

BMW Car Club  
of America  
Bluegrass Bimmers



# ***Bluegrass Bimmers***

## **RALLY RACING IN EASTERN KENTUCKY**

No better time than September to plan  
a Fall Drive to Appalachia

## **BMW 2021 MODEL YEAR NEWS**

**MODEL UPDATES, TECH UPDATES, & MORE!**



## **RAW MATERIALS, RAW POWER, DRIVING SUSTAINABILITY**

Sustainability plays a central role in expanding BMW's  
electromobility endeavors.

The All-New 2021 Alpina XB7  
612 hp / 590 lb/ft  
0-60 mph: 4.0 sec  
Top Speed 180 mph

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## BMW Car Club of America Bluegrass Bimmers



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## LETTER FROM THE PRESIDENT

*Fausto Sarmiento*



Dear Bluegrass Bimmers BMWCCA members and BMW enthusiasts,

It was such a great pleasure to see so many Bluegrass Bimmers members and meet various BMW enthusiasts at the GermanTech Open House in late July. We took care to follow CDC guidelines by wearing masks, staying socially distant, and eating pre-prepared box meals from Jacked - Nutrition. Nonetheless, we came together to share our passion, talk about and admire our vast and varied collection of vehicles, and make new connections. The event left me very hopeful for a great year ahead once we can overcome the various challenges and obstacles that COVID-19 has set upon our path. We'll continue moving forward as we can, shifting to another gear as expanding guidelines enable us to do more and more. Don't hesitate to email me at <fausto@performancedrivenky.com> with any questions, comments, concerns, or suggestions! Stay healthy, stay driving!

Sincerely,

Fausto Sarmiento



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# RALLY RACING

## IN EASTERN KENTUCKY

Sounds like a Good Reason to Plan the Fall Drive!

**SEPTEMBER 18 - 19, 2020**

**CUMBERLAND, KY**

*Local leaders ride in rally cars, see impact sport has on Eastern Kentucky*

Adapted from News Article by: Tommy Pool, WYMT News

CUMBERLAND, Ky. (WYMT) - Local leaders grabbed an extra gear Friday when it came to economic development in Eastern Kentucky. "Our bed and breakfasts any kind of overnight lodging our RV parks are all filled up hopefully it requires us to build some more," said Letcher County Judge Executive Terry Adams. I've raced cars a few times in my life but he had me pushing both of my feet on the floorboard," said Adams. "It was awesome, I don't know how to explain it."

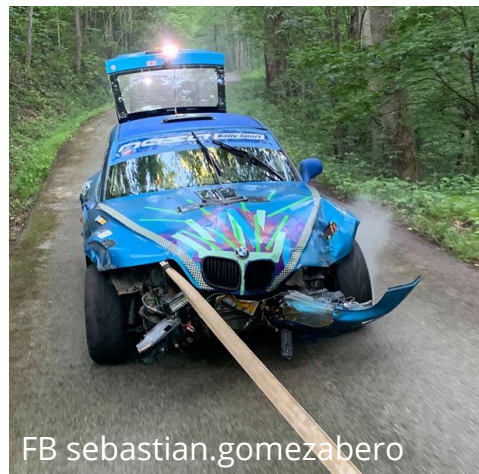


Photo by Chris Stinger



<https://www.facebook.com/sebastian.gomezabero>

Backroads of Appalachia, a non for profit, teamed up to bring NASA Rally Sport to Kingdom Come State Park. "It's probably the largest opportunity in Eastern Kentucky in years to come because it's gonna happen again and again," said Director of Backroads Appalachia Erik Hubbard. That is the goal. Bringing the sport back multiple times a year, and bringing in over a million dollars throughout the area. "Come in and experience what we have...," said Hubbard. "People at restaurants, people getting gas, people spending their hard-earned money to come here and race [and watch]. This is Hope."



FB sebastian.gomezabero

**STAY TUNED  
FOR MORE INFO  
ON A GROUP  
DRIVE TO  
WATCH THE  
NEXT RALLY  
RACE IN  
SEPTEMBER!**

# BLUEGRASS BIMMERS APPAREL SHOP IS NOW ONLINE!

**Shop official Bluegrass Bimmers retail apparel, accessories, and merchandise**

Everyone can now purchase Bluegrass Bimmers branded hats, t-shirts, button ups, scarves, blankets, and more at the Bluegrass Bimmers retail shop, online at Squad Locker.

The retail shop also allows us to organize a variety of fundraisers. For example, in the lead up to the 2021 Keeneland Concours d'Elegance, special edition gear will be made available for purchase. A portion of the proceeds will then be donated to the UK Children's Hospital, the official recipient of the Keeneland Concours organization, as part of the Paddock Club Challenge.



**SHOP**  
**NOW**

<https://teamlocker.squadlocker.com/#/lockers/bluegrass-bimmers>



# RAW MATERIALS. RAW POWER.

From raw material to recycling,  
BMW Group develops sustainable  
material cycle for battery cells

## *DRIVING SUSTAINABILITY*

Adapted from BMW PressClub Global. PR Contact: Frank Wienstroth, BMW Group



Sustainability plays a central role in expanding electromobility. The BMW Group has therefore set itself the goal of creating a closed and sustainable material cycle for battery cells. With a new pilot plant that will produce lithium-ion battery cells, the company is taking the next logical step in penetrating all aspects of the battery cell value chain: from selection of materials, to battery cell composition and design, all the way to near-standard production and recycling.

The new pilot plant enables BMW to close the final gap in the value chain from battery cell development, to production of modules and powertrain components, all the way to installation of fully assembled high-voltage batteries at BMW vehicle plants. This makes BMW the first car manufacturer to cover the entire process chain for electric driving."

Frank Weber, member of the Board of Management of BMW AG, responsible for Development: "By 2023, the BMW Group will have 25 electrified models on the roads, as it systematically increases electrification across all brands and model series. This continued expansion and our comprehensive battery cell expertise will give sustainability a major boost. At the same time, our models' eDrive technology also ensures brand-typical dynamic performance and driving fun."

To meet its goal of enhancing battery cells' performance capabilities and demonstrate large-scale manufacturability, the BMW Group will develop innovative production processes and systems. Using production processes and systems also employed in standard production, the company will be able to demonstrate the industrial feasibility of future battery cell generations.

Recyclable (battery) cell design is a consistent focus from the very beginning of battery cell development. Faced with rapidly growing demand for battery cells, recycling of battery components at the end of their lifecycle and extensive reuse of raw materials will be key to closing the materials loop in the best way possible. A quarter of BMW Group vehicles sold in Europe should have an electric drive train by 2021; a third in 2025 and half in 2030. As volumes increase, the use of green power will save around ten million tonnes of CO<sub>2</sub> over the next ten years. For comparison, that is roughly the amount of CO<sub>2</sub> a city of over a million inhabitants, like Munich, emits per year.



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BMW IN FORMULA E

LAT IMAGES

**BMW of Louisville**  
Authorized  
Center



# 2021 MODEL YEAR UPDATES

Provided by Hannah Marshall & Cameron Peoples, BMW of Louisville Geniuses

As 2021 rapidly approaches, BMW of North America has released numerous model updates that we look forward to seeing in our dealership at BMW of Louisville. These updates range from simple software additions to complete model makeovers, as seen in the 2021 4-Series Coupe. Not only have they simplified some of the build options on a few of the models, they have also added packages and options never seen in BMW models.

## **Some of the general updates and additions we will experience in 2021 include:**

- Navigation included standard on every model
- Android Auto Compatibility
- LED Headlights included standard on every model
- Shadowline package available for every model
- 48volt – Mild Hybrid – Included option for the some 40i and M40i models
- M sport brakes with black calipers – Option
- M sport brakes with red calipers – Option
- Satellite Radio Sirius XM with 360L

## **Some of the general options that will be limited or deleted in 2021 include:**

- CD Player Prep – Deleted
- Bowers & Wilkins – Limited to higher end models
- M Competition Models – Now a “Competition Package”
- Fewer Models – Removal of M8 Coupe, M8 Convertible, X5 xDrive50i, X7 xDrive50i
- Luxury Package – Deleted
- Soft-Close Doors – Limited to higher end models
- Rear Seat Entertainment – Very limited
- Night Vision – Deleted







## The All-New 2021 BMW 4-Series - Coupe or Grande Coupe

### **Complete interior and exterior design makeover**

Added color options: Sunset Orange, Bluestone, Portimao Blue, Arctic Race Blue & Sanremo

48v mild hybrid technology

382 hp (+32) & 369 lb-ft (+37)

0-60 mph: 3.8 sec (-0.8)

New Powerful 48-Volt starter-generator for better performance, better efficiency, and improved driving comfort



# BMW Car Club of America Bluegrass Bimmers



***Join the Bluegrass Bimmers  
at [www.bmwcca.org/join](http://www.bmwcca.org/join)***

1 YEAR	3 YEARS <small>BEST VALUE</small>	5 YEARS	LIFETIME
\$58	\$159	\$270	\$1750
Roundel and BimmerLife Magazines	Roundel and BimmerLife Magazines	Roundel and BimmerLife Magazines	Roundel and BimmerLife Magazines
Local Chapter	FREE* Trunk Badge (you only pay S&H)	FREE* Trunk Badge (you only pay S&H)	FREE* Trunk Badge (you only pay S&H)
Discounts	Local Chapter	Local Chapter	Local Chapter
Exclusive Events	Discounts & Exclusive Events	Discounts & Exclusive Events	Discounts & Exclusive Events
Eligible to apply for a <b>Vehicle Rebate</b> after one full year of membership	Eligible to apply for a <b>Vehicle Rebate</b> after six months of membership.	Eligible to apply for a <b>Vehicle Rebate</b> after six months of membership.	Eligible to apply for a <b>Vehicle Rebate</b> after six months of membership.



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