

**BMW Car Club
of America
Inland Empire Chapter**



P.O. Box 57
Spokane, WA 99210-0057

Table of Contents:

President's Corner
Page 2

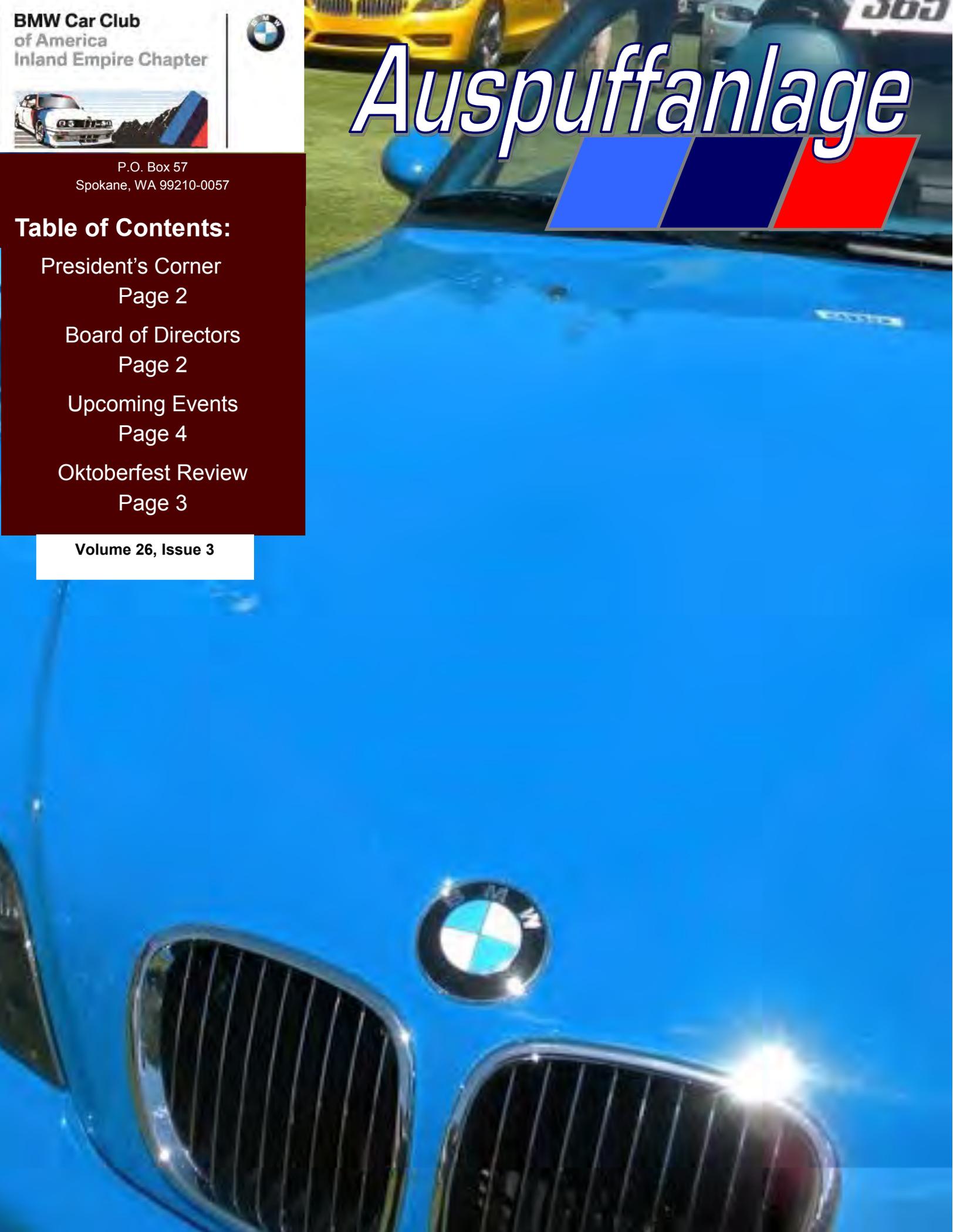
Board of Directors
Page 2

Upcoming Events
Page 4

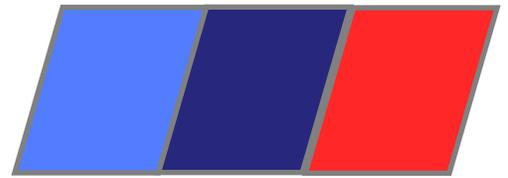
Oktoberfest Review
Page 3

Volume 26, Issue 3

Auspuffanlage



President's Corner



Trying to be BMW

BMW is a unique company; not only because I admire its creations. In a world where "incentive to buy" is still at the heart of automobile sales, BMW correctly understands it must provide an incentive to buy the BMW product to each, widely-diverse, demographic group, while carefully maintaining the purity of its M-brand. By "M-brand" I mean the M2, M3, M4, M5, M6. Aside from the inevitable progression of computer-facilitated "fast," embedded in more and more BMWs, (which piques our early-M purists, I know) BMW has done a marvelous job of keeping the M-brand separate from the M-performance and M-decorative lines, each made to raise the excitement of its somewhat more pedestrian vehicles. This success in maintaining brand loyalty --in so diverse a demographic-- is possible because BMW is ONE company, fully in control of its own destiny, able to protect exclusivity in one product, while selling many others, and all without mutual destruction. And, if sales are the yardstick, I know of no other single-marque company able to maintain sales of so many lines of cars and yet somehow weave exclusivity and passion into each. Go BMW! There are other manufacturers who attempt to profit from the successful BMW model. They are the Goliaths who try and copy the resourceful and highly nimble David. They fail to match the diversity and exclusivity of BMW, not because they lack money, resources, or customer base, or won't survive financially, but because they are conglomerate-ists, stealing from, or "watering down" one brand for the sake of the profitability of another. With the conglomerate, it's the "overall" profit that matters; it makes no sense to maintain the exclusivity of one brand if there is another trending to unprofitability. Sounds a bit like social ... well, you know what I mean. Can't you hear them at the VW Group?, "Shhhh ... cut back a bit on the Porsche brand. They don't need their own chassis. Most Porsche owners won't even know; just share platforms with Audi, and, by the way, won't that Audi chassis work on the Lambo, too? Scoot over Ferruccio, make room for someone else in that grave of yours. Want to know why the Porsche club is so full of 911 owners? They trust

the 911 will be the last to lose exclusivity. Too many holes in my argument? Try telling Ferrari they're imagining things when they scream in protest over their annexation to the new Fiat-Chrysler Group (FCA). What's that you say? It can't be true! 27-year veteran and Ferrari Chairman Luca di Montezemo, OUT, and Ferrari-Chrysler Group (FCA) CEO, Sergio Marchionne, IN? Picture this: Montezemolo, dressed in his impeccable Italian suit, representing exclusivity in his walk, talk, and demeanor, having to explain to poorly dressed and unkempt Marchionne the importance of maintaining Ferrari's exclusivity by maintaining a 7000-car annual cap. "Oh," you say. "But doesn't Marchionne run Fiat and doesn't Fiat own 90% of Ferrari? And didn't Enzo Ferrari give control to Fiat willingly in 1969 in exchange for financial support?" True, true. But Marchionne is no Gianni Agnelli! In 1973, CEO Agnelli correctly perceived that Fiat benefitted most from owning Ferrari when Ferrari was left virtually autonomous in the management of its own brand. In the mid-1960s, headstrong Enzo Ferrari ran from a heavy-handed Ford buy-out attempt directly into the arms of Fiat specifically because of Gianni Agnelli's assurances of Ferrari's operational autonomy as long as he lived. Sadly, the Agnelli family is no longer in full control of Fiat. Enter the Philistine, Marchionne, and his FCA. "I want 10,000 Ferraris in 2015 to start, and I want to use the Ferrari name in association with lesser Fiat-Chrysler brands to boost sales." Hey, David ... I mean, BMW; how about lending those smooth stones and your sling to Montezemolo? Ferrari lending its name to the Jeep Cherokee? That'll surely drive up the value of pre-FCA Ferraris, but what about the future? What's next, a Ferrari-branded Chrysler 200? How about a Dodge Diplomat on a Ferrari chassis? Don't get me started on the Dodge Dart/Alpha Romeo thing! Can there no longer be diamonds because rubies and garnets ... and rocks ... are feeling left out? Oh yeah. This is a BMW article, isn't it? Well then, Go BMW! Keep showing the automotive world how to maintain exclusivity, while also providing superior products for a wide demographic. We can still have both, can't we? Ahh, thanks BMW; I love

Board of Directors

President

president@iebmw.org
Tom Sparks (208) 691-9694

Vice-President

vicepresident@iebmw.org
Chris Brown (509) 981-4620

Treasurer

treasurer@iebmw.org
Jack Brooks (509) 869-9595

Secretary

secretary@iebmw.org
Jeff Bushman (509) 624-4462

Officer at Large

officeratlarge@iebmw.org
Steve Harris (208) 819-8344

Membership Chair

membership@iebmw.org
Jay Greene (406) 580-5294

Newsletter Editor

newsletter@iebmw.org
Nicole Altese (208) 720-3089

the M4 and my 328Xi ... it snows here, you know. Oh, by the way, BMW, when Marchionne muffs it, you might be able to pick up Ferrari in a fire sale. Have a different take? Drop me a line at president@iebmw.org

- Tom Sparks
IEBMWCCA President



Report from Beaver Creek Colorado** A team effort

Oktoberfest 2014 was held a bit early this year. The bimber centric festivities were attended by fewer members than is the norm, but no one seemed to mind the shorter lines. Team Brown, wife Bonnie and myself enjoyed the outstanding drive south to Colorado in springtime on our trek into the mountains fixing ourselves east at Vail at Beaver Creek Country Club. A weeks worth of events were planned and participants enjoyed each of them. One interesting event was the visit to Kessler Ranch. We were school bussed several miles to a exclusive secluded ranch for lunch, gift bags and a deluxe visit gave us a look into the world of a well-heeled sportsman. Another event that was fun to participate in was set up by the Michelin tire group, we were allowed to run a dry / wet course in a very mundane rental car with high performance all season tires and again in a C-class Mercedes which was sporting crap tires. Needless to say the better tires bested the event, The Benz was far more difficult to maneuver than the rental car. Bonnie did her first ever event, a Basic skills class Piloting her 330xi through a vexing menagerie of obstacles designed to enlighten driver awareness & improve skills. She discovered her inner lead foot and some new found skills. (it's not a "drifting" class hon..) The concours auto show was, as always, wonderful to visit just to see all that shiny paint and chrome in one place. Sadly the new i8 did not come out and play with the rest of bimmers. That camera shy i8 remained nested in the basement parking garage of the Hotel. I, and my friend Alan, participated in my first TSD (time-speed-distance) rally which proved to be great for scenic by-way viewing, but as far as maintaining the Inland Empire's first place standings held By the Cox team of Bozeman, MT, Alan and I failed miserably ...coming in in last place! Never the less, we did have fun. Look for Team Brown on the cover of the September Roundel we are checking out the Blue roadster. The next Oktoberfest is said to be in New Jersey, not sure if Bonnie and I will make that event but if you do, you will have a great time! The hotels are always first rate, the leg work has been done for you- many helpful volunteers are stationed to point you in the right direction, and lots fun events to do with your team. -Chris Brown, IEBMWCCA Vice President



July Drive, Ferraris and Fun Run

The Fun Run brought members into the heart of Coeur D'Alene for the annual Ferrari show (this year infiltrated by a Maserati or two and a McLaren). By mid-morning the spectators turned to drivers, as keys in hand, we made our way to the infamous White Horse Saloon in Spirit Lake ,ID for a great lunch in a rustic dining room set aside just for us. After lunch we regrouped and survived a 20 minute wait to cross a street due to an impressive array of Harley Davidson motorcycles also on a group country drive. Once back on black we discovered great back roads heading west on the north face of Mt. Spokane and onto a ice cream stop in the crossroads of a town called Elk. We had a lovely morning drive and were then released to do our weekend chores returning to the places we had come from.



River Dance Drive-Reddux 14

Always a great chapter event, this time we even found water in the lake! Unlike the last group visit to the big pond, this year we descended the serpentine road to the Keller Ferry dock and were rewarded with great views, ample water and a new ferry capable of swallowing the entire group for the scenic track across Lake Roosevelt. Break time at the Keller store and a snappy jaunt over the Bridge Creek Pass found us at the beautiful and delightful Twin Lakes Cafe. Modern civilization has not yet seeped into this quaint rural establishment- the prices demonstrated that. While waiting for the lunch fare, the dreaded trivia game was played. When the results were tallied, a long time test taker and sometime whiner, came out this year's winner! After lunch, a perfectly timed loading and departure at the Inchelium Ferry dock proved we get lucky sometimes. With gorgeous views of the river we made our way to the ice cream stop in Hunters, a long line ensued over the limited chilly menu. Once everyone grinned with ice cream smiles, we re-launched steering toward Valley and Ford. At this point, a few made their good-byes and most saddled back up for the last leg back to the grind of civilization. It was a visually beautiful drive with several new faces and some old friends in attendance, making the entire event a great one. -Chris Brown, IEBMWCCA, Vice President



Upcoming Events

View Event List in Detail at www.iebmw.org

November 6

General Membership Meeting

December 4

General Membership Meeting

We will be promoting our General Election Information and our Annual Membership Dinner soon, please check your email for upcoming details.

Classifieds:

Low mileage 1986 BMW 325e for \$1,400.

<http://seattle.craigslist.org/see/cto/4668237869.html>

Please contact Nicole Altese at svnicole10@gmail.com if you have a BMW Classified ad that you would like us to list.

The Road to Lapping Days

I am asked all the time, "how can I get in on the lapping days?" Well here's the secret, take a school or two and get signed off! Lapping days, also know here in Spokane as Friday at the Track (FATT), are Awesome! I cannot tell you in words how great it is to go to the track for a pittance (I am convinced this is the best track time value anywhere in the States) and play all day at your own pace with great people who's only goal it is to see you succeed and slap smiles on your face. Here's how it works, take a standard 2 day Advanced Auto Fabrication (AAF) High Performance Driver's Education (HPDE), learn the basics of safety and have an Instructor vouch that you can drive on the track solo. In the school you learn a great deal that you thought you already knew as well as all new skills. Skilled and vetted instructors verify that you are not a crazed lunatic behind the wheel and you are qualified to participate in a lapping day. If you are not "signed off" solo at your first HPDE there are Instructors available at the Lapping Day if you let them know ahead that you are coming. It's so great to take a day off "just for you" to visit the track and run against yourself, find small improvements in your own performance and ask others who are happy to help. You learn to shave seconds here and there and have great driver camaraderie, meeting like minded people. See you in the drivers seat. For available future dates for HPDE and FATT visit Advanced Auto Fabrication online at www.advancedautofab.com

