



BMW Clubs' **World** 1/15

In cooperation with BMW Club & Community Management

CANNONBALL ENDURANCE RUN 2014.



**60 YEARS OF
BMW CLUB
VIENNA**

**3RD ANNUAL MEETING
OF BMW CAR CLUBS
INDONESIA**

**INTERVIEW WITH
ROLF EPP, BMW GROUP
LATIN AMERICA AND
THE CARIBBEAN**

GOOD DAY BMW CLUB MEMBERS,

After a 12 hour flight from Hong Kong, and waiting in Frankfurt for my connection flight to Gothenburg, I opened my email inbox. One new mail came from the BMW Club & Community Management asking if I was willing to write the editorial for next issue of the BMW Clubs' World. I accepted but what to write?

As I just had attended the annual general meeting of BMW Clubs Asia in Manila, this was an obvious topic. The meeting was held in a positive atmosphere, the delegates were eager to present their events from the past year and ideas for future club activities. Great to see so many different people from different countries having a good time together.

As part of the event, a breakfast trip was organised where many members of the local car and bike clubs took part. The trip went to Tagaytay and I have to report that safety and road conditions were "interesting". There were cows, cats, bulls, dogs, cars, bikes, three-wheelers, people in one big mess!

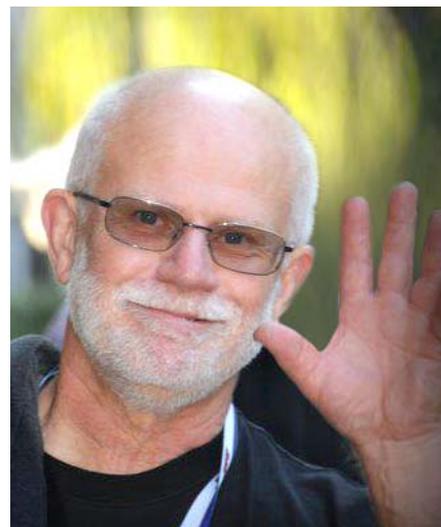
My main objective in Manila was to see how the Chinese club world functions. I spent lots of time talking to the Chinese delegates trying to understand the basics and how club life can be developed. This will not be an easy task as history plays a big role, and applying traditional club organisations will be difficult. Today, the clubs consists of loosely set up groups without formal organisation. As Facebook is not allowed, there are other means of communicating club activities. And mind you, the clubs are **large**, say up to about 75,000 members.

China is a huge market, more than 450,000 BMW cars are sold annually. There've got to be big opportunities for creating clubs. Unfortunately, the motorcycle sales are low as in parts of the country, they are not allowed.

In short: China will be a **huge** challenge.

It's now a bit more than one year since I was elected on the BMW Clubs International Council. I have to admit that the learning curve has been steep. To my surprise, or perhaps not, I've seen too many clubs reporting serious troubles. It's not uncommon to find clubs facing possible splits, and sometimes this is related to personal relationships. This is too bad as we are all here for one single reason: BMW cars and bikes. I'd like to ask all and everyone taking part in club life to take a broader view, look beyond personal issues and see what can be done for your local club or umbrella. Many times other people can have ideas which are just as good, possibly even better than yours.

At our latest Council Meeting in Tokyo, Japan, the board got the right of disposing 20,000€ from the budget. Intention being umbrellas can apply for financial support for different activities. This is very positive as the board now will have the possibility to distribute economic support where needed. And please do be careful out there, riding or driving your BMWs.



Mats Rosenquist

Vice-Chair Motorcycles
BMW Clubs International Council

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THE MINI STORY. UNTIL 31 JANUARY 2016 @ BMW MUSEUM.

The new temporary exhibition at the BMW Museum in Munich presents the universally popular MINI car brand in all of its facets. Visitors can look forward to more than thirty fascinating original vehicles, precious small display items and plenty of background information and stories. The focus of the exhibition is on the incredible variety of the models as well as the individual characteristics and innovative power of the design. Concept cars and visions are on display, complete with a journey back through more than half a century of MINI history – from the beginnings of the classic, space-saving MINI of 1959 up to the modern MINI design that began in 2001. Without doubt, the high points include the unusual and at times even eccentric special creations, such as the model converted into a camper van or

the sophisticated stretch limousine with integrated whirlpool. The exhibition directs visitors' attention to historical details and how they relate to their respective zeitgeist and social and political conditions. Besides the chronologically arranged tour, there are around twenty theme zones, each dedicated to a different aspect of the car; these may be based on individual parts, design drawings, photographs or films. They cover the brand's various development phases, including its cult presence in pop culture since the swinging sixties. The exhibition also includes advertising and film, the production plant in the UK, the community spirit and the innovative concepts of future networking. So come and see for yourself what MINI really stands for: joie de vivre, great tradition, British style and international presence.

The exhibition runs until the end of January 2016.
More information on bmw-museum.com



A NEW FACE IN THE BMW CLUB & COMMUNITY MANAGEMENT.

MICHAEL KORTENHAUS.



As of the beginning of 2015, Michael Kortenhaus (46) has taken on the duties of Kati Hockner in the BMW Club & Community Management. He is responsible on a regional level for the umbrella organisations BMW Club Europa (BCE), BMW Clubs European Federation (BCEF), Australia and New Zealand.

He is also responsible for the editorial content of BMW Clubs' World. Moreover, he also performs the inspection and approval of logos for newly founded clubs, etc. to ensure they comply with the BMW Club CI.

Ever since his early childhood years, Michael Kortenhaus has always been fascinated by the BMW brand; for a long time his father owned a BMW 1602. Of particular interest to Michael Kortenhaus is the opportunity his duties give him to cooperate actively with national and international BMW Clubs. From his previous professional experience, Michael Kortenhaus has a thorough knowledge not only of historic BMW cars and motorcycles but also of the company's history. He has been working at BMW Classic, the BMW Museum and BMW Welt since 2004. He has given guided tours for guests and clubs from all over the world and is always moved by the enthusiasm they show.

Mr Kortenhaus always has an open ear to any questions or comments you may have and is looking forward to his new challenges. He can be contacted by e-mail at: michael.kortenhaus@partner.bmw.de or by telephone at: +49-89-382-33845.

THE DTM 2015.

03.05.–18.10.2015

The memories of the splendid DTM season 2014 are still fresh in everybody's minds. Marco Wittmann was the star of the year, gaining his first DTM title in his Ice Watch BMW M4 DTM. Aged 24 years and 294 days, this made him the youngest DTM champion in the service of BMW and the youngest ever overall winner from Germany. The BMW Team RMG left a clear impression on the team scores with five victories in ten races.

So will the year 2015 prove to be a similarly successfully one for BMW Motorsport? Will Marco Wittmann defend his title? One thing is for sure – DTM can look forward to even more action this year, with a racing calendar comprising nine weekends and altogether eighteen thrilling touring car races. For the first time since 2000, the DTM will be holding two heats on the same weekend. The starter's gun for 2015 is on the first weekend in May at the Hockenheimring. A total of six events are set for Germany with a further three taking place throughout Europe.

But the DTM is more than just motor sport. It is passion set on tarmac. Heartbeats at V8 engine speed. Come and join the cheering when the BMW M4 DTM enters its second racing season. Experience the passion, the joy and the racing hearts live at the scene. Secure your own personal ticket to the DTM today and immerse yourself in the action-packed world of touring car racing. Become part of the BMW Motorsport family and experience the fascination of the DTM up close. We offer a number of attractive ticket packages for every racing weekend.

BMW club members receive an exclusive 20% discount on tickets in the BMW Passion category.

And this is what you have to do. Simply send an e-mail to welcome@bmw-motorsport.com, request a discount code and enter it in the relevant field in your shopping basket. You may purchase up to ten tickets with one discount code.



03.05.–18.10.2015

DTM RACING CALENDAR 2015.

Datum	Land	Event
03.05.2015	GER	Hockenheimring I
31.05.2015	GER	Lausitzring
28.06.2015	GER	Norisring
12.07.2015	NED	Zandvoort
02.08.2015	AUT	Red Bull Ring Spielberg
30.08.2015	RUS	Moscow Raceway
13.09.2015	GER	Motorsport Arena Oschersleben
27.09.2015	GER	Nürburgring
18.10.2015	GER	Hockenheimring II



DTM 2015. FAN PACKAGES.

Once again, here is the information about fan packages that are available to purchase online from bmw-motorsport.com/tickets. The ticket prices include sales tax (VAT) but exclude postage and packing.

“BMW Passion Package”

cost per ticket from € 59:

- Weekend grandstand ticket, category silver or gold
- Paddock ticket
- Exclusive BMW Motorsport gift
- BMW Motorsport team brochure

“BMW Performance Package”

cost per ticket from € 476:

- Access to BMW Hospitality on Saturday and Sunday
- Exclusive BMW guest parking with BMW shuttle service
- Premium catering on Saturday and Sunday
- Weekend grandstand ticket, category gold
- Paddock ticket
- Guided BMW garage tours
- Exclusive guest programme including driver interviews, autograph sessions, fantastic prize draws, entertainment, live reports, Q&A with BMW Motorsport team members and much more
- Exclusive high quality BMW welcome package
- BMW Motorsport team brochure

AWARD WINNER 2014.

“FRIEND OF THE MARQUE” AND “DR. GERHARD KNÖCHLEIN BMW CLASSIC AWARD”.

In early November 2014 following a BMW CCA Foundation board meeting the participants retreated to a Mexican food landmark. Bruce Hazard, President BMW CCA, then surprised those gathered with the announcement that Dr. Leo Newland had been selected as a “Friend of the Marque”.

Bruce mentioned that there are many enthusiasts with a passion for the BMW brand, but a few do still more and distinguish themselves.

Leo began his passion for all things BMW with the purchase of a 2002 in 1971. Shortly afterward, he was a charter organizer of the Lone Star Chapter. Leo served with distinction on the BMW CCA Board of Directors for 10 years. Dr. Newland was a founding trustee of the BMW CCA Foundation serving as President for the past 10 years. Dr. Newland is recognised for his straightforward common sense, deliberative and thoughtful leadership with integrity.

Bruce Hazard presented the certificate to Dr. Newland “on behalf of BMW Classic, BMW Clubs International Council, the BMW CCA Board of Directors and BMW CCA’s 70,000 members.”

Dr. Newland expressed gratitude to “BMW Classic, the BMW Clubs International, the BMW CCA and to all of his BMW friends who have made my efforts and associations worthwhile and rewarding. My passion for the marque will always be there!”



DR. LEO NEWLAND.

Nominated by the BMW Car Club of America for the “Friend of the Marque” Award.



JOS HELLENBRAND.

Nominated by the BMW Auto Club Luxembourg for the “Friend of the Marque” Award

The president of the BMW Auto Club Luxembourg, Mr Jos Hellenbrand, was awarded the title of ‘Friend of the Marque’ on the occasion of the BMW Club International Council meeting at the end of September 2014 in Tokyo. To his complete surprise, the award was presented to him during the end-of-the-year dinner on 6 December 2014 by committee member René Haas.

In his presentation speech, the treasurer showed his appreciation for Mr Hellenbrand’s achievements. Mr Hellenbrand was a founder member of the BMW Auto Club Luxembourg in the year 1985, but it was more than forty years ago that he discovered his passion for BMW. He also played a major role in furthering friendly relations between the BMW Auto Club Luxembourg and, among others, the BMW Veterans Club in Germany, of which he has also been a member for the last ten years. He has organised countless club events that have been highly successful and attracted praise from both sides. The award that has now been presented to him is in due acknowledgement of his excellent achievements and untiring efforts for the benefit of the both the BMW brand and BMW club life.

On 22 November 2014 a group of BMW enthusiasts converged on Denver, Colorado, to witness the presentation of the Professor Dr. Gerhard Knöchlein BMW Classic Award to a dear friend and colleague, Goetz E. Pfafflin. Goetz is also a long standing active member of the BMW CCA.

Bruce Hazard, President of the BMW CCA, opened the evening with a greeting and a synopsis of the life of Goetz Pfafflin and his phenomenal passion for the BMW Marque. Tom Plucinsky and Matt Russell from BMW NA joined Bruce to present the Award Certificate and Pin to a stunned, but smiling Goetz Pfafflin.

Goetz Pfafflin, founder and current President of the BMW Vintage & Classic Car Club of America has been a regular participant, organizer and supporter of local and national events of the BMW CCA and the Vintage and Classic Club. Goetz has organised many vintage tours in various parts of North America and is a respected resource on the history, restoration and value of vintage BMWs.

Congratulations to Goetz Pfafflin upon receiving the very prestigious and well-deserved Prof. Dr. Gerhard Knöchlein BMW Classic Award.



GOETZ E. PFAFFLIN.

Nominated by the BMW Car Club of America for the „Professor Dr. Gerhard Knöchlein BMW Classic Award“.



60 YEARS OF BMW CLUB VIENNA.



60-Years-Anniversary Week 2014, having a rest in front of the Sölkpass/Steiermark

Peter Gusmits, BMW Club Vienna, Chairman

Great presentations, four-colour glossy printing, original texts, words such as “dynamics”, “power”, “performance”, and “design” – the content and form of the brand’s models, brochures and magazines reflect the expectations placed on a premium brand. Expectations often referred to as state-of-the-art. In other words, BMW. Just after the Second World War, the level of expectation was completely different. Food, clothes and fuel were scarce, as were hundreds of other items. Public transport was overcrowded and always late. For private motor vehicles, of which there were not so many anyway, fuel, oil, batteries and tyres were hard to come by and drivers often had to devise their own improvised solutions.

But at least there was a revival in motor sport. Under the most difficult of conditions, sand track racing began to be held in Baden near Vienna as well as in the Vienna district of Krieau, both of which were keenly attended by more than 25,000 spectators. There was so little traffic in Vienna in the late 1940s and early 1950s that it was not necessary to halt even once when passing through the city.

Beginning in 1948, a small motorcycling magazine called “Motorrad” began to be published. It dealt with the needs and concerns of the few motorcycle riders who were around at that time. In 1949, the decision was made to establish a club to represent the interests of motorcycle riders. The club subsequently succeeded in becoming affiliated to the ÖAMTC.

In the "Zweigverein Motor-Wien" ("Vienna Motor Branch Club") of the ÖAMTC, there were a few enthusiastic gents who finally managed to set up a BMW MOTORRAD club in 1954. One of the founder members was Emmerich Kliwar (†), whose son Martin later became the club's chairman, from 1994 to 2004.

The list of enthusiastic successors to the founding chairman Steinsdörfer also includes the name Podhajsky, nephew of the legendary boss for many years of the Spanish Riding School.

Mr Podhajsky and Mr Ochsenbauer, who would later be the organisation's chairman for several decades, organised a full demonstration of the Spanish Riding School for the international BMW Club Meeting in Vienna.

Without any outside support, Mr Ochsenbauer organised, among other things, several winter tours with 350 cars and 150 motorcycles – with and without sidecars – followed by an international meeting in Krems in 1980 with 350 participants, a large meeting of the BMW Clubs Europa in Villach and a veterans' meeting in Vienna with 540 vehicles. The police supplied eight officers and everything else was the responsibility of the BMW Club Vienna.

The chairman was not only involved in the foundation of the BMW Club Europa but also in setting up a number of driver training courses. Ochsenbauer started doing this by himself on the Österreichring in 1981, and was even deemed crazy for doing so by motoring organisations such as the ÖAMTC and ARBÖ, not to mention the Austrian Road Safety Board.

In 1983, the ORF broadcast a programme on driver safety training entitled "Schach dem Verkehrstod" ("An End to Road Deaths"). Their final comment was: "recommended for imitation". After many years of persuasion, the legislature finally responded. Today, this kind of training has finally been incorporated in road training for learners.

September 2014 saw the anniversary celebrations of the BMW Club Vienna, as the second oldest BMW Club in the world turned sixty – the only older one is in Düsseldorf. A large, merry group celebrated the event, together with sponsors and representatives of affiliated BMW Clubs.

The former chairmen and a film taken by a club member serve as witnesses to history and present a lively look at a frequently eventful and still moving past.

Video recordings about the BMW Club Vienna and the anniversary celebrations taken by the private Vienna TV station w24 can be viewed on the club homepage at bmw-club-wien.at.

In its message to the BMW Club Vienna, BMW Austria wrote that it sees BMW Clubs as "ambassadors of the BMW brand". This says it all. Here's to the next sixty years!



top: Club sports activities in the 1960s.
bottom: Club tour in the 1960s.

left: 60-Years-Anniversary Week 2014, Kreischberg/Styria.
right: One week's time out in Tuscany.



CANNONBALL.

Darryl Richman,

Secretary of the Vintage BMW Motorcycle Owners Club

Lonnie Isam Jr. has long had a dream. It is to get as many like-minded people together as he can, to ride their old motorcycles. He wanted to get old bikes out on the roads so that they could be seen and heard. He decided the way to do this was to get people to ride across the USA. A decade after he first came up with the idea, he achieved this dream in 2010.

In that year, 45 entrants rode their 1915 or older motorcycles from Kitty Hawk, North Carolina – where the Wright Brothers first achieved powered flight – to Santa Monica, California on the first Motorcycle Cannonball Endurance Run.

The Cannonball celebrates the legacy of Erwin “Cannonball” Baker, who early in the 1900s set multiple records for crossing America on motorcycles and in cars. Every other year since 2010, Lonnie, who is a motorcycle restorer in Sturgis, South Dakota, has put on a new edition of the Cannonball. In 2012, 70 bikes built before 1930 rode from New York to San Francisco. The third Cannonball, for bikes built in 1936 or earlier, began on September 5th on the beach at Daytona Beach, Florida and headed towards Tacoma, Washington.

Even the start was difficult. After spending an hour in the oppressive Florida heat and humidity for a panorama photo, riders struggled across a 100 foot wide strip of deep, soft sand between the hard packed beach and the first bit of paved road. Because of the late start, the first day’s route was a short 140 miles to Lake City, FL. But in the hot, steamy weather, people and bikes suffered. Over a dozen bikes failed to finish and one had an electrical fire, which was fortunately quickly put out. (The rider and bike were back on the starting line 2 days later.)

Naturally, most of the riders were Americans, but people came from all over to join the ride. Europe was well represented with 3 Spaniards, 2 Germans, 4 Italians, 2 French and 2 Britons; 2 riders came from South Africa, one from Uruguay and a couple from Canada. There were also four female riders, including one of the Italians.

To make up for the first day’s heat and humidity, we awoke the next morning to torrential rain that flooded roads and turned the parking lot next to our departure hotel into a lake. The National Weather Service warned of flash floods. The rally officials made the decision to allow everyone to travel out from under the storm in their support vehicles, to start in Albany, GA, but there were several hardy souls who rode all



the way. This event was starting to look less like an endurance run and more like a survival run!

Of the 105 entries – the vast majority of which were Harleys, Indians and Hendersons – there were many other marques represented. Perhaps the most obscure brand was a 1936 Sokol 1000, a Polish product built for their army and looking like a cross between a Harley and an Indian. Probably the most unusual entry was a 1923 Neracar, a 250cc two stroke bike with a variable ratio transmission and center hub steering. Along with these, we had

a Rudge, a Sunbeam, two Moto Guzzis and two Moto Freras, a Brough Superior and seven BMWs.

We continued across western Georgia to Tennessee and crossed through Kentucky during the first few days. We had hot weather interspersed with heavy rains, but I know I was most impressed with the beautiful roads that the organizers had selected for us.

Even so, the pressure was on us to keep moving because the scoring rules required us to travel the day's course and check in at a fixed time window. While a 9 or 10 hour ride might seem suf-

top left: Just need a quick tune-up (by Dave Jones)
top right: On the salt at Bonneville (by Chris Alley)
bottom left: Colorado Riverway in Eastern Utah (by Dave Richman)
bottom right: A dry place to work (by Dave Jones)



ficient to cover the average of 250 miles we rode each day, especially for the smaller Class I bikes, top speeds were under 60 mph in many cases, and the riders would usually choose to go slower so as not to wear out their machines. A mechanical fault, or even a flat tire, could easily eat up whatever time margin the rider might have left.

The Cannonball has its own way of scoring. Riders compete to gain the maximum number of points, one per mile traveled during the allotted time each day. Get home late and the rider only gets the points that he or she made before the check-in window closed. Riders may not have help from their teams after they check out

for the day's ride, until they check in again in the evening – they must be self-sufficient. Break any of the rules and points are deducted. At the end of the event, the winner is the one with the most points. If there is a tie – there is always a tie on points alone – then the prize goes to the bike in the lowest class. Class I bikes are 700cc or smaller, Class II bikes are under 1,000cc and Class III bikes have unlimited displacement. If there's still a tie, the winner is the one with the oldest model year, and if that doesn't do it, it goes to the oldest rider. The prize is a custom bronze statue made by artist Jeff Decker, who was himself an entrant.

All of the BMWs were in either Class I or II. The three 500cc R52s

piloted by Norm Nelson, Joe Gimpel and myself were in Class I. The Class II bikes were a pair of 1928 R62s ridden by Canadian Scott Blaylock and Blue Moon Cycle owner John Landstrom, Eric Bahl riding a 750cc 1929 R63 and Denis Sharon riding a 750cc 1936 R12.

By the time we made it to the half way point, and the only rest day in Junction City, Kansas, only 3 of the BMWs still had perfect scores. In fact, fewer than half of the entrants were still in the running. Many bikes had multiple failures. An early Harley caught fire one morning and burned to the ground. The rider got off safely but the bike was a total loss.

Although the organizers called it a rest day, most people spent it working on their bikes. Many were probably more tired when they left than when they arrived. Briton Stu Surr, although still hanging on to a perfect score, completely dismantled the motor of his Rudge—twice! He could feel it losing power as the days went along and tried to use some of his spares, but found things not well after the attempt and had to do the job again.

There was also a certain tension in the air, because the first half was considered by most of us to be the easier part of the ride. Ahead lay the Rocky Mountains and the ride from Golden (Denver area) to Grand Junction would cross three passes over 10,000 feet. But first we had to get there and the next morning we awoke to a thick, not quite freezing fog across the plains of western Kansas. It was also present the next day as we rode from the Colorado border to Golden.

This day was my own personal test. My little R52, which only makes 12 horsepower and has a top speed of about 60 mph, had been running sweetly, but that morning it coughed and spit and would not idle, which I learned afterwards was because I had gotten a bad tank of gas. I broke a clutch cable. I almost set myself on fire when I managed to disconnect the fuel line to my auxiliary tank and then nearly ran out of gas as a result of it pouring out. I had a small accident when the horn, which is clamped to the

left fork leg, loosened and folded back between the fork and the frame. And finally, I broke my spare clutch cable, requiring me to ride the last 60 miles to the finish, over mountains, through small towns and through rush hour Denver traffic without a clutch. I made it with 20 minutes to spare.

By comparison, the next day going over the high passes was sheer joy. True, the little R52 chugged up the last four miles of 11,990 foot Loveland Pass in 1st gear, but we made it. And I didn't even have to use the leaner main jet I carried, just in case.

We continued riding through gorgeous scenery. I was particularly impressed with the Colorado River Canyon we rode through in eastern Utah, with its beautiful colors and vast mesa scenery.

Just short of the Idaho border, I had a clutch problem that I couldn't fix on the road and that left Norm and John to carry the banner for BMW, which they did. In fact, Norm came 2nd overall, finishing just behind South African Hans Coertse on his three year's older 600cc 1924 Indian Junior Scout.

Overall, 24 bikes finished with perfect scores. The banquet in Tacoma was emotional. The nearly 250 riders and crew members, who had ridden together by day and worked together by night, cheered Hans for his win, and each other for their effort.

And this is the thing that makes people get excited about the Cannonball. Sure, the old bikes are cool, but it is the spirit of helping each other make it to the finish line, the willingness to share tools and parts and advice, to stop and check up on the rider by the side of the road, that makes the event so special.

The next Cannonball is already scheduled for September 2016, but – alas – no BMWs will participate. Lonnie, who has changed the limits on the motorcycle years each time, has said that it will be limited to bikes at least 100 year old. In 1916 BMW was making airplane engines and didn't make their first motorcycle until 1923. We will have to watch in 2016 and wait to hear about 2018.





3RD ANNUAL MEETING BMW CAR CLUBS INDONESIA.

21 NOVEMBER 2014, SUNSET HOTEL BALI – INDONESIA.

Irwin Rizki, Public Relations BMW Car Clubs Indonesia

BMW Car Clubs Indonesia was established on 24 May 2003 and officially became part of BMW Clubs International Council on 24 December 2006.

Currently BMW Car Clubs Indonesia consists of: 20 Chapters and 2 Registers.

There are three aspects of the activity in BMWCCI: Education, Sport and Social Aesthetic. These three aspects are assisted by the BMW Group Indonesia for the development of the members of this club as the Brand Ambassador of the BMW brand.

On 21 November 2014 the BMW Car Clubs Indonesia held the 3rd Annual Meeting 2014 BMW Car Clubs Indonesia in The Sunset Hotel, Bali, Indonesia.

The 3rd Annual Meeting in 2014 was attended by chapters and registers under the BMW Car Clubs Indonesia, such as: Jakarta Chapter, Bandung Chapter, Bogor Chapter, Banten Chapter, Yogyakarta Chapter, Solo Chapter, Semarang Chapter, Surabaya Chapter, Sidoarjo Chapter, Malang Chapter, Lombok Chapter, Bali Chapter, Makassar Chapter, Banda Aceh Chapter, Medan Chapter, Lampung Chapter and E30 Register. Each of the chapters was represented by 3 officials.

The purpose of the 3rd Annual meeting 2014 was to address several matters such as:

1. Explanation of a guideline from the BMW Clubs International Council
2. Account of the Household Budget of the BMW Car Clubs Indonesia
3. Approval of the new regulatory rules in the BMW Car Clubs Indonesia
4. Discussion of the Indonesian Bimmerfest activities
5. Presentation of chapters and registers under the BMW Car Clubs Indonesia in terms of activity, management, statutes, ideas and proposals
6. The development of chapters and registers that require evaluation by the central committee of the BMW Car Clubs Indonesia
7. Explanation of Club Identity guidelines for the design attributes of the club



The 3rd Annual Meeting 2014 started at 13.00 pm. The participants registered and received the 3rd Annual Meeting Kits, official T-Shirt and ID Card.

At the first session the national anthem of Indonesia Raya was sung and the 3rd Annual Meeting was opened by Club President Mr. Bernhard Sibarani. There followed a session on the history of the BMW Car Clubs Indonesia and BMW Dynamic History by the founder of BMW Car Clubs Indonesia and and by certified BMW Driving Trainer Mr. Gerry Nasution.

In this session Mr. Gerry Nasution explained some important things about the rules of the BMW roundel usage in club materials and also how to create club materials in the form of E-Flyer, backdrops, Banners, Club Stationery in accordance with the Club Identity guidelines from BMW and BMW Club International Council.

The next session was a presentation of each chapter's register to provide a report of their activities in 2014 and planned activities in 2015. There was also an opportunity for each chapter and register to be introduced to the central committee of the BMW Car Clubs Indonesia.

Some of the key proposals put forward by the chapter and register of BMW Car Club Indonesia included:

1. Improvement of the **bmwcci.org** web forum and web admin appointments from the chapters and registers
2. Development of the activities in each chapter and register
3. Development of the member management system
4. Provision of information on a regular basis to all chapters and registers for guidance in the design of chapter and register attributes
5. Development of information through social media and digital communications applications for the chapter and register activities reports

The 3rd Annual Meeting in 2014 was supported by the BMW Group Indonesia and by Astra BMW as the authorised BMW dealer in Indonesia. This showed that the BMW Car Clubs Indonesia are cooperating with BMW Group Indonesia and the authorized dealers such as those set out in the rules of BMW Club International Council.

Special events and interesting aspects of the 3rd Annual Meeting 2014: the event attributes banners, indoor and outdoor backdrop, the 3rd Annual Meeting Kits, and all amenities of the event followed the rules of the Corporate Identity and the BMW Club Identity.

Facts and figures:
 Date of foundation: 24 May 2003
 Number of members: 900
 Type: Car club (all models/ages)
 Website: **bmwcci.org**

All the material of attributes of the event was review by the Department of BMW Group Indonesia event officials. We

were pleased to say that this activity of the BMW Car Clubs Indonesia event followed the guidelines of the BMW Club Identity designs.

The next day, on 22 November 2014, an inauguration of the BMW Car Clubs Indonesia Chapter was held. This was the 20th chapter in the BMW Car Clubs Indonesia.

This activity took place in Kuta Playa. It began with a car convoy around the city centre in Bali and continued with the inauguration session of the BMW Car Clubs Indonesia Bali Chapter by the Club President Mr. Bernhard Sibarani and the delivery of the Charter Certificate to the head of Bali Chapter Mr. Roy Rinaldi.

The activities ended with a photo session of the entire board and members of BMW Car Clubs Indonesia, about 300 people in all.

Greetings from BMW Car Clubs Indonesia to all BMW Clubs around the world. Watch for our Indonesian Bimmerfest 2015 in Jakarta, Indonesia.



INTERVIEW

with **ROLF EPP**, BMW Group Latin America and the Caribbean.

air from our head office in Munich, I constantly meet enthusiastic club members, veritable experts, collectors and connoisseurs of our vehicles and company history. As I was born in Uruguay to German parents, and have lived in several countries in the region, including Argentina, Brazil, Panama and Mexico, I myself carry the bond between the Latin American and the German worlds within me, and I am all the more pleased that such a club scenario exists in our region.

One particular jewel to be found in our region is the motorcycle museum in the Brazilian city of Curitiba, which is under the private ownership of one of our friends of the brand.

The collection comprises around 40 BMW motorcycles, all painstakingly restored, ranging from our first pioneering motorcycle, the R32, all the way to the revolutionary C1, in a quality and quantity that makes this one of the top five museums of its kind in the world.

It was during the regional press launch of the BMW R 1200 GS in Brazil in 2013, that this private collector allowed us to pass through his doors and view his valuable collection.

The fact that we were granted access, together with a number of media representatives from the region, to a collection to which there is otherwise only limited public access is proof of the trust and constructive relationship that exists with our brand.

How would you describe the cooperation with the BMW Clubs in your area of responsibility?

As I said, as far as my area of responsibility is concerned, we are represented in the individual countries by the official local importers of our brands.

Among other things, they are the direct local contacts for the clubs in the respective countries. They keep an eye on quality within the groups, and provide support whenever an organisation shows an interest in becoming part of the official club network.

We support the development of the club landscape from our regional office in Mexico City as well as through our subsidiaries in Latin America, by issuing invitations to events such as rider training. As far as we can, we also provide vehicles for individual club activities, along with merchandising materials.

Are there any areas in which you would like to see any improvements or changes?

We would be very pleased to see the club scenario in our markets continue to develop. We know that there are innumerable motoring enthusiasts and fans of the brand in other countries in our region, in which no official clubs have been established so far. Presumably our region harbours a great many stories and curiosities from fans who we know nothing about. It would be wonderful if we could set up further clubs in new countries in our region and tap into this wealth of interest that certainly exists.

What from your point of view are the biggest challenges that the clubs are going to have to face in the future?

One important concern will be to introduce the younger generation to the club world. Clubs have to adapt to the passage of time, and to the new means of technical communication available, without losing anything in terms of quality, social exchange potential and joint activities.

What is your position in the company?

I have performed a number of functions in the BMW Group since 1997. I am currently responsible for the BMW Group Latin America & Caribbean importers region, of which I am the CEO. This fascinating emerging region comprises 24 markets, ranging from South American countries like Chile to the countries of Central America, such as Guatemala. The people and languages of this exciting region are as multifaceted as the landscapes. While the language spoken in Latin America is mainly Spanish, the Caribbean is also home to speakers of English, French and Dutch. The BMW brand is present in all 24 countries, in the majority of cases together with MINI and BMW Motorrad. Our brands are represented by local partners, who are all official BMW Group importers. We offer our premium products and services via their local dealer network. In addition to the importers region of which I am in charge, the BMW Group is represented in the Spanish and Portuguese-speaking regions of Latin America by its own subsidiaries in Mexico, Argentina and Brazil.

What in your view is the function of the BMW Clubs?

Under the auspices of the BMW Clubs Latin America Federation umbrella group, which was founded in Vancouver, Canada in September 2008, there is a broad spectrum of official BMW Automobile and BMW Motorrad clubs in our region. Examples of such clubs can be found in Argentina, Brazil, Costa Rica, Guatemala, Columbia, Peru and Uruguay, to name just a few.

The BMW Clubs serve as a platform for communication and social exchange for all aficionados and friends of our brands as well as their history, innovation and engineering. They offer joint activities for members, such as day trips with BMW motorcycles and cars, whether in the latest models or in BMW Classic vehicles. The club also organises trips to Germany and visits to the parent company, along with the BMW Museum, BMW Welt and the vehicle plants.

What from your point of view are the benefits of constructive relationships to clubs and their members?

Clubs serve to familiarise fans with the brands, vehicles and premium services, turning them into an experiential factor of the club and community structure. This is of great value, both to the brand and to the company. By maintaining constructive relationships with clubs and members, we gain an external perception of our brands and benefit from the unique loyalty of our fans and customers.

Personally, I am fascinated again and again by the incredible ability that our brands have to radiate their power internationally, despite vastly differing countries, regions and mentalities. Whenever I am in Latin America, which after all is a region that is several hours by

MARCH

Working Meeting of the Council Board, Munich, Germany
17. – 19.03.2015, www.bmw-clubs-international.com

Retro Classics, Stuttgart, Germany
26. – 29.03.2015, www.messe-stuttgart.de/retro

APRIL

Techno Classica, Essen, Germany
15. – 19.04.2015, www.siha.de

JUNE

50th BMW Clubs Europa Meeting, Davos, Switzerland
04. – 07.06.2015, www.bcemeeting2015.com

JULY

BMW Motorrad Days, Garmisch-Partenkirchen, Germany
03. – 05.07.2015, www.bmw-motorrad.com

43. BMW MOA International Rally, Montana, USA
23. – 26.07.2014, www.bmwmoa.org

FURTHER HIGHLIGHTS

AvD Oldtimer Grand Prix, Nürburgring, Germany
07. – 09.08.2015, www.nuerburgring.de

Annual General Meeting of the BMW Clubs Latin America Federation, Panama
20.08. – 23.08.2015, www.bmwclubslaf.org

Goodwood Revival, United Kingdom
11. – 13.09.2015, www.nuerburgring.de



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