

Bluegrass Bimmers

BMW Car Club
of America
Bluegrass Bimmers



BACK 2 BIMMERS **OPEN HOUSE EVENTS**

Friends, Food, and Horsepower in Lexington & Louisville



BLUEGRASS BIMMERS APPAREL STORE

From hats to shirts to blankets,
stock up on Bluegrass Bimmers gear

GET OUT ON TRACK

The Bluegrass Bimmers joins other
BMWCCA chapters out on track

BMW HERITAGE

Learning from crisis
Mastering challenges



bluegrassbimmers.org



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BMW Car Club of America Bluegrass Bimmers



LETTER FROM THE PRESIDENT

Fausto Sarmiento



Dear Bluegrass Bimmers BMWCCA members and BMW enthusiasts,

The former Bluegrass Bimmers newsletter, Pferdestärke, is archived on the Bluegrass Bimmers website and within the BMWCCA website. Without additional volunteers and content providers, Pferdestärke proved too much for a small group of volunteer officers to keep going. Indeed, the decreasing trend in newsletter contributions across the country led to the regional edition of BimmerLife to serve as the official publication of each individual chapter. Without further ado, I will provide electronic monthly news briefs delivered to your email addresses each month. A limited number of printed copies will be available during Dinner Socials, the waiting areas of small automotive businesses, and in the lobbies of BMW dealerships (BMW Centers).



The BMWCCA officially went into hibernation during the COVID-19 pandemic. As the Club reopens within our chapter area, the Bluegrass Bimmers will promote camaraderie and the pursuit of BMW enthusiasm in ways that maximize the health and safety of our members and event attendees in accordance with appropriate medical guidelines.

Read on to learn more about the upcoming Back2Bimmers events in Lexington (July 14) and Louisville (July 15). There will be individual boxed meals and various giveaways available at each while supplies last. Stay tuned next month for more info on driving events - on the road and on the track! If you have news or other information you want to include in next month's Bluegrass Bimmers Bulletin, please contact me via email, fausto@performancedrivenky.com.



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BACK2BIMMERS

MOTORSPORTS
OF LEXINGTON, LTD.

BMW Car Club
of America
Bluegrass Bimmers



GERMANTECH
MOTORWORKS

Tuesday, July 14

1044 W High St
Lexington, KY 40508

Open House Events

Celebrating Our Return to Social Gatherings

Wednesday, July 15

1803 Laser Ln
Louisville, KY 40299

Friends! Food! Horsepower!

July 14, 2020 6:00 PM - 8:00 PM
Lexington Open House

MOTORSPORTS
OF LEXINGTON, LTD.

Click here for [Facebook Event Page](#)

Food Prepped & Delivered by:

July 15, 2020 6:30 PM - 10:00 PM
Louisville Open House

GERMANTECH
MOTORWORKS

Click here for [Facebook Event Page](#)
Other Giveaways from
companies including:



Get your dinner in gear!
Healthy dinner meals boxed & delivered
by Jacked-Nutrition- owned by
BMWCCA members! FREE at Open
House while supplies last

BLUEGRASS BIMMERS APPAREL SHOP IS NOW ONLINE!

Shop official Bluegrass Bimmers retail apparel, accessories, and merchandise

Attendees to the Open House events will receive FREE face coverings (while supplies last). 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. All proceeds, if any, go to Bluegrass Bimmers.

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>

Join us for High Performance Driving Education events



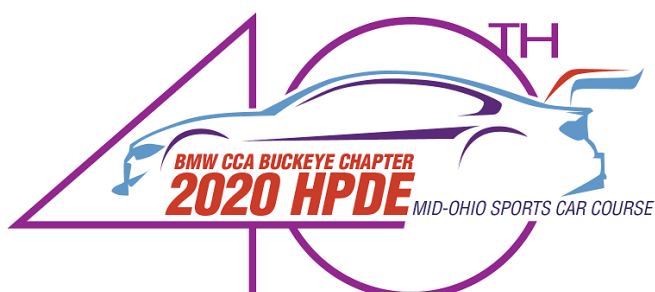
BMW's are known as the Ultimate Driving Machines.

Take your car out in a closed course, a professionally managed, safe, controlled environment.

Learn from BMWCCA certified driving instructors and on track certified coaches how to better bond with your car, how to safely test your limits by taking your vehicle out on track.

Experience many thrills while you develop your driving skills!

Curious? Contact Fausto Sarmiento for more info! fausto@performedrivenky.com



Mid - Ohio Sports Car Course
August 22 - 23, 2020



Were you lucky enough to snag a spot at the BMW Performance Center Driving Experience at the 1st Annual BMWCCA MX1 Event?
August 14 - 15, 2020

Windy City BMW 2020 HDPE

Putnam Park Road Course
August 29 - 30, 2020

BMW HERITAGE

Press Release: BMW Group
Edited by: Fausto Sarmiento



Original Press Release Available
in the [BMW Group PressClub](#)

LEARNING FROM CRISIS WHILE MASTERING CHALLENGES

More than 100 years of history at the BMW Group, there have been many events that have presented the business with exceptional challenges – much like the current pandemic situation. Every crisis entails an opportunity to emerge with renewed strength. The prism of history and key corporate indicators from more than 100 years show how crisis situations have repeatedly provided the launchpad for developing renewed strength and continuing the success story of the BMW Group.

1900s - A Reputation for Reliability

During the First World War, the fledgling company was only manufacturing one product: the BMW IIIa aeroengine. The 6-cylinder inline engine had the reputation of being the best aero-engine of its era. But after the end of the war, production of aero-engines was prohibited in Germany. New ideas had to be generated so that the expertise in building engines could continue to be applied productively. Consequently, BMW expanded its product range. Power units were marketed as the “Bayern-Motor” or “Bavaria Engine”, which in common with the aero-engines featured reliable and fuel-efficient operation.

1920s - 1940s - Engine Supplier to Vehicle Manufacturer

Reliability was the chief hallmark of the “Bayern-Kleinmotor” (Bavaria Small Engine). The first Boxer engine from BMW was only supplied to other manufacturers. Soon thereafter, however, Chief Designer Max Friz was commissioned to develop a complete motorcycle. BMW was transformed from an engine supplier into a vehicle manufacturer. After the end of the war in 1945, BMW lost its production capabilities and the know-how necessary for automobile manufacture. Nevertheless, BMW motorcycles remained a symbol of entrepreneurial courage and signaled the launch of a new era of individual mobility.



1950s - 1960s - Lean Times and New Markets

Times change, though, and the motorcycle lost out in terms of image and prestige to the automobile. At the end of the 1950s, BMW was on the edge of financial collapse. Sales problems in the automobile and motorcycle business had put the company in serious difficulties. In December 1959, the sale of the company to Daimler Benz AG appeared to be a foregone conclusion. However, the sale failed a result of committed shareholders putting up spirited resistance to the restructuring plan. BMW remained independent and retained the freedom to establish new structures and new models. The new BMW 700 small car steered the company back on the road to success. The real breakthrough ultimately came with the BMW 1500, the first model in the “New Class”.

BMW HERITAGE

BMW Group Press Release
Edited by: Fausto Sarmiento



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LEARNING FROM CRISIS WHILE MASTERING CHALLENGES

1970s - 1980s - Through the Oil Crisis

Society's attitude to the automobile underwent a change after the oil crisis in 1973. Big cars with large engines fell out of favor along with powerful sports cars. However, the management at BMW set about getting through the lean period and coming out stronger at the other end. Pioneering investments highlighted the countercyclical strategy. When the oil crisis petered out in the spring of 1975, demand started to take off again. BMW was in an ideal position for the upturn with new models, expanded production capacities and optimized sales structures.



1990s - 2000s - Liaisons Across the Channel

The acquisition of British automotive manufacturer Rover Group on 31 January 1994 was intended to significantly expand the range of automobiles on offer. However, the development opportunities were overestimated when the purchase was made. The company underwent restructuring to form the BMW Group and, after six years, the British subsidiary was sold. Only the MINI brand remained with the BMW Group. The new MINI embarked on an extraordinary success story with premium quality and modern safety, combined with driving fun and individual style. Furthermore, the BMW Group succeeded in securing the name rights for the Rolls-Royce marque.

2010s - The iProject Comes to Fruition

The global crisis in the financial markets rocked not only the banking sector but also numerous other sectors. As a consequence of this, automobile sales in the most important markets underwent a significant fall. While huge efforts were made worldwide to secure the future of the automobile business, the BMW Group ran a covert project which was to completely redefine the concept of individual mobility. The objective was to develop an all-electric automobile for use in urban areas and in parallel to design a complete ecosystem for zero-emission driving. The iProject includes packages and services for innovative materials, an ecofriendly production process and a charging infrastructure that encompass comfort and efficiency and marked by driving fun.

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***Join the Bluegrass Bimmers
at 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 Vehicle Rebate after one full year of membership	Eligible to apply for a Vehicle Rebate after six months of membership.	Eligible to apply for a Vehicle Rebate after six months of membership.	Eligible to apply for a Vehicle Rebate after six months of membership.



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