and a Midnight Black Metallic R56 (2010 Mini Cooper S) whom I call Joy. I aspire to someday own an E30 cabriolet, an E38 or an i8. My husband owns a Vermillion Red Metallic E90 (2011 328i). Needless to say, we're hooked!

Please tell me what you would like from our club! Or just drop a line if you think we're doing fine. Email me at [jennifercummins@epbf.com](mailto:jennifercummins@epbf.com) or call 423-488-6281.

Happy Motoring!

Jennifer Askew

PLEASE SUBMIT YOUR  
PROFILE TO OUR EDITOR  
LANE FREELAND.

**MEMBER PROFILE**  
**NO MEMBER SUBMISSIONS THIS QUARTER**

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Last year saw another close race for #1 between BMW and Mercedes. After winning in 2011 and 2012, BMW was eked out in 2013 by the big M. Mercedes sales for the year totaled 312,534 versus 309,280 for BMW. BMW did sell 37,399 vehicles in December versus 33,007 for Mercedes. If you include its Mini brand, BMW sold 375,782 vehicles in total last year. Including the Smart series of cars, Mercedes sold a total of 343,614.

Mercedes got an important boost in the race with BMW from its new CLA car line, carrying a starting price of \$29,900. 14,113 CLA-line vehicles were sold since being launched in the fall.

After the war, BMW did not begin to make cars until 1952. Prior to that, they manufactured motorcycles and pots and pans. Production in '52 began with the 501 Luxury saloon. Sales were so small that they took on producing the Italian Isetta to raise revenues. The first really successful car was the BMW 700 which was first produced in 1959 (see below).

Lana

**BMW 700**

**1959**



## The Old Curmudgeon's Corner . .



Here is a recycled column from 2003 . . . Still relevant, unfortunately.

We've just gone through the season to be jolly, and decked the halls, and all that rot. Now let's get back to rationality and common sense. Clear the parking lots (the long 2 and 4 laned kind), put the cell phones away, while you are driving, or attending some event where it's ringing and your inane chatter will annoy others. Drive friendly!

Buzzing down I-75 at 90 plus miles per hour, while gabbing on your cell, freshening your make up, and tuning your radio to the desired station is not driving friendly ladies. It is not the 90 MPH that I have a problem with (although it is way beyond posted limits in the USA); it's all that extraneous nonsense that you are involved in while driving that scares me. Your hair is fine and your makeup is fine and if you are a few minutes late to work you probably won't get fired. Unless it is your 4<sup>th</sup>, or 5<sup>th</sup> tardiness for the week. Guys! No amen's out of you over this. You are just as guilty. Leaning towards your left with the window ledge as an armrest and a support to keep your phone holding hand to your left ear while maneuvering a ¾ ton pickup truck with only your right hand is not cool. No one is impressed that you have a mobile phone. They are sort of universal nowadays.

All together now, both hands on the steering and full attention to driving when the engine is running and the vehicle is in motion. We are going to use turn signals when changing lanes, or turning, giving the driver behind us fair warning as to our intentions. That way he can do the same for the vehicles that are following him. When the yellow signal comes on as we approach an intersection the proper response is to remove right foot from the accelerator and touch the brake pedal gently and come to a stop. Everybody still with me? Good! When the light turns green we are going to move off smartly (No! We are not going to burn rubber.), thus allowing as many cars as possible to make it through the light. Back on the open road we are going to continue to make nice and keep to the right when we are not actually passing someone. That way those who wish to move faster than we are moving can pass us safely on the left. Now, we are actually cruising down the highway with both hands on the wheel as BMW intended and not a cell phone in sight. Amazing what we can do when we concentrate on the task at hand.

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# New Club Members

***Welcome to our Chapter of the BMW CCA come out and join us when you have a chance. And of course thank you to all those who renew every year.***

***John Howard***

***Douglas Crew***

***Jim Boney***

***Tom Snow***

Bimmer News is a quarterly publication of the Choo-Choo Bimmers Chapter (the club), a non-profit chapter of the BMW Car Club of Am. Ideas and technical information are solely those of the authors and no authentication is implied. Contributions from all members are welcome! Information contained herein is for the clubs use. Permission to reproduce any of its content should be sent to the editor's attention.

***Future Meetings  
All at 6:30PM***

**January 14, 2014**

***Broad Street Grill @  
the Chattanooga***

**February 11, 2014**

***Shogun***

**March 11, 2014**

***Big River Grill,  
Hamilton Place***

**April 8, 2014**

***Boccaccia's Italian  
Restaurant***

**May 13, 2014**

***Cafe on the Corner***

**June 10, 2014**

***Amigo's Mexican  
Restaurant  
@ Island cove Marina***

**July 8, 2014**

***Marco's Italian Bistro***

**August 12, 2014**

***1885 Grill***

**September 9, 2014**

***Public House***

**October 14, 2014**

***Alleia***

**November 11, 2014**

***Walden Club***

**December 9**

***Christmas Party***

***(to be determined)***

**BMW Breaks Ground For First South American Plant:**

On Dec. 16, 2013, the BMW Group has hosted an official function to celebrate the groundbreaking for a new plant in Brazil. The event took place at the new plant grounds in Araquari, Santa Catarina.

Harald Krüger, Member of the Management Board of BMW AG, responsible for Production, commented in Munich: 'Today, we are laying the cornerstone for the BMW Group's first automotive plant in South America. The new plant in Brazil will be an important element in our international production network and will make a significant contribution to the BMW Group's profitable and globally balanced growth. Our strategic principle of "production follows the market" has previously proven effective in markets such as the US and China and will also ensure our success in Brazil as an important future market.'

The BMW Group aims at achieving balanced growth in all markets and on all continents. Fast-growing emerging markets such as Brazil, Russia, India and Korea play a vital role in this effort. By adding a new plant in Brazil, the BMW Group is further expanding the global production network, which will in future comprise 29 production and assembly sites in 13 countries on four continents.

The start of operations at the new plant is scheduled for the fall of 2014. The production infrastructure is going to comprise a body shop, a paint shop and an assembly facility.

Over the course of the next few years, more than 200 million euros will be invested in the plant, resulting in a productive capacity of up to 30,000 vehicles annually. The production portfolio is supposed to comprise the following models: MINI Countryman, BMW 1 Series 5-door model, BMW 3 Series Sedan, BMW X1, and BMW X3. The setup of the new site will entail approx. 1,300 new jobs; 60 new employees are already on board.

Further jobs will be created within the supplier network of the new plant. For production activities in Araquari, the BMW Group is planning to source numerous components locally. This is why the company aims at building close ties with Brazilian suppliers early on.

The latest BMW Group production site is located in Araquari, a town in the southern Brazilian state of Santa Catarina. This allows the BMW Group to draw on the structures established in Joinville, located about 20 kilometers north of the new plant. At Joinville's Perini Businesspark, the BMW Group is presently setting up a training center for the new plant. The centerpiece of this facility is an assembly line for training purposes, which is in keeping with the global BMW Group production standards.

***BMW 328i wins Cars.com Lifestyle Award for the 2014 Luxury Car of the Year***

**The BMW 328i continues the success story of the BMW 3 Series, started more than 35 years ago when it was first launched.**

The 2014 BMW 328i has been selected as the winner of the Cars.Com Lifestyle Award as the Luxury Car of the Year. The BMW 328i is the perfect blend of luxury, sport and prestige. Cars.com tested it against the industry's best luxury sport sedans in 2013 and it came out on top, beating its competitors.

According to Cars.com "It does everything well. It has strong acceleration from the turbocharged 2.0-liter four-cylinder engine; has progressive, fade-free brakes; and sharp, nimble handling. It's quick: zero to 60 mph in just 6.5 seconds. It's frugal: Observed gas mileage in our testing rang in at 28.1 mpg combined city/highway. The list of equipment, both standard and optional, is quite complete".

The award was received by Paul Ferraiolo, BMW Product Planning and Strategy Manager. Paul expressed his gratitude to Cars.com for recognizing the passion that everybody at BMW and its dealers share for the Ultimate Driving Machine.

**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:**

Business Card-	\$10.00	1/2 page-	\$25.00
1/4 page-	\$15.00	Full Page-	\$50.00

***ChooChooBimmers.org or follow us on***

***Facebook: Choo Choo Bimmers Chapter – BMW CCA***



Please help us to 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 is other benefits list below.

**BMW CCA offers the following benefits and services:**

- The single finest automobile publication available: Roundel
- Discounts on parts and supplies
- Free classified ads reaching all members plus non-member web surfers
- Library and video services
- Help from technical and maintenance experts
- Distinctive club decals
- "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:***

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