

BMW CCA News From National



TO: BMW CCA National and Service Officers, Chapter Presidents, Newsletter Editors

FROM: Frank C. Patek II, Executive Director

March 2009

BMW CCA, Lockton Risk Services offer on-track insurance

In March, the BMW Car Club of America and Lockton Risk Services announced their partnership in delivering affordable insurance to the many BMW CCA enthusiasts involved in performance driving events. The HPDE Insurance Program provides an *à la carte*, single-event policy designed to provide affordable physical damage coverage to vehicles used in BMW CCA high-performance driving schools at race tracks across the United States. And because of BMW CCA's excellent safety record at performance driving events, coverage is offered at a discounted rate to BMW CCA participants attending BMW CCA events.

We're offering this insurance because so many of our members have found that their current auto policies exclude any race-track activity. In the past five years, an increasing number of auto insurers have modified their policy language to add exclusions to their policies—look for phrases like no coverage “on a surfaced used for racing,” “at a race track facility,” or “at a performance driving school.” This leaves some BMW CCA enthusiasts with no coverage by their primary street insurance policy at all! So the HPDE Insurance Program was created by track enthusiasts and industry experts to help protect driving-school attendees or mitigate their risk.

Chapter Driving Event Coordinators should encourage member participating in driving events to look at their policies and make sure they have the coverage they think they have. If not, visit www.HPDEIns.locktonaffinity.com for an affordable, single-event policy.

2009 DEC National Congress meets in “The Big Easy”

The BMW CCA's 2009 DEC Congress attracted 135 participants to New Orleans in early March. These important contributors to the success of BMW CCA driving-events programs enjoyed the sights and courtesies of New Orleans and the French Quarter. Representatives from 54 chapters were in attendance and had the opportunity to engage with Ronn Langford of Master Drive, and his “Coaching For Personal Performance” presentation. In addition, Pete Lyons—BMW CCA's risk manager—spoke with attendees about risk management and event insurance. Joe Marko of HMS Motorsport reviewed crisis communication and emergency response management plans. BMW NA's Larry Koch, our banquet guest speaker, fielded questions about the State of the BMW Union.

Annual meeting sees new Board members

March 21, 2009, marked the annual meeting of the BMW Car Club of America. Held in Greenville at the Club office, the meeting saw the swearing in of the two newest members of the Board, JR Schneider as Secretary and Michael Lingenfelter as North Central Region Vice-President.

Mendelsohn to conduct member survey

The Club has retained the services of Ipsos Mendelsohn of New York to conduct a new demographic and satisfaction survey of the membership. The survey will provide a scientific way to find out who our members are—and equally important, what they want from “the best damn car club in the world.”

*Oktoberfest 2009 marks the 40th anniversary of the BMW CCA;
record number expected to descend on Road Atlanta in September*

Oktoberfest on-line registration opened in March as scheduled, and if early-bird registration is any indication, this will be the most successful Oktoberfest to date. Following the wildly successful “track magnet” Oktoberfest held at Watkins Glen, we chose another legendary track for our 2009 celebration: Road Atlanta! And so far, registrants are indicating that they love the package options; the M3 track package is definitely proving to be a track junkie’s dream.

Due to overwhelming response, Legacy Lake Lodge at Lake Lanier has increased the number of rooms in the BMW CCA hotel block. There is still some availability, but be sure to book your reservations today. Simply visit <https://reservations.synxis.com/lbe/rez.aspx?chain=5439&hotel=10192&lang=1> and enter Group Code BMW CCA.

O’Fest 2009 will kick off with beach party Monday evening, September 28—yes, the lodge has their own beach!—with a full day of events planned in Spartanburg at the Performance Center, the Zentrum, and the BMW factory and the awards banquet slated for Friday, October 2.

Check the Oktoberfest website for breaking news: www.bmwccaofest.org. And to stay up to date on O’Fest news, subscribe to the O’Fest’09 Mailing List. This is an announcement-only list; to subscribe, send a message to ofest09-request@bmwccaofest.org with the word Subscribe as the subject.

2009 regional events you should attend

Many BMW CCA chapters are self-sufficient producing events and activities for their members on a frequent basis. But there is much camaraderie to be found in regional events, which draw participants from several different chapters. Here are a few you’ll want to know about; it’s not too early to start planning a tour by your chapter’s members to a nearby regional event!

Liberty Mutual, BMW Car Club sponsor Vintage at The Vineyards

Shelton Vineyards, in Dobson, North Carolina, is a picturesque setting which offers a secluded, intimate feeling—until the vines surround some two or three hundred classic BMWs every year. In late May, Vintage at The Vineyards draws classic-car fans and owners to Dobson for the celebration that has grown from a modest display of BMW 2002s to an impressive array of all sorts of BMW icons. “The event has always drawn a ton of 2002s, and this year we may have close to 100,” says event organizer Scott Sturdy. “These beauties will be displayed around the scenic pond and should make for some great photo ops.”

The weekend gets off to a festive “gearhead” start on Friday, May 22, with events reserved for owners of vintage BMWs. There’s a scenic drive in the afternoon, and the evening features the Steve McQueen movie *Le Mans*.

Saturday starts with an optional drive open to all BMWs, beginning in the blocked-off old Main Street of the small town of Elkin; it ends at Shelton Vineyards where the vintage BMWs will be arrayed. Fans of the venerable BMW 6 Series—known to fans as the legendary BMW Shark due to its distinctive nose—will want to be on hand as Southeast Sharkfest participants arrive for a special display in the 6 Series area. Other activities include wine-tastings, tours, hayrides, a raffle, a vendors’ row, a swap meet, food, and an eleven-piece Sauerkraut Band.

On Sunday, May 24, a driving tour heads south to Ashville and the historic Biltmore House via the scenic Blue Ridge Parkway. Tickets for the private tour of the Biltmore Estate are \$46 for

adults; youth (ages 10–16), \$23; and children (age nine and younger) are admitted free with their paying parent. This affords a rare opportunity for you and your BMW to be in a panoramic photo in front of the historic Biltmore House. If you are not attending the Vintage weekend in Shelton, and would like to participate in the private tour of the Biltmore Estate, please contact Linda Axelson at lindaa@bmwcca.org.

For more information please visit the event website: www.vintageatthevineyards.com

Pittsburgh Vintage Grand Prix set for July

Sponsored by Liberty Mutual and BMW CCA, the Pittsburgh Vintage Grand Prix is a Regional Event on this year's BMW CCA calendar. Because BMW has been selected as the honored marque for 2009, several 2002 groups, the E28 5 Series community, and many other special-interest groups are already planning trips. The Allegheny Chapter is especially pleased to welcome members of the BMW Vintage & Classic Car Club of America to this week of historic racing and classic-car events.

Set for July 10–19, the PVGP week includes a driving school at BeaveRun, a BMW CCA Club race, a car corral, and a picnic during the PVGP Historic Races in Schenley Park. That part of the festivities, the Schenley Weekend, kicks off on Thursday night with a welcome reception at the Greentree Radisson. On Friday, July 17, there is a tour planned to the Laurel Highlands. This drive will include lunch at Nemaquin Woodlands and a tour of the Frank Lloyd Wright-designed house, Falling Water.

The Allegheny Chapter anticipates over 300 BMWs participating in the show at Schenley Park. There will be a concours to highlight special cars. Consistent with Marque of the Year tradition, there will be a catered lunch both days, a BMW parade lap of the circuit, and many other special events. Following Saturday's events at Schenley will be an evening reception at Station Square and a tour on the Gateway Clipper.

As a special treat, fans will watch a BMW-only race in Schenley Park; the racing group will feature 2002s and other racing BMWs of similar vintage. For more information, please visit www.pvgrp.org.

Central Cal stages West Coast Concours at Monterey

To kick off the Monterey Historics weekend, the Central California Chapter of BMW CCA will host the BMW CCA West Coast Summer Concours on Friday, August 14, in the Monterey-Carmel Valley area. Sponsored by Liberty Mutual and BMW CCA, this event will cover the splendid lawns of the Rancho Canada Golf Course, located on Carmel Valley road just east of historic California Highway 1.

This event will be limited to two hundred cars in judging competition, but will include a parking corral area for those registered but not participating in the concours competition. Rancho Canada is also a perfect location for a picnic lunch, and attendees are encouraged to bring their own baskets and libations.

Additional attractions may include wine-tasting, a silent auction for a local charity, and several guest speakers and celebrity judges. There will be additional vendors and displays on site. For additional information, please contact Wayne Wundram at bmwayne@aol.com or visit summerconcours@cccbmwcca.org.

BMW Festorics set for Monterey Historics

The Golden Gate Chapter's event at the Monterey Historic Races—the BMW Festorics—is perhaps the most significant of all our chapter events, celebrating the mystique of BMW and our appreciation for the marque. Set for August 14–16, the Festorics features a two-day parking corral with hospitality tents overlooking Laguna Seca's Turn Five—the slightly banked left-hander that can be taken without lifting, if your nerve is up. The Festorics package includes the opportunity to buy corral tickets, lunch tickets, a special BMW banquet ticket, and even tickets to the Monterey Historic Races themselves—all from one convenient source!

But the corral at the track is only one attraction. Don't miss the BMW banquet, or the insiders' tour of the whole Monterey Historics weekend. It's an affair you won't want to miss!

For additional information, please contact Team Festorics info@festorics.org or visit www.festorics.org.

BMW CCA membership numbers continue to fall

The economic crisis continues to affect every area of the consumer marketplace, as American families cut their spending on retail items—especially luxury goods. As predicted, BMW CCA membership numbers are still falling—down over 2,000 members from a year ago, and nearly 2,000 from two years ago.

On the national level, however, we try our best to bring good value to the membership, not only through *Roundel* Magazine but also with Club benefits and discounts that make membership a bargain. Still, we recognize that membership growth—especially membership retention—is best accomplished at the chapter level. That's why our new membership contest rewards chapters—in cash!—for every new member signed up.

Visit [CCA Membership Drive](#) for full details of the membership contest—and let's see if we can't bring old friends back into the Club along with our new recruits!

MEMBERSHIP STATS as of 3/17/2009			
	Full	Associate	Total
Current Membership	64,177	9,471	73,648
Last Month's Membership	64,693	9,537	74,230
Monthly Net Gain (Loss)	-516	-66	-582
Monthly % Change	-0.80%	-0.69%	-0.78%
Last Year's Membership	66,316	9,682	75,998
Annual Net Gain (Loss)	-2,139	-211	-2,350
Annual % Change	-3.23%	-2.18%	-3.09%
2007 Membership	66,160	9,934	76,094
Net Gain (Loss) for 2 years	-1,983	-463	-2,446
% Change for 2 years	-3.00%	-4.66%	-3.21%
New Members: 1,011 Renewals: 49.37% <i>Roundels</i> mailed: 64,046			