



# NEWSWERKS

THE OFFICIAL NEWSLETTER OF THE IOWA CHAPTER BMW CCA

MARCH/APRIL 2007

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## In just a few years...

by Doug Wittkowski

It was a warm spring day and another trip down the legendary Woodward Avenue in Detroit. But this time, it wasn't to cruise, race, or in hopes of meeting girls. This time we were there for a rock concert, and it was 1976. I wasn't driving that day, but it is auto-memorable because it was the first time I had ever been in a Toyota in my life, a friend's car. I don't remember it that well other than thinking how damn ugly and out of place it looked among all the other mostly large domestic cars in Detroit. Later that year, I drove the car and thought, "well, it's much smoother to operate and drive than say, an American economy car." The controls were light, but felt precise, but why would anyone want one of these? I did notice it had 158,000 miles on it and it sure did run okay. I made a mental note of that. But again, why would a person buy a car like this? Then I remembered that we had just gone through a gas crisis and they had sold a few fearing that we would run out of oil. "Okay," I thought "that must be it..." But this brand could never make it in America, never. Doh!

To be fair to myself, not that many years later, in the early 1980s, after working inside the auto industry, I completely reversed my prediction of certain doom for the American domestic auto industry, and to the point of being very proactive about it. Believe me, it fell on deaf ears

then too. So I was still way ahead of the curve on what was to come. For those of you not aware, Toyota will become the number one volume automaker in the world in 2007 and is not looking back anytime soon, even to the point of avoiding a celebration, as it is afraid of the possible backlash it could cause.

In 1976, BMW was just coming into its own in this country and in a serious way. There was one BMW dealer here in Des Moines and where I lived in Michigan they were referred to as "that foreign car dealer" that handled many of the German marques. BMW sold a literal handful of cars in those days. A mix of mid-sized, high-quality sedans and something that had just made a huge mark on the American enthusiast, the BMW 2002. That car cemented BMW in America as a builder of high-performance, high-quality imports. Another milestone for BMW came in 1976, when they replaced that all-important model with the "3 series," a car that is still BMW's bread and butter, and its best-selling model worldwide. It's also the car BMW has best refined since 1976. The 3 series and its stable mates have made BMW nothing like the biggest auto company, but most certainly one of the most respected as most insiders claim BMW as the most admired auto maker in the world. That is certainly what brought me to BMW.

*continues on page 7*

# Calendar of Events > March - October 2007

## Events, club activities and all happenings BMW

**March 22-25, 2007 – National TechFest**  
Sheraton Tacoma - Tacoma, WA

**March 2007 – Bowling Event – 1:30 p.m.**  
Warrior Lanes, 190 SE Laurel St. in Waukee

**Monday, April 9, 2007 – Informal Social – 6:00 p.m.**  
Tumea & Sons

**Sunday, April 1, 2007**  
**\$1,000,000 Fun Touring Rally – A PhotoTour of Des Moines**

*A fun event for the whole family The more people in your vehicle, the better your chances of winning the \$1,000,000 prize (April Fool's – no one will win \$1,000,000 but it got your attention!)*

This rally will be a photo tour of Des Moines. On the evening of March 31, 2007 photos and route instructions will be e-mailed to everyone who has PRE-REGISTERED. There is no starting time for the Fun Rally, no checkpoints, no traps and no timing...just follow the route instructions and match the pictures provided with the location on the route. Run the route as many times as you like! The Rally will end at 3:00 p.m. on Sunday, April 1st when your completed scorecard must be turned in. We will have food and beverages at the designated ending location and award prizes to the 1st, 2nd and 3rd place winners. Everyone is invited to participate and you can have as many people in your vehicle as you would like. Only one completed scorecard per vehicle! For more information and to pre-register for the event, please e-mail Event Chairman, Martha Wittkowski at [wittawerks@lisco.com](mailto:wittawerks@lisco.com)

**April 21 & 22, 2007 – Grand-Am Cup/Koni Challenge –Iowa Speedway**

The Grand-Am KONI Challenger Series is Grand-Am's showcase for the latest in international and American-made, high-performance sports cars, coupes and sedans straight from the dealer showroom floor. With major modifications permitted ONLY in the area of safety, the KONI Challenge Series is home to the same cars seen on streets and highways around the world every day. The 2007 season marks the seventh year that Grand-Am has owned and sanctioned the KONI Challenge Series, which was previously known as the Grand-Am Cup Series before KONI signed on as the title sponsor in late 2006.

The starting fields for KONI Challenge Series races typically feature more than 50 of today's hottest import and domestic production cars that usually race together while competing for both class honors and the overall victory. There will be a large field of BMWs entering this event, with typical fields 25-30% BMW. **We will be attending this race as a Club event. Please check the Club Web site for details, or e-mail the event chair, Doug, at [wittawerks@lisco.com](mailto:wittawerks@lisco.com).**

**Saturday, May 12, 2007 – Breakfast Social**  
Palmer's Deli, Ingersoll Avenue

**Saturday, May 19, 2007 – Annual Clear Car Concours**  
Principal Park North parking lot – 11:00 a.m.  
Details to come in the May Newsworks and on the club's Web site.

**Saturday, June 2, 2007 – Breakfast Social – 9:30 a.m.**  
Panera Bread, Ankeny

**June 8 – 10, 2007 – Iowa Chapter Longest Day Driving School**  
Mid America Motorplex, Pacific Junction, IA  
Look for complete information and registration forms in the May Newsworks.

**Saturday, July 7, 2007 – Breakfast Social – 9:30 a.m.**  
Location to be determined

**Sunday, August 5, 2007 – I-Cubs**  
Principal Park

**September 30 – October 5, 2007 – National Oktoberfest**

## NEWSWERKS

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NEWSWERKS is published by VIVAMEDIA, Inc. for the Iowa Chapter of the BMW Car Club of America.

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Please submit material suitable for publication to:  
Martha Wittkowski at: [newsletter@bmwia.com](mailto:newsletter@bmwia.com)

## Hello from the new Newswerks Editor!

I am excited about the challenge this position holds for me. My family and I have been members of the car club for many years. I enjoy the group's people and its events. Please call or e-mail me with any suggestions or articles to be included in our newsletter. We always welcome input from our members.

Becky Brighton  
bsbright2001@yahoo.com  
515-570-7441

### Do you want tires with that?

by Doug Wittkowski

Sometimes what you get is not really what you wanted. A short history of the BMWs we asked for, but never bought...yes, a rant.

I hear and have whined myself about what we want in a car. Mostly, at least in my circle of driving enthusiasts, it's about lighter, smaller, less complicated cars with less gizmos, gimmicks, and electronics. Sometimes it's about cost, but mostly it's just whining and I present these automotive examples and the possible lesson to be learned.

BMW is known for being independent and reportedly not listening to its enthusiast owners. Oh really? You wanted a simpler version of a BMW that was smaller, lighter, less complicated. Sound familiar? This was nearly 20 years ago though and BMW stepped up. They produced the 1991 318is. A pretty cool car. Under 2,700 lbs., all the sports equipment, and with a frugal, yet nimble four cylinder. It didn't sell then, was an outcast for years, and only recently has become appreciated and then only by a very small group of enthusiasts. But they tried it again in 1995 with the 318ti. Yes the little 3 series hatchback. What a great car with all the improvements of the newer model E36 but in a lighter, smaller, cheaper package. What a sales flop! At the end of production they were stacked up like cord wood at every BMW dealer in the country. Like the 318is before it, they became a hot commodity many years down the road. In fact, trying to find a nice 318ti with the M package is next to impossible now. Forget the four cylinder or econo-box hatchbacks you say? Okay, granted, neither has been an American favorite even though many of us love them.

Sports cars? How about the M Z3 Coupe and Roadster of the late 90's? No excess there, an M3 in a compact body with

performance at the time no other BMW could match. It sold like ice to an Eskimo. Okay the style was, love it or hate it to be sure, but the content was awesome. Just what we wanted, but never bought, never bought to the extent of walking, like sheep, right by the unsold but now highly sought after 2001 and 2002 M coupes with the S54 M3 engines, to get our names on the M3 list.

Ah the M3. Now there is a sales success. Well, sort of. The early and supposedly "real" drivers wanted M3s that sold here from 1988-1999. They did okay initially, but as soon as the enthusiasts were covered, they too gathered dust at BMW dealers. Oh how I wish I could go back and snap those all up as this is the hottest previously owned BMW in the world right now. For sure the next generation of M3 sold very well and with all its variety and relatively good price (just a couple thousand more than the loaded regular 3 series) it may have been the best BMW value ever. That said, the No. 1 BMW M car in sales was the latest M3 2001-2005. They sold more of those than all other 3 series M cars to date combined and it's a great car by any measure. But we are all now whining for a smaller simpler BMW M3, right. Then you can no doubt bet based on recent history this prior model will shortly be highly desirable, 'cause it ain't gonna happen for the next M3 either. It's going to be heavier, larger, full of electronics, but have that all-American favorite V8 power. Yep, it will be fast and furious for sure, but also more like an M5 lite rather than the M3 and very much unlike what we all say we want. And price? Rumors are rumors for sure, but with the European version of the 335i now available with just an "M package," and at or about \$60k+ you can bet the M3 will be approaching \$70K. Yes, that reads seventy thousand dollars!

But what do we know? History says not much at all, so lets all take a deep breath and enjoy. BMW seems to know better than we, what we want. Sales figures don't lie. Where is my 2002?



bimmerworld



## Iowa Chapter BMW CCA - Balance Sheet

	Dec 31, 06	Dec 31, 05
<b>Assets</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
Cash	50.00	50.00
First Bank CD - 10/06	0.00	5,223.24
First Bank CD - 4/06	0.00	5,448.10
First Bank CD - 5/09	5,000.00	0.00
First Bank CD 11/07	5,521.00	0.00
US Bank checking	3,842.06	6,986.59
Vanguard	8,825.16	8,405.68
<b>Total Checking/Savings</b>	<b>23,238.22</b>	<b>26,113.61</b>
<b>Other Current Assets</b>		
Merchandise Inventory	0.00	652.66
Undeposited Funds	1,068.09	29.00
Total Other Current Assets	1,068.09	681.66
<b>Total Current Assets</b>	<b>24,306.31</b>	<b>26,795.27</b>
<b>Fixed Assets</b>		
Accumulated Depreciation	-2,726.67	-2,834.67
Tools and Equipment	2,726.67	2,834.67
Total Fixed Assets	0.00	0.00
<b>Total Assets</b>	<b>24,306.31</b>	<b>26,795.27</b>
<b>Liabilities &amp; Equity</b>		
Equity		
Retained Earnings	26,795.27	29,319.00
Net Income	-2,488.96	-2,523.73
<b>Total Equity</b>	<b>24,306.31</b>	<b>26,795.27</b>
<b>Total Liabilities &amp; Equity</b>	<b>24,306.31</b>	<b>26,795.27</b>

## Iowa Chapter BMW CCA - Profit & Loss

	Jan - Dec 06	Jan - Dec 05
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Donations for Charity	902.00	1,801.00
Event Revenues	21,383.00	21,676.00
Merchandise Sales	25.00	416.00
Miscellaneous Income	168.00	440.00
Newsletter Advertising Rev	1,050.00	400.00
Rebate from National	14,417.73	14,982.57
<b>Total Income</b>	<b>37,945.73</b>	<b>39,715.57</b>
<b>Cost of Goods Sold</b>		
Cost of Merchandise Sold	24.86	408.41
<b>Total COGS</b>	<b>24.86</b>	<b>408.41</b>
<b>Gross Profit</b>	<b>37,920.87</b>	<b>39,307.16</b>
<b>Expense</b>		
Bank Service Charges	19.95	0.83
Charity	1,192.00	2,357.00
Depreciation Expense	236.00	1,311.03
Event Expenses	31,000.25	24,777.60
Insurance	154.96	154.96
Internet Expense	249.50	4,624.50
Inventory adjustments	443.55	0.00
Newsletter	6,229.00	7,656.38
Other Expenses	539.71	317.66
Postage and Delivery	1,427.15	1,773.59
Printing and Reproduction	0.00	-654.00
Supplies	0.00	37.76
<b>Total Expense</b>	<b>41,492.07</b>	<b>42,357.31</b>
<b>Net Ordinary Income</b>	<b>-3,571.20</b>	<b>-3,050.15</b>
<b>Other Income/Expense</b>		
Other Income		
Interest Income	362.96	220.05
Investment gain/(loss)	419.48	180.77
Other Revenues	300.00	200.00
<b>Total Other Income</b>	<b>1,082.44</b>	<b>600.82</b>
<b>Other Expense</b>		
Other Expense	0.20	74.40
<b>Total Other Expense</b>	<b>0.20</b>	<b>74.40</b>
<b>Net Other Income</b>	<b>1,082.24</b>	<b>526.42</b>
<b>Net Income</b>	<b>-2,488.96</b>	<b>-2,523.73</b>

# ANNUAL CHILI COOK OFF

JANUARY 27, 2007





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(continued from front cover)

## In just a few years...

by Doug Wittkowski

Where BMW and the rest of the industry go in the next 30 years is just a guess. And my guess is pretty foggy at this point too (so stay tuned). But for BMW today, it's great news. They're in a place very few manufacturing companies have ever been in the auto industry, maybe only one or two others ever in over 100 years. Totally respected by their peers in the industry, hugely profitable, and producing products that are very desirable by buyers and more importantly potential buyers everywhere. I can say this without a doubt – if the next 30 years go as fast as the last 30, it's just a few years away.



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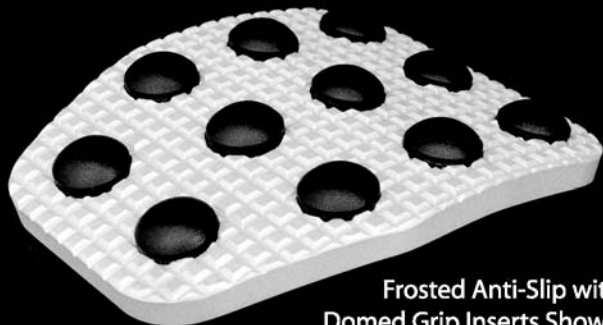
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## BMW Introduces its New 3 Series Hardtop Convertibles

Few other automobiles stir emotions quite like a convertible. Whether it's the feeling of freedom created by top-down driving or their seductive shapes, convertibles have long been regarded by many car enthusiasts and casual onlookers alike as providing a one-of-a-kind exhilarating driving experience.

As proof of their special lure, late last year Neiman-Marcus sold 50 specially equipped BMW M6 Convertibles featured in the retailer's Christmas catalog in one minute, 32 seconds. Acknowledging the special experience of open-air motoring when reviewing the new 3 Series Convertibles' predecessor, the editors of Car and Driver observed, "the beauty of the convertible is that you can fully appreciate its sophisticated exhaust note as you patrol boulevards with the top down."

The new BMW 3 Series Convertibles provide a new dimension to that experience with the introduction of a retractable hardtop. Made of lightweight steel and operated by a hydraulic system, the three-piece roof opens in just 22 seconds - takes only one second more to close - and folds smoothly into the rear compartment of BMW's newest convertibles. The three-element steel roof structure ensures lower noise levels even at high speeds, enhances safety, creates a more luxurious and comfortable cabin and helps stiffen the chassis to provide precise handling.

The roof opens automatically in a flowing motion as each of the three elements rests above the other to create a compact package. The rear lid opens rearward and once the roof has been opened or closed and the hardtop is locked, the driver is able to open the trunklid in the usual manner. The trunklid also comes with a soft-close feature that draws the lid down gently and automatically.

The roof and luggage compartments are separated from one another by a partition that swivels when the roof is closed to provide maximum luggage capacity. Another convenient feature is that the roof can open by remote control when the car is equipped with the Comfort Access option. Like the roof controls within the interior, the remote control button must be kept pressed down for safety during the entire opening process because movement of the roof elements is interrupted whenever the button is released.

### **New engines provide more power, save weight**

Two new 3 Series Convertible models are available in the U.S., both powered by new inline 6-cylinder engines that are more powerful and lighter than their predecessors. The 328i Convertible's 3.0-liter turbine-smooth powerplant produces 230 hp at 6,500 rpm and 200 lb-ft at 2,750 rpm. The 335i Convertible is powered by BMW's first turbocharged gasoline engine in over 20 years, featuring twin



turbochargers, an air-to-air intercooler and High Precision direct fuel injection that generate 300 hp.

### **New automatic transmission with optional shift paddles**

A thoroughly enhanced 6-speed STEPTRONIC automatic transmission is available as an option on both models to meet the greatest demands for comfort and performance. A quicker and more responsive hydraulic control system, together with an innovative new torque converter and significantly enhanced control software ensure reaction times that are 40 percent faster than conventional automatic transmissions. In addition, gear change time has been almost halved. The torque converter clutch connects the engine more directly to enhance performance, quicken response and improve fuel economy.

If the driver wishes to control the transmission directly, paddles on the steering wheel provide direct gear selection when in manual mode. Because the gear shift paddles can be activated directly at any time, even if the selector lever is in Drive, the manual gearshift function always provides extremely spontaneous performance. Shift paddles are an available option on the 335i when ordered with automatic transmission and Sport Package.

### **New sun-reflective leather for cooler seating**

BMW is the first carmaker in the world to use sun-reflective technology to mitigate temperatures on leather seating, armrest surfaces, headrests, and gear shifter. The process uses modified color pigments imbedded in the leather during the production process to reflect the infrared radiation of the sun in wavelengths of more than 720 nanometers.

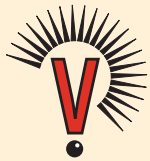
This new leather treatment is able to reduce surface temperatures on dark interior colors by up to 20 Celsius degrees (36 Fahrenheit degrees), and also offers advantages on light-colored upholstery, where the heating effect of sunshine is less severe, reducing the surface temperature by as much as 15 Celsius degrees (27 Fahrenheit degrees). All other qualities of the leather remained unchanged. An accessory wind deflector developed especially for the new BMW 3 Series Convertibles reduces air swirl within the interior, even at high speeds. The new deflector is fastened firmly in the rear of the passenger compartment by supports in the side panels and can be easily swiveled into position. *Adapted from BMW Group Press Club NA*



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