



San Diego Chapter

High Performance Driving School

Chuckwalla
Valley Raceway

March 16-17, 2012



CaliPhotography

Just around the corner! Are you ready?



January 2013

Kick-off Autocross

Coming up next month:



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Fahren Affairs

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Misc. Car Club Info

San Diego SCCA Auto-Xwww.sdr-scca.com/solo2

SCCA Club Racingsdr-scca.com/rr

SCCA Cal Club (L.A. region).....www.solo2.com

www.sdbmwcca.com

The President's Column

I'll interrupt my regularly scheduled President's column for an urgent announcement. Our yearly driving school and club race March 16-17th at Chuckwalla Valley Raceway is just a few days away. If you are planning on going and haven't signed up stop right now, go to <http://sdbmwcca.com>, motorsportreg.com and register. OK, now that we have that out of the way, back to your regularly scheduled column.

On Superbowl weekend, four members of the San Diego Board went to San Francisco for the Pacific Regional Conference. There were representatives from chapters from the Western US and Hawaii. Our first day was taken up with discussions about the direction of the club and what the chapters can do to be more successful. Michael Ligenfelter, North Central VP, facilitated an exercise where small groups were assigned a city and told to find a particular model BMW to purchase. Once we had the fictional BMW (an X3) we had to find a club event to attend. What we discovered is that finding a BMW to purchase was very easy, a quick Google search and a few clicks and we were there. Finding information about the car club was much more challenging – there were lots of issues including calendars that weren't up to date, lack of contact information, poor search engine placement and unclear websites. The lesson was not lost on the audience, we need to get better at providing information to our potential chapter members. Their expectations have been set by how BMW provides information to potential buyers so we have a high standard to live up to.

After lunch, we spent time talking about the demographics of the modern BMW buyer. BMW sales have greatly increased between 2000 and 2012 while membership in the BMW club has decreased slightly. Looking more carefully at the numbers, we see that we have a healthy number of new members each year but when renewal time comes along we are not able to retain them. The chapters and the club are not providing sufficient value for members to renew their membership. Our number one initiative for 2013 will be to make sure that we are meeting their expectations. We want members who are eager to renew their membership. The national office will be helping us with surveys but we don't need to wait for that information to take local action. We will be doing more to reach out to new members and working with lapsed members to understand what we can do better.

If you are still reading and have comments or suggestions about how we can better meet your needs we are anxious to hear from you. Send me an email at sd-president@sdbmwcca.com or even better come to our monthly meeting and tell us in person. We meet on the second Tuesday of the month at Giovanni's. The formal meeting starts at 6:30, but get there around 5:45 for pizza, soda and conversation with fellow BMW fans. All members (and prospective) members are welcome. Hope to see you there.

— Jim Patterson

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SUBMITTING INFORMATION TO THE EDITOR

Please send us your stories, tech. tips, photos, etc. We welcome and encourage any material you think would be informative or interesting to other members. All information should be submitted to the editor directly. Preferred format is e-mail. The deadline for submitting information to the editor is the 15th of each month.

2012 Calendar of Events

March 2

San Diego Chapter – Autocross at Qualcomm Stadium, West lot

March 12

San Diego Chapter – Board Meeting. The board meeting is open to all chapter members

March 16 – 17

San Diego Chapter – High Performance Driving School at Chuckwalla Valley Raceway; Desert Center, CA

March 27

San Diego Chapter – Meet & Greet, Boomerang's Gourmet Burger Joint; 4577 Clairemont Drive; 5:30 pm

April 7

San Diego Chapter – TireRack Street Survival Teen Driving School at Qualcomm Stadium, Southeast lot

April 9

San Diego Chapter – Board Meeting. The board meeting is open to all chapter members

April 28

San Diego Chapter – Autocross at Qualcomm Stadium, South East lot

May 14

San Diego Chapter – Board Meeting. The board meeting is open to all chapter members

May 18

Bimmerfest 2013 – Rose Bowl in Pasadena, CA. See bimmerfest.com for more information.

May 19

San Diego Chapter – Jack Cavanaugh Memorial Car Show, Contest, and Charity Auction. Spanish Landing Park



Scan this code with your smart phone to get all the latest calendar listings!

Be sure to check the website for all the latest news and event announcements!

www.sdbmwcca.com

Fahren Affairs

... is available with **COLOR**.
View color pdf issues on the website at www.sdbmwcca.com.



New Club Members Welcome!

Butler, Chris		Namlong, Lisa	
Campanaro, Jesse		Nichols, Jeff	
Cathcart, Natalie		Park, Stephen	
Chang, Wayland	2006 330i	Patel, Amish	
Contratto, Kelly		Quinn, Shawn	1973 2002; 1988
Copeland, Zach		535is	
Fishov, Safy		Rabasco, Robert	
gildersleeve, rich		Rossbach, Robert	
Gomolka, Greg		Sage, John	
Henderson, Kevin		Salzman, Justin	
Hutasankas, Tospol		Schiller, Gene	
Kim, John		Schubert, Scott	
Kowalski, Daniel		Watkins, Dave	
Kusz, Noah		Weinberger, Joel	
Lane, Rita	2008 328i	Williams, Topher	
Lu, Peihong			
Margolis, Mark			
Miles, Jordan			

San Diego Chapter Monthly Board Meeting

Giovanni's Italian Restaurant,
9353 Clairemont Mesa Blvd.

6:00 P.M. – Pizza & soft drinks

6:30 P.M. – Board Meeting

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BMW CCA San Diego Chapter – Board Meeting Minutes for January 8, 2012

The meeting was called to order at 6:32pm.

Board Members Present:

Jim Patterson, Brett Litoff, Lisa Goehring, Andre Pantic, Thejusvi Ganesh, Rich Gehring, Kim Dais, Don Duncan, Kim Schwarz, Dennis Damon, Anne Littrell, Ted Lange, Scott Sansom, JoJo Gonzales, Jim Lloyd

Members Present:

Lindsay Draime, Boots Cuatico, Brandon Watson, Jim Binford, Steve Robbins, Gordon Anderson, Peter Engels, Ed Havrilla, Paul Silver, Dan Tackett, Mike Singlet, Jim Tullius, Jen Lamberth, Peter Winokur, Charlie Kachlar, Matthew Kogan, Ankur Kalra, Satakhal Khalsa, Russell Moreau, Seth Hanson, Steve Dais, Jason Oliff

Secretary's Report - Brett Litoff

The minutes were approved.

Vice Presidents Report: Kim Dais

We have 1547 members. 30 members lapsed this month.

Treasurer's Report – Don Duncan

We have projected expenses and income for the year. We will be starting our tax return soon.

Driving Events Report – Andre Pantic

Registration is open for the event. We have the hotel and banquet facilities booked.

Autocross Director's Report – Kim Schwarz

Dan Tackett will be running the 1/26 autocross. Matthew Kogan reported on the pavement patching at Qualcomm. This event was a partnership with the local Porsche Car Club of America (PCA) chapter. We poured about 10-15k pounds of concrete and split the cost of the patching with PCA.

Street Survival Planning – Gordon Anderson

April 7th will be Street Survival. Dan Tackett asked about putting the date on the National Street Survival website.

Advertising - Ted Lange

We are looking for referrals from current members. We would like to increase our advertising base this year and involve more advertisers with club activities.

Holiday Party Report – Dennis Damon

The Holiday party cost the club \$2801 dollars. There was discussion about donations. Don Duncan motioned that we give 500 dollars to Toys for Tots. The motion carried. We are looking to charge 20-25 dollars per person for next years Holiday Party. Children under 12 would be free. Gordon Anderson motioned that we charge 20 dollars per person. The motion carried.

May 19th is the annual Clean Car Contest and Car Show. Dennis Damon suggested that we not have a catered lunch this year. Instead, the club will provide sandwiches for volunteers and attendees will be asked to bring picnic lunches.

A motion carried to cancel the catering.

Pacific Regional Conference – Jim Patterson

The conference is the first weekend of February and we will be sending 4 members at the expense of the National Club. One of the items of discussion will be Oktoberfest 2013.

Newsletter Report – Lisa Goehring

February 15th is the deadline for the Newsletter. Jim Patterson discussed having each board member write an article per year in the Newsletter.

Social Events for the first quarter:

Drive Skills Tech session 1/12. Jim Binford stated the emphasis would be on street survival through a simulator. LA Chapter Holiday Party on January 20th.

Carting event at K1 speed 2/13

We are looking to do a tech session at Charlie's Foreign Car. Jim Binford suggested there may be slots for BMW's at their Dyno Day. Jim also stated that PCA has expressed an interest in doing a joint rally with us.

Cruise Planning – Jim Lloyd

We are looking at doing another cruise on February 24th.

Webmaster Report – Thejusvi Ganesh

The website and facebook are up to date. We are looking at changing the look of the cover page on the website.

Other Events

Andre Pantic reported that the strategic planning committee has met and is looking at budgeting for the year.

Volunteer of the Year Election

The volunteer of the year was elected. The award will be presented at the Chuckwalla driving school banquet.

Other Business

Andre Pantic talked about the communications committee. We are looking at getting sponsors for Street Survival and have specific events that benefit specific charities. Don Duncan stated that we need to be contributing to the equipment fund again for items such as a new trailer. We, as independent members, contributed 133 dollars to Hurricane Sandy Relief for the Red Cross.

The meeting was adjourned at 8:11pm.

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The following advertisers offer a discount to BMW CCA members. You must show your membership card at the time of purchase.

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BMW South County: 15% – parts & labor

Charlie's Foreign Car Service: 10%

Chassis Masters: 10%

Hans Foreign Car Service: 10% Labor Only

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San Diego Chapter

High Performance Driving School

Chuckwalla Valley Raceway

March 16-17, 2013



CallPhotography

Register now on MotorsportReg.com!

Hey all you track junkies, it is almost time to visit Chuckwalla for our annual High Performance Driving School! This is the third year that this wonderful track will play host to our club's premier event. For those of you that were there last year, I am sure that this year will be much better than what we all experienced with gale force winds and blowing sand! March should always be the best desert weather time of year! We will be running our school in the traditional clockwise direction. The best part of running this way is the dive down towards the bowl section. This should offer some great photo ops and you will really want to check out the photo shop after your sessions.

There are some new amenities to look forward to at the track as well. First up, and perhaps most important, are the permanent

restroom facilities! Also, there are semi-permanent classrooms as well as a PA system to help with the announcements. There is diesel fuel available as well as three different types of high octane fuel.

For those of you contemplating attending your first driving school, ALL of this will be new to you. If you have never taken your BMW to a track, you owe it to yourself

to do so! You will be in your own run group commensurate with your experience. If you are a novice, no need to worry, you will be on track with others just like you! You will be paired up with one instructor on Saturday and another one on Sunday. We do this in order to maximize feedback on your progress. You will enjoy plenty of track time over the weekend.

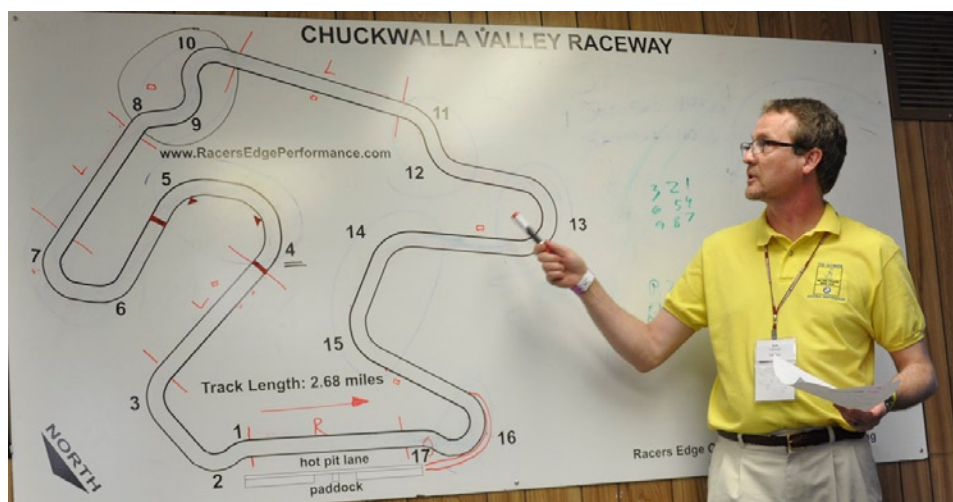


Photo: Paul Silver

Once again, the registration price for this year is only \$475. If you sign up on MotorsportsReg prior to March 1st, the price will only be \$425. If you decide to opt out of our traditional Saturday night banquet/raffle, your pre-March 1st registration cost would only be \$400. The best part is you will still experience same quality instruction and safe driving environment you have grown accustomed to from our Chapter.

This year, our headquarters will be at the Royal Plaza Inn. It is a casual 35-40 minute drive west of the track. It will be a great



Photo: Lisa Goehring

anywhere once we get back to our hotel.

Once again, I would like to extend my warmest thanks to both of our long terms sponsors, BMW of Escondido and Toyo Tires.

Please feel free to e-mail me at apexandre@gmail.com or call me at 858-342-5605.

See you there!
 Andre Pantic
 Driving Events Coordinator

www.chuckwallavalleyraceway.com
www.royalplazainn.com



Photo: Lisa Goehring

time to catch up with friends you can carpool back with, or you can use the time to dream about the fantastic buffet or what you will win in the raffle. Maybe it will be those Toyo Tires or some other BMW goodies from BMW Escondido? The price per night at the hotel with our special rate is \$89.00 per night. The nice thing about this hotel is that it has an adjoining restaurant, Cactus Jack's, that can accommodate us on Saturday night. This means that we will not have to drive

Please watch for MotorsportsReg updates and any new information regarding this event on our chapter website. Registration opened on January 16th.



Photo: Lisa Goehring

BMW of Escondido



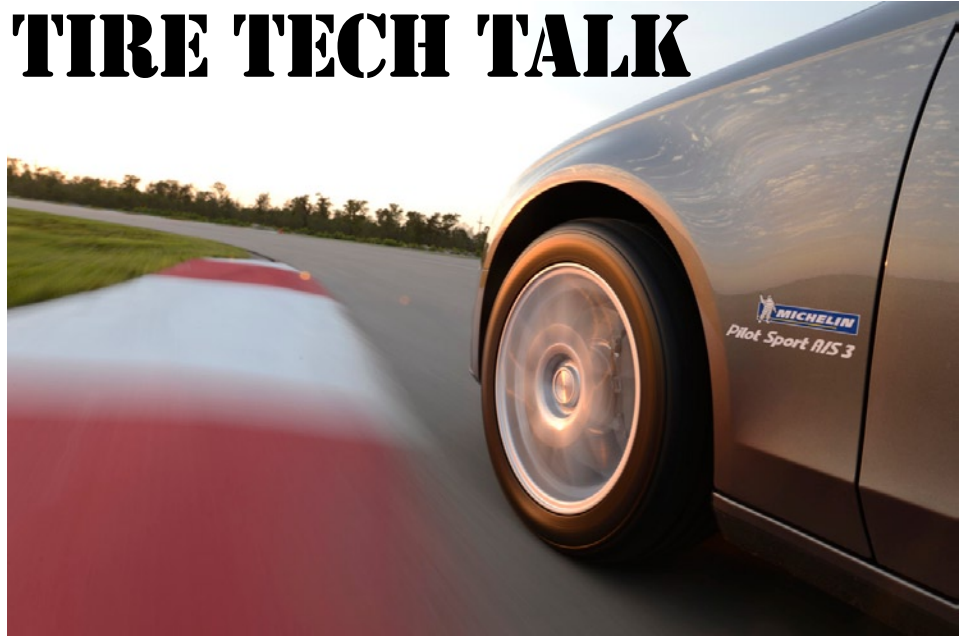
Do YOU have a story to tell?

If you'd like to share a brief story about your car, an experience you had at an event, what you love about the Club, etc., let us know!

Include a high-resolution photo(s) with your submission, and email to: sd-newsletter@sdbmwcca.com

Articles will published as space is available.

TIRE TECH TALK



Since March is our Motorsports Month with an autocross and our annual HPDE at Chuckwalla, I thought I would talk about tire care for performance driving.

- Make sure your tires have the proper speed rating and are mounted properly and according to manufacturer's specifications.
- Tires that have had a repair are not safe for high performance track driving.
- Start at the manufacturer's recommended air pressures indicated on the inside door sticker.
- Over-driving a tire can lead to excessive wear. Listen to the tire and your instructors.
- Rotate your tires between days and inspect the tread. If any cords are showing the tire is now unsafe to drive on track.

Some typical adjustments that can be made to slightly help your car's handling.

- Increasing front tire pressure reduces turn-in understeer.
- Reducing front tire pressure increases turn-in understeer.
- Increasing rear tire pressure adds rear cornering grip, increasing understeer.
- Decreasing rear tire pressure allows car to rotate more on corner entry.

Your tires are your only contact with the track surface. Please inspect and pay attention to what your tires are telling you to stay safe and to have fun. I will be on hand at Chuckwalla if you want further training on tire track prep and data logging.

—Nate Risch

Be sure to mention that you saw our advertiser's ads in *Fahren Affairs!*

Ultimate Happy Hour at Iron Fist Brewing Company



Mossy BMW of Vista plans to host Ultimate Happy Hours at Iron Fist Brewing in Vista on the third Wednesday of each month. Watch our Facebook page for more upcoming announcements.



Upcoming Meet & Greet

Shine up your car and come hang out with other club members to share stories, check out cars, and meet some new friends.

Join fellow Club members old and new for Happy Hour at

Boomerangs Gourmet Burger Joint

Wednesday, March 27
5:30 P.M.

4577 Clairemont Drive, San Diego, CA



Come and join other Club members for Happy Hour at Boomerangs Gourmet Burgers and draft beer specials.

Check out the menus at <http://www.boomerangburgers.com>

Be sure to check the website for all the latest news and event announcements!

www.sdbmwcca.com

Spring Fling 2013 Autocross



*A day of tire-twisting fun awaits you on the South East Lot on **April 28th***

Register Online at <http://sdbmwcca.motorsportreg.com>

Online Registration will be open from April 7th – 23rd

The first 20 non-BMWs to register are guaranteed a spot

While we'll have only one day to fling some springs this year, we guarantee you'll have plenty of fun with us on April 28th at Qualcomm's SouthEast Lot! Speaking of springs, Spring Forward means that we have another hour of daylight and another 20 open spots! Register early to reserve your spot. We will offer registration on-site if any openings are left, but there is no online waiting list and no guarantee that spots will be available.

Our thanks to **BMW South County** in El Cajon for renewing their support for our Autocross Program for another year!

Note: We do run if it's raining—you'll learn more and your tires will wear less—so if you see some unusual drops of water falling from the sky, grab your raingear and head to the Q! **Also, the helmet standard has changed to require Snell 2005 or 2010 ratings. Check yours now to be sure it's up to date—rentals are limited.**

The entry fee is \$65, including breakfast items, lunch and beverages. You can pay online if you register in advance at <http://sdbmwcca.motorsportreg.com>,

or with cash or check if you wait to register onsite. You must be a BMW CCA member to participate, and you can join online at www.bmwcca.org in advance. Please print and bring your membership confirmation if you have not yet received your BMW CCA membership card. We check membership of all participants at the gate. Our Chapter autocross policy gives priority to members who are driving BMWs or MINIs. Members driving non-BMWs will be allowed to participate if space is available.

REMEMBER: IF REGISTERED ONLINE, BRING PROOF OF MEMBERSHIP AND ARRIVE BY 7:30 (BEFORE ON-SITE CUT-OFF) TO KEEP YOUR RESERVED SPOT

When you arrive:

1. If you registered online, stop at the gate to sign the waiver and notify the Gate Greeter. Your name will be checked off the pre-registration list. All participants must show their BMW CCA membership card. Those who did not register online will receive a numbered card at the gate in their order of arrival; take it to the Registration table. **There is no guarantee that spots will be available for those who wait to register the day of the event.**
2. Empty all loose items from your car, then go through the Tech Line and have your car inspected. Bring your Tech card and you will receive Tech and helmet stickers.
3. Take Gate card and Tech card to Registration to get checked off for pre-registration or pay your \$65 entry fee. You will receive car numbers to place on your side windows.
4. If you don't have a helmet, you can rent one from the club for \$10.
5. Your entry fee of \$65.00 includes one lunch and unlimited beverages. Additional lunches can be purchased at Registration for \$7 each.

Gates will open at 6:30am; tech and registration will open at 7:00am. Tech will close at 8:20am and no cars will be inspected or allowed to run after this time. There is a **mandatory drivers meeting at 8:30am** and the course opens for runs at 9:00am.

Car Classifications:

- 4C** ALL 4 cylinder BMW models (except E30 M3)
- 6S** Stock 6 or 8 cylinder BMWs up to 295 factory horsepower
- 6M** Modified 6 or 8 cylinder BMWs up to 295 factory horsepower
- TS** Stock 6-8-12 cylinder BMWs over 295 factory hp, M cars before 1994
- TM** Modified 6-8-12 cylinder BMWs over 295 factory hp, M cars before 1994
- MS** Stock M cars, 1994–present
- MM** Modified M cars, 1994–present
- MC** ALL R-class MINI Cooper models
- X** ALL non-BMW or MINI models
- G** Gold Class for all Instructors, opt-in drivers, and cars with slick tires

Stock classes permit any size wheel and tire; non-stock shock absorbers, bushings and strut braces; any brake pad material (brakes must be stock-size), any air filter or cold air intake or cat-back exhaust; and naturally-aspirated cars may use aftermarket engine management software. Tires must be 140 treadwear rated or higher in Stock. **ANY other performance modification, including but not limited to springs, “R”-compound tires, and engine software for turbocharged/supercharged cars, puts the car in Modified. Non-DOT tires (i.e. slicks) on any car place it in Gold Class. All cars must be under a 92 dB noise level to be driven at Qualcomm—and we’ll be checking.** Our car classes are kept simple so we can use the honor system.

Women drivers and Novices are classified based upon the car they are driving. We also award a Women's Class trophy to the woman with the fastest time, and two Novice trophies to the two fastest novices. This means women and novices will be eligible for multiple trophies. For example, a very fast novice could win a novice trophy and a trophy in his car class. Remember, you are only a novice for the first and second time you autocross, and if you win a trophy you are now a ringer, not a novice.

QUESTIONS? Contact Jim Patterson at sd-autocross@sdbmwcca.com.

ATTENTION NEWCOMERS: See the Autocross Tips at www.sdbmwcca.com to get a better idea of how to prepare for this wonderfully addictive sport for your first time.

See you at the Q!

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JANUARY 26, 2013

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Photos: Lisa Goehring

4C – 4 Cylinder BMW

Gary G.	1991	318IS	92.687	1st
Jesse C.	2002	325i	100.387	2nd

6M – 6 or 8 Cylinder BMWs Modified

Chris M.	1987	325is	96.5	1st and Woman 1st
Tom W.	1987	535 IS	102.509	2nd
Michele N.	1987	325is	108.679	3rd



6S – 6 or 8 Cylinder BMWs Stock

John M.	2008	328i Wagon	94.988	1st
Chuck R.	2010	328i	99.958	2nd
Dave W.	2010	328i	104.307	3rd
Chad W.	1998	328i	104.528	
Andres A.	1995	530i	113.349	
Hailey E.	1999	325	118.034	



MC – Mini Cooper

Grant G.	2005	Cooper S	95.013	1st
Greg U.	2011	Cooper S	96.944	2nd
Ron E.	2005	Cooper	97.128	3rd
Bryant S.	2004	Cooper	97.151	
Colleen N.	2013	Cooper S	108.798	
Lauren T.	2013	CooperS	109.83	



MM – M Car Modified

Calvin B.	1998	M3	89.655	1st; Fast BMW Time of Day
Jason B.	2006	M3	89.784	2nd
Winston B.	1995	M3	93.568	3rd
Roland B.	2002	M3	93.8	
Eddie H.	2004	M3	94.199	
Lee E.	2001	M roadster	94.219	
Michael Y.	2005	M3	94.693	
Josh R.	2006	Z4 M Coupe	99.977	Novice 2nd
Jo Jo G.	2003	M3	100.576	
Matthew G.	1997	M3	101.77	
John Y.	2006	Z4M Coupe	104.294	

G – Gold Class

Tristan L.	1995	M3	86.744	1st
Andre E.	2008	135i	89.656	2nd
Peter E.	2011	M3	90.778	
Neil D.	1988	325	92.438	



Dan Tackett surprises Equipmentmeister Rich Gehring with some well-deserved recognition and birthday wishes.

X – Non-BMW

WT W.	2004	Miata	89.608	1st
John D.	2011	Sti	90.785	2nd; Novice 1st
Lindsey A.	2008	Civic si	93.883	3rd
Don A.	1990	964/C2	95.251	
Travis H.	2013	BRZ	96.339	
Chris T.	2008	MX5	96.975	
Mathieu H.	2011	GTI	97.498	
Eric B.	2007	WRX STI	97.837	
James C.	1988	Mustang GT	98.214	
Jason L.	2002	Focus SVT	98.291	
Alcino A.	1976	Mustang	98.397	
Gambel N.	2003	350Z	98.692	
Paul S.	2006	S2000	98.993	
Jason S.	1990	1996	99.231	
J Brandon C.	1988	Mustang GT	100.457	
Robert J.	2012	MX-5	100.679	
Joel W.	1990	Miata	100.97	
Edward F.	2000	Corvette	101.528	
Justin S.	1995	Miata	102.227	
Jodi S.	2010	Corvette	103.835	
Michael B.	1986	Corolla GT-S	104.126	
Hans W.	2005	Focus ST	104.589	
Catalina U.	2006	GTI	105.767	
Doug G.	2011	G37 Coupe	105.867	
Marvin W.	2011	STi	108.856	



TM – 6/8/12 Cylinder T-Modified

Fred Y.	1990	M3	91.626	1st
Michael M.	2009	135i	93.313	2nd
Daniel S.	2009	135i	96.914	
Jay B.	2009	135i	99.768	

TS – 6/8/12 Cylinder T-Stock

Scott S.	2013	135i	95.601	1st
Tyler S.	2007	335i Sedan	99.334	2nd
Kurt M.	2010	535i	100.13	



MS – M Car Stock

Patrick F.	2008	M3 Sedan	94.313	1st
Shawn F.	2011	1M	95.554	2nd
Cullan B.	2011	M3	96.055	3rd
Lisa G.	1995	M3	97.264	4th
Charlie O.	2008	M3 Sedan	98.201	
steve Y.	1995	M3	103.054	
Eric S.	2008	M3	103.194	
Ken S.	2006	M6	108.358	



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North to West Cruise

November 11, 2012

Yet another great back country drive, courtesy of Jim Lloyd!

Watch for future announcements in upcoming issues and online.

Photos: Lisa Goehring



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Sunday, April 7



**Event at capacity.
Inquire about Wait List.**

Do you have a teenaged driver or know someone who does?

If so, we have the program for you! Street Survival is designed to be taken after a student has already learned to operate a car and knows all the usual traffic procedures. Instead, this course teaches teenagers through hands-on practice how to avoid rather than just deal with accidents.



Street Survival provides trained and qualified in-car driving instructors as well as a classroom experience for each student. It is a hands-on educational driving

experience in real-world situations teaching car safety and control, and challenging driving situations such as skid control and emergency lane changes. All instruction will be held at Qualcomm Stadium where these maneuvers can be safely taught, and it's not necessary to be a BMW CCA member to participate.



The San Diego Chapter of the BMW Car Club of America is holding a Street Survival School on **Sunday, April 7, 2013**. The cost of this one-day school is only \$75 and includes lunch. Learn more about Street Survival and register your driver between the ages of 16 and 21 at: www.streetsurvival.org. Registration is now open.

The first 36 students to sign up will be enrolled.

**MORE YOUNG PEOPLE BETWEEN THE AGES
OF 16 AND 21 DIE IN CAR CRASHES THAN
FROM DRUGS AND VIOLENCE COMBINED.**

Students use their own daily drivers, and parents are encouraged to attend the classroom instruction and observe the driving. To participate, students must present their valid driver's license, proof of insurance, and, if under 18, have their parent or guardian electronically sign the Minor Waiver.

You may also send questions to the local registrar, Gordon Anderson at: ganderson@roadrunner.com

San Diego's Street Survival is locally sponsored by:





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CLUB MEMBER ADVERTISING

Classified advertising is free to all current BMW CCA members. The deadline for Classified Advertising is the 15th of the prior month. Non-members wishing to place ads must include a check for \$15 to cover administrative, printing and handling costs. Photographs may be included at no extra charge, space permitting. Ads run one issue. Ads must be printed clearly and you must include your membership number, name, address, phone number and VIN# if advertising a vehicle. Including non-BMW related content shall be at the discretion of the editor.

COMMERCIAL ADVERTISING RATES

Commercial advertising must be paid for in advance of publication. For information, contact the advertising manager/editor.

Description	Size	\$/Issue	\$/11 Issues
Full Page, Inside Cover(s)	7.5" x 10.0"	\$200	\$2000
Full Page, Internal	7.5" x 10.0"	\$160	\$1600
Half Page, Inside Cover(s)	7.5" x 5.0"	\$140	\$1400
Half page, internal	7.5" x 5.0"	\$120	\$1200
Third page, internal	7.5" x 3.5"	\$60	\$600
Quarter page, internal	3.5" x 5.0"	\$50	\$500
Business card, internal	2.0" x 3.5"	\$30	\$300

**TO PLACE A COMMERCIAL AD, CONTACT THE COMMERCIAL ADVERTISING MANAGER,
Ted Lange, E-mail: advertising@sdbmwcca.com**

FOR IMMEDIATE RELEASE:

SAN DIEGO, Calif. – February 25, 2013 – BMW of North America, LLC has announced the much anticipated list of recipients for the 2013 Center of Excellence award. Among only a select few of 33 BMW Dealers Nationwide to receive this very distinguished award is BMW South County. BMW South County is recognized as a Center of Excellence for their exceptional performance, brand representation and outstanding customer experience.

It's the ultimate award BMW can give a dealership, so it's fitting that San Diego's longest standing BMW dealership won. It's worth noting that BMW South County was also ranked #1 amongst the Western Region consisting of 86 dealers. With this achievement, the team you knew as BMW South County is starting a new chapter as BMW of El Cajon. Providing their customers with the Ultimate Customer Experiences is the key to their success, and will continue to be the focus. This mission will continue for the dealership as they transition from BMW South County to BMW of El Cajon, in an effort to best serve the community they have been embedded within for almost 4 decades. They have also been a past recipient of the San Diego Better Business Bureau's Torch Award for Marketplace Ethics, and most recently, the highest rated California BMW dealer for sales and service by Dealer Rater.

"Receiving this Center of Excellence award is a testament to the strong foundation we have built at this dealership. We strive to deliver the Ultimate Customer Experience every day. We're continuing the tradition while expanding our operations to a new location soon so we can serve even more satisfied BMW customers. As a member of the Sunroad Automotive Group, we have access to great resources and opportunities that will benefit our existing customers and allow us to make more San Diego drivers, BMW owners", says Jeff Gerken, General Manager at BMW of El Cajon.

BMW of El Cajon will still be managed by the same team that has won them great recognition by their community and BMW Corporate. Construction will begin this Spring on a new flagship facility in El Cajon. In keeping with the significant investment and commitment to the community where it has its roots, the name will be reflective of this location. The new state-of-the-art BMW Center will be located at 720 El Cajon Blvd. and will open in 2014. Future plans for another location to serve the South County area are also in progress.

Sunroad Automotive Group was established in San Diego in 1984. Its other dealerships include: Pacific Honda, Toyota Chula Vista, Scion Chula Vista, Kearny Pearson Ford, Kearny Pearson Kia, Kearny Mesa Infiniti, Kearny Mesa Subaru, Kearny Mesa Hyundai, Toyota California, located in Tijuana Mexico, Honda Santa Fe, located in Mexico City and Toyota Los Cabos located in Cabo San Lucas.

BMW of El Cajon's website is: bmwofelcajon.com and you can reach them at: 619-442-8888.

#

CONTACT: Raquel Rodriguez, R2 Media Inc.
PHONE: (714) 544-9200
EMAIL: raquel@r2mediainc.com

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CARS FOR SALE



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All cooling system & head gasket replacement at 135K. New fuel filter, tensioners & belts. AFE air filter & heat shield. Dunlop Direzza Star Specs. Windows tinted. Castrol 20w-50 oil changes every 5k miles. Does not leak or burn oil or other fluids. Front brake pads & rotors were done at about 145k miles. New Monroe struts/shocks at 148k miles. \$8,995 as is/where is. Contact: b_plante@hotmail.com for more details and photos.



2012 135i Coupe
VIN: WBAUC9C53CVM12079
M sport pack, premium pack, heated front seats, split folding rear seats, 7 spd double clutch

trans, Factory Nav w/ BT&USB, Media jack for iPhone 4 or 4S, Lojack, Calijet. \$7,500 in upgrades. AFE intake, BMS downpipe, CPE charge pipe, front koni coilover suspension, rear lowering springs, window tint, BMW black kidney grilles, new 255/35/18 rear & 225/40/18 front tires, custom 18x8.5 & 18x9.5 wheels. All stock parts (except orig wheels) included in sale, all keys, orig window sticker, all books. Factory warranty. Reason I'm selling my car is i need a larger car i have two kids. Asking \$42,900. Contact Travis, 858-353-6355, HEAVENBOUND11112@gmail.com

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Bentley Repair Manual \$40, Peace R5 FCX II Engine Scan/ Reset Tool \$50, Colgan 2 piece Hood and Bumper Bra \$60 All in like new condition. Call Bob, cell 760-271-7042 or bobrajsky@hotmail.com Located in Escondido .

For Z4 2009-2012

Covercraft flannel-lined canvas car cover. Custom fit. Very soft-won't scratch paint. Perfect condition. Cost \$200 new. Sell for \$95. Contact Richard 760-788-4337 or email bergens@cox.net.



For E36 Convertible

Wind Deflectors: 1 with cover and instruction sheet \$300; 1 (maybe broken, but seems to work fine) \$200.

Car Cover (Big Sky/Covercraft) Taupe-Weathershield \$75

New Owners Audio Program (cassette tape) \$10
Contact Don DeMent 619.261.9243



For 1997 E36

Complete Owners manual set, w/ case \$80. Haynes Manual \$5. 1 hubcap emblem for 649 cap \$5. Fog lamp left side white - for parts (broken lens) \$ free. Contact Don DeMent

619.261.9243

Classifieds are free to all current BMW CCA members. Classified adds can be submitted via e-mail – Please note the new address: sd-classifieds@sdbmwcca.com Photographs may be included at no charge, jpeg or gif format preferred. If advertising a vehicle, please include VIN. Ads run about one to two months on the web site and in the newsletter, as space permits.

CHECK THE WEB SITE (SDBMWCCA.COM) FOR UP TO THE MINUTE CLASSIFIEDS

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1 2013 Center of Excellence Winner!

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Center of Excellence
2013

2 We're Changing Our Name!

BMW of El Cajon will still be managed by the same team that has won them such great recognition by their community and BMW Corporate.

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3 We're building a new facility to serve you.

Construction will begin this Spring on a new flagship facility in El Cajon. In keeping with the significant investment and commitment to the community where we have our roots, the name will be reflective of this location. The new state-of-the-art BMW Center will be located at 720 El Cajon Blvd. and will open in 2014. Future plans for another location to serve the South County area are also in progress.



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Our growing Archives, Library, and Museum needs your tax-deductible donations.

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