



***BimmerLife* Magazine Shipments to Dealerships**

Dear Chapter Officers,

We are pleased to announce that the brand-new *BimmerLife* Magazine is mailing out to members as well as all 350-plus BMW dealerships in the country this week. Each dealership will receive a special shipment of 20 *BimmerLife* Magazines from their respective regions. The shipment also includes a [booklet](#) that introduces the new publication, outlines how it benefits dealers, and reemphasizes the important role the BMW CCA plays in cultivating brand loyalty among BMW owners.

If possible, we encourage you to follow up with your local dealerships to make sure they receive these shipments and place the magazines in their showrooms and waiting areas for customers to enjoy. When contacting dealers about *BimmerLife*, this is also a great opportunity to see how your chapter can partner with local dealers on events, member recruitment, and to offer parts and service discounts.

About *BimmerLife* Magazine

The new magazine celebrates all aspects of the BMW enthusiast lifestyle and is crafted in a large, premium format with a lush style and stunning photography. Each issue comes in five regional editions, featuring a mix of regional and national features, plus Club news, events, and articles specific to each region and its chapters. *BimmerLife* Magazine will be published biannually in Spring/Summer and Fall/Winter editions. Each issue will reach the full membership of the Club and also be distributed to BMW Dealerships, event attendees and enthusiasts in other venues. It's a bold and exciting new addition to the American BMW enthusiast media universe. You can learn more [here](#).

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