

**BMW ACA
Puget Sound Region**

Zündfolge

May 1993



**Nast Takes On
Click and Clack**

**A Short
History of BMW**

**540i Is Here;
Is M3 Next?**

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Calendar

- May 28-30** Emerald City Classic Car Rally. The first of what will hopefully become an annual event.
- June 10** Board Meeting hosted by Bellevue BMW.
- June 16** Wednesday Nighter at SIR. See Paul Touby's article.
- July 25** Concours d'Elegance at Columbia Winery in Woodinville.
- July 28** Wednesday Nighter at the track.
- October 30** High Performance Driving School at SIR. Made for the Ultimate Driving Machine.

BMW ACA events are partially supported by a generous grant from BMW of North America, Inc.

Racing Events Calendar

- June 4 Driving School at PIR by
Team Continental
June 18-20. . . Rose Cup at PIR
June 25-27. . . Indy Car Race at PIR
July 3-4 Vintage Races at SIR by
SOVREN
July 9-11 Vintage Races at PIR by
SOVREN
July 16 Driving School at PIR by
Cascade Sports Car Club
July 24 Driving School at SIR by
IRDC
Sept. 11 Driving School at SIR by
IRDC
Sept. 18 Vintage Races at SIR by
SOVREN

Call Paul Touby or another Board member for more information about any of these events.

Mercer Island Concours

Mercer Island will host a concours on Sunday, July 18th, in Mercerdale Park in downtown Mercer Island. The event is open to exotic, classic, antique and racing automobiles and motorcycles. Since the event is one week before our concours, you can make both shows with one effort.

Exhibitor Application Forms can be obtained by writing to P.O. Box 1015, Mercer Island, WA 98040 or faxing 206-646-5458. It's \$30 per car up to July 1st and \$50 after that. Pre-registration is required.

540i In Stock

The area dealers received their first 540i the first week of May. This is the 5-series with BMW's new V-8 that first appeared last year in the 740i. The engine is 4.0 liters, 32 valves, 4 cams and gobs of smooth power. The 740i is a fast car; the 540i should be a rocket.

Drop in at your local BMW store for a look at the car that is going to make life miserable for Lexus and Infiniti.





Summer Track Events

As I mentioned last month we will run two Wednesday night events this year. This first one is June 16th, and the second one is July 28th. The cost to participate in those events is \$55 the day of the event. As in the past there will be a discount for those of you that preregister. The preregistration costs will be \$40 for each event or you can sign up early for both events at a cost of \$70. Preregistration for the June 16th and dual event discount must be postmarked by May 30th. For the July 28th event preregistration must be postmarked by July 7th. There will be no refunds if you preregister, then don't show up, no matter what the reason.

I mentioned last month the lack of club members' support of track events necessitating the inviting of other clubs to help draw enough participants to pay for the events. To that end I have already contacted the other clubs that will be invited to our Wednesday nighters. As I write this article I have already received a check for both events. I have also received a number of inquiries from Porsche club members. The way things have been going the last few years I won't be a bit surprised if Porsche club members outnumber BMW club members. If that happens it will be a dark day indeed. It's not as though the Porsche people are lacking in events to take part in, they have nine track days this year, plus eight autocross events. What I'm trying to say is, get yourself out to these events if you want to continue to have them in the future years. (I won't tell

you how many BMW club members in the past couple of years have bought Porsches in order to be able to do more track events.)

- Paul Touby



REGISTRATION FORM

- \$70 Both events, postmarked by May 30
- \$40 June 16th event, post marked by May 30
- \$40 July 28th event, postmarked by July 7

Name _____

Address _____


City _____

State _____ Zip _____

Driving Level _____

Send registration form along with a check made payable to BMW ACA to:

Paul Touby
3517 S. 8th
Tacoma, WA 98405



Stalls

by Thomas B. Nast

The following is a verbatim transcript of a Car Talk call in the Spring of 1992. The comments following the transcript are my own. The Brothers Magliozzi are enjoyable and amusing, but those who feel I have been a little harsh in rating their diagnostic skills may wish to reconsider this judgment.

Click: Hello, you're on car talk.

Caller: Click? Or Clack?

Click: Yes, this is Click or Clack.

Caller: This is Daniel Pinkwater.

Click: Daniel!

Click: Really!

Caller: You might remember me as the inventor of the theory of displaced misery.

Click: Yes, I know it well!

Caller: It goes, if you own a French car, no other evil can befall you.

Click: That's right. Nothing that you could notice, at least.

Caller: Now I never thought I would be calling you in your consultative capacity.

Click: No kidding. I have at least one of your books in my bathroom, in a coveted spot in the bathroom I should say, and whenever I have the opportunity . . . I think it's . . . Is it Fishwhistle?

Caller: Fishwhistle.

Click: Yes, that's the one.

Caller: That sounds familiar.

Click: Yes, you wrote that.

Caller: Well, I take off my glasses to you. I have a strange tale for you.

Click: We're ready.

Caller: I'm going to relate this as though you guys were Sherlock Holmes, and I'm including all the details, however boring and unimportant.

Click: Oh, like all of our callers do.

Click: Including the peculiar behavior of the dog.

Caller: Yes. I will not forget that. Three brothers named Mike; they are foreign men.

Click: Wait. Daniel, where are you from?

Caller: I'm in upstate New York.

Click: OK. Three brothers named Mike.

Caller: Three brothers named Mike,



men of foreign origin, opened a used car lot in my neighborhood. As you know and as we all lament, there are no more French cars coming into this country. And, so, I bought from them, I think a nice car, a 1987 BMW 528e with 75,000 miles on it.

Click: That is a nice car.

Caller: It's a nice car. Now, there are two things that were curious. One of them was that the car was immaculate when they showed it to me, but when they delivered it the ashtray was full of butts and there were corn chips all over the carpets.

Click: Sounds like they had one last fling at the drive-in.

Caller: Maybe they liked me, and therefore they ate their lunch in my car, as a gesture of confidence. Now here's the other thing. They had three or four of these cars, all the same model, all '87s...

Click: Let me guess . . .

Caller: . . . all with about the same mileage on them . . .

Click: Of course.

Click: That was my guess.

Caller: . . . all former lease cars, off lease, they all came from Connecticut where people take care of their things, OK?

Click: Yeah.

Caller: And all of them, including the one I bought, have insane, possessed dashboards.

Click: Really?

Caller: The tachometer jumps all over, the fuel gauge is erratic, the water temperature gauge registers boiling and

freezing, goes back and forth.

Click: Um hmmm.

Caller: There's a little row of lights that's supposed to tell you what to service. It's like a disco, it's going all the time.

Click: Yeah.

Caller: The speedometer's OK, but the general effect is like a pinball machine.

Click: Wait a minute now. This is the one that you bought, or all of them?

Caller: All of them.

Click: How do you know that?

Caller: Because Mike, Mike and Mike told me, "Hey, don't worry! They all do that!"

Click: Yes, that is the classic response.

Caller: Now, my question is, why do they do that? Should I have it fixed? Can it be fixed? And is it related in any way to the corn chips?

Click: Or the cigarette butts.

Caller: Or the cigarette butts.

Click: Or the peculiar behavior of the dog.

Caller: Exactly.

Click: This is very interesting. Ahhh, I'm trying to think . . .

Click: I could speculate as to what it might be.

Click: Go ahead.

Caller: Please.

Click: I mean, it sounds like there's a bad ground somewhere.

Click: I would have to agree with that.

Click: Oooooooo!

Caller: Now why would they all have a bad ground?

Click: Well, that's peculiar. That's the part I'm working on. I mean, typically when that happens there's a bad ground somewhere, and why would that be . . .

Click: Well, unless it was some defect, and if it was some defect, it be something that would affect all, that would explain why all of them have the same thing . . .

Caller: I should add that this car is heavily computerized, including a little video game on the dash where you can punch buttons and find out all . . .

Click: Your mileage and all that.

Caller: . . . how fast you're going in kilometers, and what the temperature is in Stuttgart . . .

Click: All of that stuff works.

Caller: Some of that works.

Click: Some of that works, but what doesn't work correctly . . .

Caller: Are the instruments.

Click: . . . the instruments, exactly. But the only instrument that does work correctly is the speedometer and odometer because that is non-electronic . . .

Caller: Ahhhhh.

Click: OK? That is controlled by a cable that comes off the transmission.

Caller: Right.

Click: It's a regular analog speedometer.

Caller: Um hmmm.

Clack: Yeah.

Caller: Now, I have an idea about this, but I know nothing about things mechanical. However, I am a genius.

Click: Yes, we know that.

Caller: Could it be that there's like a battery that's . . . a nicad battery that's losing its ability to take a charge . . .

Click: That runs all this stuff?

Caller: Um hmmm.

Click: Not to the best of my knowledge.

Clack: No, but there is somewhere under there a little voltage regulator that operates all of this stuff. And that might be the problem. I mean, the easiest thing to do is, you gotta follow to find out, is it really that all these '87s that have this problem, or only the Three Mikes' cars have this problem.

Click: Did they take delivery of all of these cars at the same time?

Caller: I believe they went to Mike's, not them but another Mike, no relative of Mikes' otherwise . . .

Clack: Not related!

Caller: . . . and picked up these cars.

Click: So Mike, Mike and Mike drove down there with a car carrier . . .

Caller: That's right.

Click: . . . and picked up these cars from Mike, Mike and Mike in Connecticut.

Clack: Ah, I've got it.

Caller: And brought them back to sell to the citizens over here.

Click: I believe that they encountered a UFO on the way.

Clack: That does happen you know, Daniel.

Click: Yes.

Caller: There is a big magnetic rock on the border between New York and Connecticut.

Clack: Yeah, I've been right by there, and in fact strange things happen. Semis have disappeared driving by that rock.

Caller: Uh huh. It's called the Bermuda Rock.

Clack: The Bermuda Rock. The Bermuda Triangular Rock. No, what I would do is, I would call a BMW dealer and ask . . .

Caller: Now wait a minute. Call a dealer?

Clack: Yes. You can just call. They won't know . . .

Click: The charge is small for that.

Clack: They will not trace the call.

Caller: I'll use an assumed name. I'll tell them I'm Mike.

Clack: That's right. They will not be able to trace the call, yet. I don't think they have that technology yet, although they're working on it.

Caller: [Garbled]

Clack: All you want to know is whether or not there is a service bulletin that covers this problem. If they deny all knowledge of this strange, poltergeist behavior, then we have to narrow it down to the Three Mikes.

Caller: Um hmmm.

Click: Yeah, and I would have to go with the UFO.

Clack: Then we go with the magnetic rock theory.

Caller: Now, I'll tell you what the Three Mikes told me.

Clack: Oh, they had a theory on this?

Caller: Yes.

Clack: Yeah.

Caller: They said, "Don't worry! It's a great car! You got it cheap!" And then they gave me some pork rinds and pretzels.

Clack: I guess the moral of this tale is, stay away from any mechanic named Mike. Is that it?

Click: Well, Mike the mechanic that nice, mef . . .

Clack: It does have a ring to it. And maybe that's how . . .

Caller: I have to tell you, that I can see out my window, and the Three Mikes are in my car listening to us on the radio now . . .

Clack: And eating corn chips.

Caller: Yes.

Clack: What brand of cigarettes do they smoke. Are they Galois?

Caller: No, no, no. They're American filter tips.

Clack: Ah, good.

Caller: These Mikes are sophisticated guys.

Clack: No seriously, Daniel, I would call a dealer, really . . .

Caller: Yes.

Clack: . . . and find out if there is a service bulletin. And I would have to bet that there is. Because the likelihood of three of these having been struck by lightning on the car carrier, or being picked up by the UFO . . . well, actually the UFO is not a bad idea.

Click: No, the UFO is strong, strong.

Clack: I'll bet you, however, that there . . .

Caller: If they came from Jersey, UFO would have been my first thought.

Click: Yeah.

Clack: I'll bet there is a service bulletin, and I'll bet what's wrong is the little voltage regulator that controls the voltage to the panel. That's my bet.

Click: Or a bad ground connection. That's my bet.

Caller: A bad regulator or a bad ground.

Click and Clack: Yeah.

Caller: And for only the price that I paid for the car he'll sell me one.

Click: Less.

Clack: Yeah.

Click: We are honored that you called us.

Caller: I am honored that you even spoke to me.

Click: Thanks.

Clack: Our pleasure.

Caller: OK.

Click and Clack: See you later.

Caller: Thank you.

Tutti: Bye bye.

There is no reason not to go to the Good News Garage, the laboratory of Click and Clack. You'll have a great time there. Just don't bring your BMW.

The speedometer in the 528e is electronic. Its reading is derived from a sensor in the differential. That signal is processed in the chassis computer, then it passes through the service interval computer. The display is not digital (thank goodness!), but it is an electronic, not a mechanical, speedometer. Strike one on Click.

The fact that the instruments are erratic but the speedometer is not, virtually rules out a ground fault. Defective interior grounds are unusual anyway, even in NaCl-infested climes such as the Hudson Valley. And three cars would not have an identical ground problem. A single for Pinkwater. Strike two on Click.

The service interval computer (SIC), which operates all the gauges (except the oil temp gauge when included), is quite prone to failure. That is why the dealer has a dozen on the shelf. The first thing to do is to swap out the SIC. In a 528e, there is an 80%+ chance this will solve the gauge problems. Next batter.

A tach problem in a 3-series is almost always also traceable to the SIC, but in the 5-series this is less true. If replacing the SIC doesn't turn the trick with the tach, there is a 90%+ chance the problem is in the tach itself. Strike one on Clack.

There is a nicad battery (actually two) in the SIC. Nicads have a useful life of 4-5 years. When the nicad dies, the SIC goes a bit bonkers. For example, the service interval lights will glow even when the car is turned off. BMW thoughtfully glues the batteries to the board, so instead of soldering in new ones for five bucks you spend a couple of hundred on a new computer. Home run for Pinkwater. Strike two for Clack.

These problems have not been addressed by BMW in any service bulletin, but they are well known to any active BMW mechanic. Retire the team. Better yet, retread them.

Alfa Club Track Event

Dear BMW Club Members,

Greetings from the Northwest Alfa Romeo Club. We are pleased to invite the members of your club to our first track event of the year, Wednesday, June 19th at Seattle International Raceway.

This event's schedule is as follows:
4:00 pm - Gates open, Reg. & Tech
4:30 pm - Driver's meeting
5:00 pm to 8:00 pm - 1 hour sessions
9:00 pm - Track closes

Again this year, we will be offering a discount for pre-registered cars (post-marked by June 5th). Prices for the event are:

AROC Members & Canadian Affiliates:

\$65/car/driver

\$50/car/driver pre-registered (non-refundable)

Invited Marque Club Members:

\$80/car/driver

\$65/car/driver pre-registered (non-refundable)

We will also offer a pre-event technical inspection session. The pre-tech will take place Saturday, June 5th at Macaulay Automotive, 1207 Dexter Avenue North, Seattle (206-281-5026), from 10am to 2 pm. We will make every effort to ensure that those who are pre-teched are on the track with minimum delays.

Should your members have any questions, feel free to contact me at (206) 821-0299 (evenings). I hope to see you at the track.

Thanks for your help,

Chuck Lewin
NWARC Competition
Chairperson

(Registration forms are available from Paul Touby or the Lightfoots.)

New M3 to America

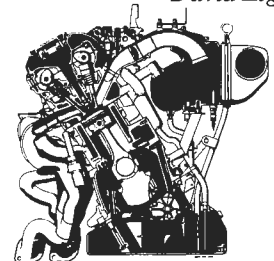
While BMW NA has not publicly said whether they will bring the M3 to the U.S., *Automobile Magazine's* Georg Kacher says we'll get the car in Fall 1993 as a '94 model. Kacher generally is a reliable source and seems to have the scoop on things BMW before anyone else.

When the M3 comes to these shores, it will be down about 40 horsepower from the European model. The power loss is not due to emission controls, since Euro cars now have catalytic converters. Instead, the M3 is being detuned so that the car can be offered with an automatic transmission. It seems that the autobox is not up to 286 hp. So the U.S. version will have 240 to 250 hp. Still plenty, but who would buy an M3 with an automatic? BMW NA's marketing department thinks quite a few people will. It's they who have decreed that if the M3 comes here it *must* be offered with an automatic. What the hell is in the coffee back in Woodcliff Lake? Maybe they know better than I; we'll see.

The good news is that the detuned powerplant only decreases performance in excess of 100 mph, a speed I rarely reach on my morning commute. Up to 100, performance of the U.S. car is supposed to be near identical to the Euro car. This is due to torque being relatively unchanged and the U.S. car getting lower gearing.

Performance from 0 to 60 mph is expected to be about 6.2 seconds. The real beauty of the M3 is in the mid-range. An M3 is quicker from 50 to 75 mph than the 400 hp Dodge Viper. Fuel economy is 26 mpg; remarkable for a car with this kind of acceleration. All this for an estimated \$40,000.

- David Lightfoot



Welcome!

New Member	Referred By
Wayne Lubin - Seattle	
David Milton - Redmond	
Gary Olman - Issaquah	
Bellevue Mt. Works - Redmond	Niver
Sean McArthur - Seattle	BMW Seattle
Troy Hines - Seattle	BMW Seattle
Jack Conway - Seattle	BMW Seattle
Charles Fox - Kent	
Mike Carson - Seattle	
Todd Albertson - Seattle	
Luis Robles - Redmond	
Frank Sommers - Mulките	
Kurt Anderson - Port Angeles	
Alan & Jean Bentsen - Port Angeles	
Sandra Hudecek - Bellevue	Bl. Mt. Wks.
Darrell Palmer - Bellevue	Bob Gerth
Bill Spornitz - Redmond	
Dean Lipke - Spanaway	
Steven Gibbons - Bainbridge Island	
Mark Palver - Seattle	
Fred Amirfaiz - Seattle	
Frederick Marwell - Bellevue	
David Hoskins - Seattle	
Sten Skaar - Mt. Vernon	
James Nowak - Bellevue	Strictly
Christopher Glover - Tacoma	BMW NW
John Pace - Bothell	
Gregory Jones - Seattle	Dan Alvis
Ralph Ehrlich - Lynnwood	
Ethan Alan Golf - Gig Harbor	
James Walker - Vancouver, WA	
Tom Kyle - Seattle	BMW NW
Don Becker - Renton	
Dennis Bjork - Moses Lake	
Justin Keolker - Renton	
David & Michelle Chinaur - Seattle	
Gerald & Luann Albertson - Snohomish	
Angela & Christopher Rapier - Freeland, WA	
Scott Hulbery & Loyd Sutherland - Seattle	
Scott Stewart	
Dale Lipke - Tacoma	Dean Lipke
Mike & Jeri Fricke - Issaquah	
Susan Peterson Schreiber - Olympia	
Rhonda & Kenneth Leonard - Tacoma	Dan Alvis
Gary Spenser - Seattle	BMW Seattle
Frank Wuolukka - Tacoma	
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Fair Speed Limit Act of 1993

Congress is considering, among other things, the National Speed Limit Act of 1993. The Act proposes to raise speed limits to the 85th percentile speed. That's the speed that 85% of the vehicles on a given highway are traveling at or below in free flowing traffic.

The 85th percentile rule was the way engineers set speed limits before gasoline conservation, revenue enhancement and insurance company "safety" myths. It's the way a rational society would do it, and the way America did it in the 1940s; 50s and 60s.

A letter or phone call to the office of your elected representatives in Congress would certainly help this legislation along. If you would like a copy of the Act, just drop a note to the Club post office box.

- David Lightfoot

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The Star and by David

For the first time ever, BMW sold more automobiles than Mercedes-Benz in 1992. This is good news for BMW enthusiasts. The health of BMW AG means more and varied models of our favorite marque, and the continued independence of BMW. The models that will help Mercedes come back are almost certainly already under development. Competition between these two fine companies is good for both companies and for consumers. On this occasion, it's appropriate to look back at the history of BMW. And, especially to look at the many occasions when the fortunes of BMW and Daimler-Benz, maker of Mercedes automobiles, have been interrelated.

BMW began as a manufacturer of aircraft engines during the first world war. The first engines had vibration problems which were fixed by an engineer named Max Friz, who had been persuaded to leave Daimler. The company underwent ownership changes but the real difficulty came with the end of the war. The Treaty of Versailles prohibited German aviation activity. BMW's only product was no longer viable.

So, in 1923, BMW introduced its first motorcycle. The opposed two cylinder design with a drive shaft remains in production 70 years later. Later, in the 1920's, the Germans were allowed to fly again and BMW returned to aircraft engine manufacture.

Gottlieb Daimler and Karl Benz developed practical automobiles independently in 1886. They founded car companies that were the first two German auto manufacturers. The third was Wartburg, founded in 1897. Wartburg built various cars under license from non-German manufacturers. One of these licenses was for the British Austin Seven. The Wartburg version was known as the "Dixi", as had been all the previous larger Wartburg models. The little Dixi began production in 1927 but was too late to save the company.

BMW had been considering the production of automobiles since the end of the war. So in 1928, BMW bought the Wartburg factory in Eisenach. BMW tried

developing its own motorcycle engine powered car, but in the end stuck with the Austin license. Production continued at the Eisenach car factory, an old Daimler facility, of an improved Dixi, rebadged "BMW."

In the mid-1920s Henry Ford introduced mass production to automobile manufacturing. Ford was producing 4000 cars a day and General Motors was not far behind. And Ford was planning a huge factory in Germany while GM had bought Adam Opel AG. In light of this threat, the German manufacturers decided to coordinate their efforts. This was encouraged and managed by Deutsche Bank.

The plan was to coordinate product strategy so as to complement one another's offerings, but not compete. Eventually, Daimler, Benz, and BMW would be merged into one company.

In fact, Daimler and Benz were merged in 1926, 40 years after their founding. Daimler-Benz was to continue building airplane engines and Mercedes automobiles. BMW was to build airplane engines, motorcycles and develop a small car. The chairmen of Daimler-Benz and BMW became members of one another's boards in anticipation of a full merger.

But in 1929, the crash of the world's stock markets intervened. The merger was delayed. BMW was actually quite well positioned for the depression. It offered motorcycles and continued production of the economical Dixi, still licensed from Austin. And when the successors to the Dixi were developed by BMW, Mercedes had the contract to build the bodies. At the time, the cheapest Mercedes cost 2 1/2 times as much as the most expensive BMW.

The depression of the 1930s expanded the market for small, economical cars. But the social strata that was accustomed to larger cars wanted more performance. For this niche, BMW developed the 303. The 303 offered a six cylinder engine and was the first BMW with "kidney" grills. The 303 competed with Mercedes models of 1933 and the delayed merger was finally abandoned. BMW continued to introduce new models in the "3-series"

throughout the 1930s. Each model was developed in Munich and built in Eisenach. But by this time Mercedes had quit building the bodywork for a "competitor" and the contract had gone to Ambi-Budd.

During the 1930s, the military became an increasingly large customer for BMW's airplane engines. During the second world war, BMW's production was completely devoted to the Third Reich, as was all of German industry. The main products were airplane engines and motorcycles with sidecars. The airplane engine factories were a priority target for the Allies and were largely destroyed. The car production facility in Eisenach was in the Russian zone at the end of the war.

The Allach plant near Munich served as a service facility for repair of American army trucks. Most of the machine tools were crated up and sent to the Allies as reparations. Thus, at the end of the war, BMW was at rock bottom. And in much worse shape than Daimler-Benz.

As BMW had started with motorcycles first in the 1920s, they began again with motorcycles. In 1948 the first post-war motorcycle was introduced. Production was done with machines borrowed from other companies.

In 1949 Daimler-Benz made an offer to buy the Munich production facilities from BMW. The offer was refused. Finally, the 501 was launched in 1951. This conservative car was improved with a V8 later and called the 502. The elegant 503 and 507 used the same drivetrain. But all lost money.

What kept the company alive was the Isetta. In post-war Germany, bubble cars provided economical transportation to the masses. The Isetta was licensed from the Italian company Iso, and used a motorcycle derived engine.

BMW developed the 600 itself as a successor to the Isetta. Although the car was a failure, the drivetrain lived on to power the 700. The 700 was launched in 1959 but BMW management didn't really believe in the car. Management decided to curtail further work on the car and wrote off the investment.



the Roundel

Lightfoot

So by 1959 the company found itself at the bottom again, having never really recovered since the war. Motorcycle demand was falling, the Isetta years were near the end and the 700's potential was unrecognized by company management. In addition, the company's financial reserves were nearly exhausted and management had lost its confidence in itself.

Enter Daimler-Benz again. In 1959, BMW's management arranged sale of the company to Daimler-Benz. The management advised the shareholders to accept the offer. At the December 1959 meeting to consider the issue, a front was formed opposed to the takeover. The front included BMW dealers, minority shareholders and the workers. This group managed to get management to admit that there were 30,000 orders for the 700, that the car could be sold profitably and that the 700 development costs had been improperly written off in one year rather than being amortized over several years.

One of the major shareholders, Herbert Quandt, was impressed with the commitment shown by the dealers, workers and minority shareholders. After further research, Quandt made a major commit-

ment to the independence of BMW by purchasing a large portion of BMW's shares. He also installed his own management. After originally backing management's plan to sell the company to Daimler-Benz, Quandt now assured the independence of BMW. In 1960 BMW was completely recapitalized with Quandt taking a majority share and becoming involved in new model policy.

The first result was the prototype 1500 shown in 1961. The 1500 led to the 1600, 1800 and finally the 2002. Each succeeding model enjoyed higher sales and provided the foundation for the model that followed.

For the last 30 years BMW has gone from strength to strength with almost no interruption. An additional production facility has been added roughly each decade. While production was 161,165 in 1970, by 1989 sales were over 500,000.

While in the 1960s and 1970s BMW did not compete with Mercedes-Benz, by the 1980s the two companies were true rivals. BMW as a company has the best image of any German company. After a

25 year hiatus, BMW is back producing airplane engines. In 1990 BMW formed a joint venture with Rolls-Royce to build jet engines for business jets and commercial airliners.

In 1992 BMW sold about 590,000 cars while Mercedes-Benz sold about 530,000. And BMW has an aggressive plan to reach a volume of 800,000 vehicles annually. BMW's U.S. assembly plant should begin production in 1995. Daimler-Benz recently announced plans for a U.S. assembly operation for a sport/utility vehicle, but they are a couple of years behind BMW.

How did BMW overtake Mercedes? By staying focused on cars. In the mid-1980s Daimler-Benz diversified into aerospace, electronics and financial services. These moves are similar to those made by U.S. automakers that did not work out. Management attention at D-B was distracted by integrating the acquisitions that had been made. The neglect of the car business by Mercedes is now showing up. As *Forbes* magazine said, "Right now BMW is the comer."



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Von Kuenheim Retires

When BMW chairman Eberhard von Kuenheim, 64, steps down as the world's longest-tenured car company chief May 13, he opens the door for a new generation of young Turks who are like he was when he took over the company in 1970.

Bernd Pischetsrieder, 45, currently the board member in charge of all BMW production, will take over as chairman. Wolfgang Reitzle, 44, who heads R&D and at one time as considered a front-runner as von Kuenheim's successor, had his board seat renewed for five years. However, last year's attempt by the Porsche family to lure him away may have cost him the top job.

Pischetsrieder, a board member since 1987, became a key player with the announcement of BMW's South Carolina

assembly plant. His experience in running BMW's South African production facilities also was crucial in his ascent. A mechanical engineer by training, he holds a Harvard MBA and spends weekends tinkering with his 1938 BMW 327 Roadster.

Von Kuenheim is singularly responsible for BMW's dramatic growth from production of fewer than 150,000 units annually to more than 550,000, a level that in 1992, for the first time ever surpassed rival Mercedes-Benz in output.

But the company's growth under von Kuenheim has not been linear. In the mid-'80s BMW seemingly lost direction, increasing prices and not delivering performance. Further tarnishing the marque was a perception that its cars were sym-



bols of conspicuous consumption.

Von Kuenheim unleashed a new generation typified by Reitzle and Pischetsrieder that developed a focused product program keyed to high performance and laced with a healthy dollop of social responsibility (as evidenced by its recycling and electric vehicle programs). Most recently, BMW has embarked on an aggressive marketing campaign to counter Japanese imports on price, moving the company back into a leadership position.

Von Kuenheim remains a force at BMW, where it's expected that he'll be elected chairman of a supervisory board representing interests of shareholders.

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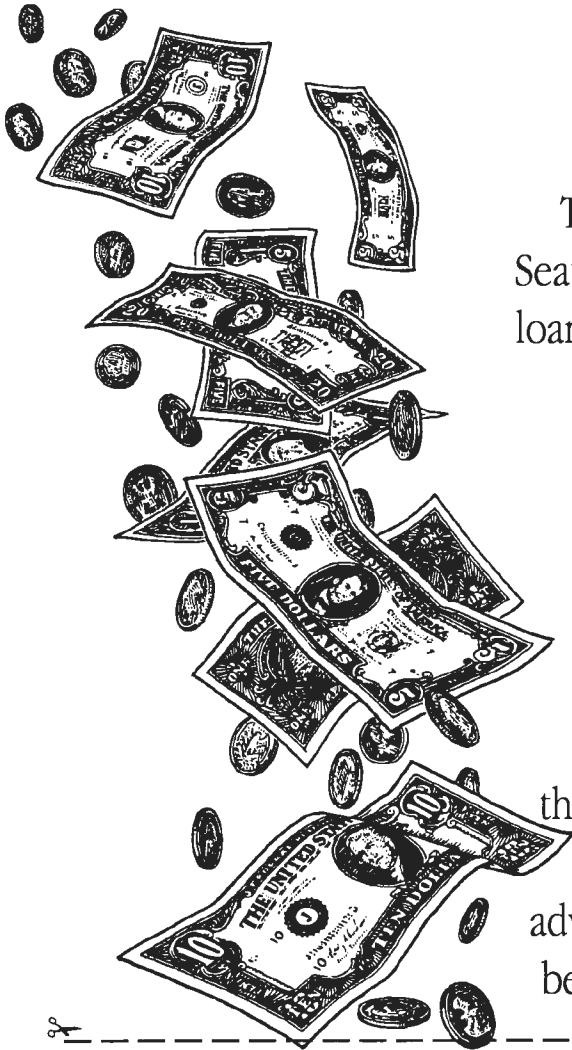
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Concours d'Elegance

The club's biggest event, our annual Concours d'Elegance, is just about two months away. Set aside Sunday, July 25th and plan to attend. This event is not *just* for the clean car crazies. This is a great spectator and family event.

Since Ste. Michelle can no longer accommodate car events, we've arranged the next best thing. This year's Concours will be held at Columbia Winery, just across the street from Ste. Michelle. The site is a bit cramped, but maybe we'll just consider it "cozy."

Event chairperson Al Lancaster is planning something for everyone. Of course, you can wander amongst super clean BMWs of all sorts. You can also enjoy a picnic lunch on the grounds. Wine may be consumed outdoors provided it is Columbia wine, purchased at the winery.

Wine tours are also available at both Columbia and Ste. Michelle Wineries. Traditionally, the last two Sundays of July, Ste. Michelle hosts the Bellevue Philharmonic in the outdoor concert site. So, you can wander across the street and down the lane to hear some classical music, if you like.

If you're not quite ready for wine first thing Sunday morning, Al has arranged for a latte' truck to be at the site. How Northwest can you get?

The concours field will open about 8:00 and you can clean and polish up to about 11:00. Judging will probably start at 11:30 and the award ceremony will be about 2:00 to 3:00, depending on how many cars need to be judged. A more detailed schedule will appear in *Zundfolge* as the event nears.

Judging will be similar to past years. There will be several classes and bonus points for age and mileage. Trophies will be awarded within classes, for Best of Show, for Entrants' Choice and for Peoples' (that's you!) Choice. Areas judged will be engine compartment, exterior, interior and trunk. No undercarriage inspection.

Good weather is virtually assured since we've planned the Concours for the same weekend as the Bellevue Arts and Crafts Fair which has an amazing record of

sunny dates. Out of towners may want to come for the weekend. Stay on the Eastside and go to the Craft Fair on Saturday and Concours on Sunday.

There will be more details in the June and July issues but set aside the day now — July 25th, Sunday.

Oktoberfest 1993

As you're probably aware from prior *Zundfoldges*, Oktoberfest '93 will be held in the Sonoma Valley. The host is the Golden Gate Chapter of BMW CCA. Oktoberfest is the premier event each year in North America for BMW automobile fanatics.

O'fest will be held August 23 through August 27. Those of us planning to attend from this area are going to take advantage of the timing. The three days before O'fest begins, the Monterey Historic Races will be held at Laguna Seca, that's August 20-22. Most of the action is on Saturday, the 21st. That's because many go to the Pebble Beach Concours on Sunday, the 22nd. These events are the best Vintage Races and Concours d'Elegance, respectively, in the world.

O'fest will then get rolling on Monday, August 23rd, up in Sonoma. Oktoberfest includes about every kind of car event imaginable; concours, driving schools at Sears Point, gymkhana, autocross, gimmick and TSD rallies, a poker run, model BMWs, trivia quiz, new car test drives, vender booths, photo contest, cocktail parties, dinners, etc. You get the idea. A very busy week, if you choose. Or, if you're like us, participate in only a very few things and relax the rest of the time.

To register call the Lightfoots to get a form or call the event registrar, Claudia Quinlivan, at 415-892-5434. Hotel accommodations can be made by calling the Red Lion Inn Sonoma County at 800-547-8010. For more information about what O'fest is like call David or Lucetta Lightfoot at 282-2641.

- David Lightfoot

Vintage Car Rally

The first annual Emerald City Invitational Classic Motorcar Rally will be run over the Memorial Day weekend. This will be a Time, Speed and Distance (TSD) rally for vintage cars, held on roads on the Olympic Peninsula. It is intended to be the local version of the modern Mille Miglia in Italy and similar vintage car road rallies in the U.S.

The rally master is the famous and infamous Satch Carlson of *Autoweek* and *Roundel* magazines. The local organizer is Dennis Howell. The rally cars will be teched at the BMW Seattle preowned lot at Westlake and Denny. Rally participants will stay Friday night at the Mayflower Hotel. The start of the rally will be Saturday morning, May 29th. The cars will leave Seattle and head to the Fauntleroy ferry dock in West Seattle. After crossing to Southworth, the real rally begins over on the peninsula.

The rally will go all day Saturday and Sunday. Both Saturday night and Sunday night the group will stay at Port Ludlow. The awards banquet is Sunday night.

Besides the tech inspection at BMW Seattle, there are a few other BMW connections here. First, the event's official poster features the BMW 328 Mille Miglia car of 1940. Unfortunately, the car won't be here for the event. Second, BMW Seattle has donated a trophy for the highest finishing BMW in the rally. At this point, the competition will be between a 327 drophead from British Columbia and a 2800cs from Portland. Third, BMW Seattle owner Steve Norman will be participating. He'll be driving a Bentley since his vintage BMW is not yet fully restored.

How can you see all these really cool cars? By helping me! Your Editor-in-chief is the semi-official ferry monitor. I'm to organize all 30 cars at the Fauntleroy dock and get them all on the same boat. This will be about the only time all the cars will be together. I need some help with cones, flagging, etc. So call me if you want to give me a hand. It will probably take a couple hours Saturday morning.

- David Lightfoot



April General Meeting: Exeter Garage Shines in the Details

by Tom Williams

The Exeter Garage in Seattle hosted the Club's second general meeting of the year on April 24. The large number of people who showed up were treated to an interesting demonstration and discussion of the art of automotive detailing. The coffee and donuts provided by our hosts were nice too.

Exeter primarily uses Meguiar's products. Dennis Noland, owner of the business, demonstrated what he termed the "three-step" process for the car's exterior: cleaning, polishing, and waxing. Along the way he shared a few tips he has found to be useful over the years. He recommends the use of a specially formulated car wash soap, rather than a household detergent, saying that he has found the latter to be too harsh. He utilizes a wash mitt (not a sponge) rinsed frequently to wash the car. Sponges have a tendency to carry grit on the surface. For the same reason, he suggested using a 100% cotton towel (blends will scratch) with pile on both sides to dry the car, as opposed to a diaper or other super-absorbent material.

Most of the demonstration focused on polishing and waxing, as well as the proper products to use and the correct techniques for applying them. Scott Perris of Exeter showed the proper techniques for use of the variable speed buffer and application of the various compounds. Both he and Dennis strongly recom-

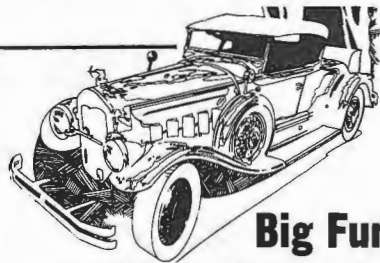
mended the use of foam pads over wool, saying the latter will leave swirl marks.

As for the interior, Dennis uses the Meguiar's #39 vinyl cleaner followed by the #40 vinyl conditioner. Some who have used Meguiar's products for a long time might remember that the #40 was formerly recommended for leather as well as vinyl. Those same people will undoubtedly recall that #40 wasn't worth fly spit on leather. Recognizing this, Dennis recommends using Lexol products, although he said the leather cleaning could be done with saddle soap just as well.

Those who aren't familiar with Meguiar's (or who worship at the house of Zymol) should be aware that Meguiar's expanded product line contains some items which would complement any car care kit nicely. The #34, Final Inspection, is a handy product for removing rain spots, bird droppings, tree sap, and the like. Just spray it on and clean with a soft cloth; no water is needed. Nice to have when traveling! While they would obviously like your business as a detail customer, Exeter will sell virtually any product they use and will get other products to help you take care of your car as well, be it a special brush or a variable speed buffer.

Exeter details only one car per day, catering primarily to downtown business and professional people. As an example of their attention to detail (pun intended) removable roundels, windshield wipers and grilles are removed and done separately. They also demonstrated how to remove wax residue from nasty spots such as windshield wash nozzles by using a toothpick.

Our thanks to Dennis and Scott of Exeter, as well as Terry Richards of Meguiar's, for the informative presentation. Our appreciation also to Mary and Duretta, who made sure the coffee pot was always full. And a special thanks to all of you who came out and helped make this a great event. We'll see you (and your cars) at the concours!



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Top: Dennis Noland addresses the group.

Above: Part of the group of 35 club members at Exeter Garage.

The New York Auto Show in April is traditionally when automakers announce sales results for the last year. BMW seemed most optimistic, boasting a 31% increase. (*Autoweek*)

Environmental permits submitted by BMW Manufacturing, Inc., to the South Carolina authorities, indicate that BMW's plans for U.S. manufacture may be much bigger than previously thought. The new factory will have the capacity to build 219,000 cars per year plus finish an additional 100,000 "kits" shipped from Germany. Initially, the Spartanburg plant will build 400 cars per day or about 90,000 annually. BMW's current worldwide production is between 500,000 and 600,000 per year with a goal of 800,000 by 2000. Obviously, the U.S. figures heavily in BMW's future. (*Roundel*)

The innovative BMW E1 was destroyed in a fire at the Teknik research center. The car's charging system was the source of the fire. (*Autoweek*)

BMW AG announced that its first quarter 1993 sales fell 5.7% when compared to the previous year. The current recession in Germany is the culprit. However, BMW has been hurt less than its competitors.

In his first public appearance since being named the next chairman, Bernd Pischetsrieder said he would not tinker with the image, type of vehicles the company offers, or BMW's corporate culture.

Outgoing chairman Eberhard von Kuenheim said that unlike Daimler-Benz AG who will list their shares on the New York stock exchange, BMW will not list its shares on a U.S. exchange due to the cost and effort. (*Wall St. Journal*)

Audi will set up a North American production site. Mexico is the probable location, although they may follow BMW into the Carolinas. (*Autoweek*)



A study of fatality rates on highways with a 65 mph limit showed a three to five percent *drop*. The study was commissioned by the Department of Transportation and the AAA Foundation for Traffic Safety.

The study covered all roads where the speed limit was raised from 55 to 65 in 1987. Charles Lave, a transportation economist at UC Irvine, conducted the study and says the results debunk the notion that "speed kills."

Explanations for the decreased death rate include freeing of police to do more productive work (rather than police speeders) and more uniformity of vehicle speeds. (*Car & Driver*)

In March, Sotheby's sold at auction in Zurich a BMW 507 for \$158,600. (*Autoweek*)

Joining the funky two-seat roadster at BMW's South Carolina plant will be three more models—a compact coupe, a pickup truck, and a small sport-utility vehicle.

The coupe will be directly derived from the roadster, but there will be nothing traditional about its shape; insiders are calling it "contemporary retro." They promise a rear-wheel-drive chassis, a lively 140-bhp, 1.8-liter engine, and a color and trim package to make the competition look decidedly boring.

The pickup shows just how dedicated BMW is to niche marketing: Customers will be invited to select body color and choice of contrasting bumpers, seats, and dials. The truck can be specially ordered to fit leisure requirements; BMW is preparing option packs for skiing, fishing, surfing, tennis, and golf, among others. The secret behind this versatility is a modular body, with Lego-style upgrades.

The terrain cruiser is a tall and chunky four-wheel-drive model—think of it as BMW's answer to the Jeep Ecco. It won't be a serious off-roader but a small people-or-goods carrier with a pleasant driving position and an ability to speed on where other cars would get stuck.

All four could be built on the same line. At the moment, the new plant's capacity will max out at 100,000 but BMW has acquired enough land to double or even triple that output. (*Automobile*)



Artist's concept of a BMW pickup. Yes, pickup. Note the tailgate. No word yet on special-order Motorsport gun rack.

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The 530i and 540i should be in the dealerships by June as a 1994 model. The 530i will be listed at \$41,000, the 540i and \$47,000. The 530i Touring will be \$42,100. (Autoweek)

Is the 3-series an economy car? Maybe not, but it's become quite a value compared to Japanese cars. Here's an interesting comparison made by Steve Woody, salesman at BMW Seattle:

	'86 Price	'93 Price	Incr.
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For Sale: BMW Shadowline Body Kit to convert a 3 series E30 model, 2 door version to an M3. Front Air Dam, Side Skirts, Rear Skirt and Wing. Retail for \$3,200, will sacrifice for \$2000. Tony (206) 644-7770.

For Sale: M6 (1985) Very Special European Edition, Diamond Black on Black, Factory spoilers and body kit, two owner car with all records since new, Pirelli P700's on custom wheels, ABS, sun roof, 5 speed, phone, AC and all the toys. 286HP rocket!! \$22,000 Great car, call Sharon Silverstone 328-7770 or 949-6728.

For Sale: 1970 2002ti, Bilsteins, Webers, Recaros, limited slip diff.; extra motor, carbs (Solex) and misc. Needs minor body and finish. \$3300 OBO. Sequim 683-2404.

For Sale: Two used Bilstein front struts for a 1980 BMW 528i. Stock firmness. Good condition. \$60 for the pair. Used Blaupunkt AM/FM radio with dolby tape deck (model CR-2001). Good condition \$60. Call John at 868-0458.

For Sale: Bic Ski Rack. Fits original-style 320i with gutter rails. Holds 4 pairs. Easy on and off. \$23. Larry 206-628-2923 (day), 542-3789 (eves).

For Sale: 1987 BMW 325i/IS. Delphin/black int., orig. owner, 5-speed, LSD, ABS, sunroof w/deflector, remote digital alarm w/user adj. sensitivity, TST Teflon'd, 15" Motorsport Series (MD11) wheels w/205-50 vr/15 A008r's, Dinan Chip, Repcos, 27K freeway (no commute) miles, oil changed every 3K, garaged, non-smoker, cover, colgan bra, plush mats, all maintenance records, showroom condition. \$14,000 negotiable. Bob Makarski, BMW ACA, L.A. Chapter. (Days) 619-560-8534.



For Sale: 1971 BMW 2002Ti. Very rare, one of a kind gem. (US-LHD). 100 miles since body off restoration and complete race build. Perfection engineered into every step by Classic Road Racing Co. in N.Z. Receipts of \$50K. BMW European Challenge Series race specs. Very fast and dependable. Possible street use. 225+HP, Micro Dynamics electronics, twin 48 Dellorto carbs, 5 spd close ratio, 4:11 LSD, bored, stroked, balanced and virtually handbuilt engine. 11.5:1 comp ratio—high RPM, rev limiter, big valves, racing cam, polished everything! Racing brakes, Leda adj. comp suspension. A real firecracker! Offers or trades, asking \$24,950. Contact David Bruski, Park Place LTD, Bellevue, WA (206) 562-1000.

For Sale: Set of four BMW 325 14" factory alloy wheels in mint condition with Yokohama Y352 195HR 14/60 radials. Used less than 10K miles. Perfect for 2002 series upgrade! \$450. 649-8507.

March 8, 1993

Dear Sir/Madam:

Three years ago I immigrated to the USA from the former USSR. At this time my family is planning to reunite with me here, in New York.

My grandfather owns a black BMW-326 made in 1950/1951, with a sunroof. He has been a sole owner of this car since 1953 and used it more to enjoy than to drive. Having sat most of the time in a garage (speedometer reading is approximately 20,000 miles), the car is in excellent condition. He also has quite a number of new spare parts to this car model, also original, which he has been properly storing since he bought the car.

My grandfather would like to sell the car here, in the United States, but neither he nor I know how to transport it to the USA or whether anybody will be willing to buy it.

If you are interested in a more detailed conversation, I will appreciate it if you contact me at the above address or call me at the above telephone number. If nobody is home, please leave a message, and I will return your call.

Thank you for your time and interest.

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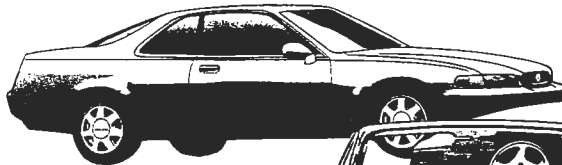
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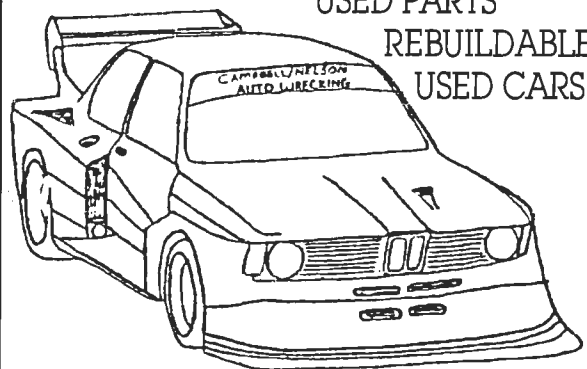
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