**EXECUTIVE SUMMARY**  
Strategic Plan 2010 – 2012

**Mission Statement** - The mission of the BMW Car Club of America is to enhance the BMW experience through camaraderie, education and social responsibility.

**Vision Statement** - The premier car club experience.

**Values Statement**
- Appreciation for the marque and its heritage.
- Camaraderie and recreation among members.
- Sharing of knowledge and expertise.
- Motoring citizenship, lifelong driving skills and social responsibility.

<table>
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<th>Goals</th>
<th>Strategies</th>
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| Member Satisfaction, Recruitment and Retention | • Membership Performance Measures  
• Membership Growth Strategy  
• Changing Demographics  
• Target Niches and SIGs  
• Chapter Efforts in Recruitment and Retention  
• Vehicle Transfer  
• Dues Schedule |
| Service to the National Network of Chapters | • Service to Chapters  
• Chapter Expansion  
• Technology Integration  
• Leadership Development |
| Effective Communication Strategies | • Communication Tools and Preferences  
• *Roundel*  
• Member Communication Preferences  
• Chapter Communications  
• Surveys and Feedback |
| Dynamic Events and Activities | • Oktoberfest  
• One-Day Meet Events  
• Regional Events  
• Tours - Domestic and International  
• Track Event  
• Events and Activities Comprehensive Strategy |
| Social Responsibility and Solidarity with the BMW CCA Foundation | • Lifelong Driver Skills Training  
• Cause Marketing  
• Foundation Awareness  
• Business Development |
| Premier Car Club Organizational Structure | • Technology Investment  
• National Headquarters  
• Revenue Sources  
• Chapter Structure  
• Strategic Plan  
• Committees |