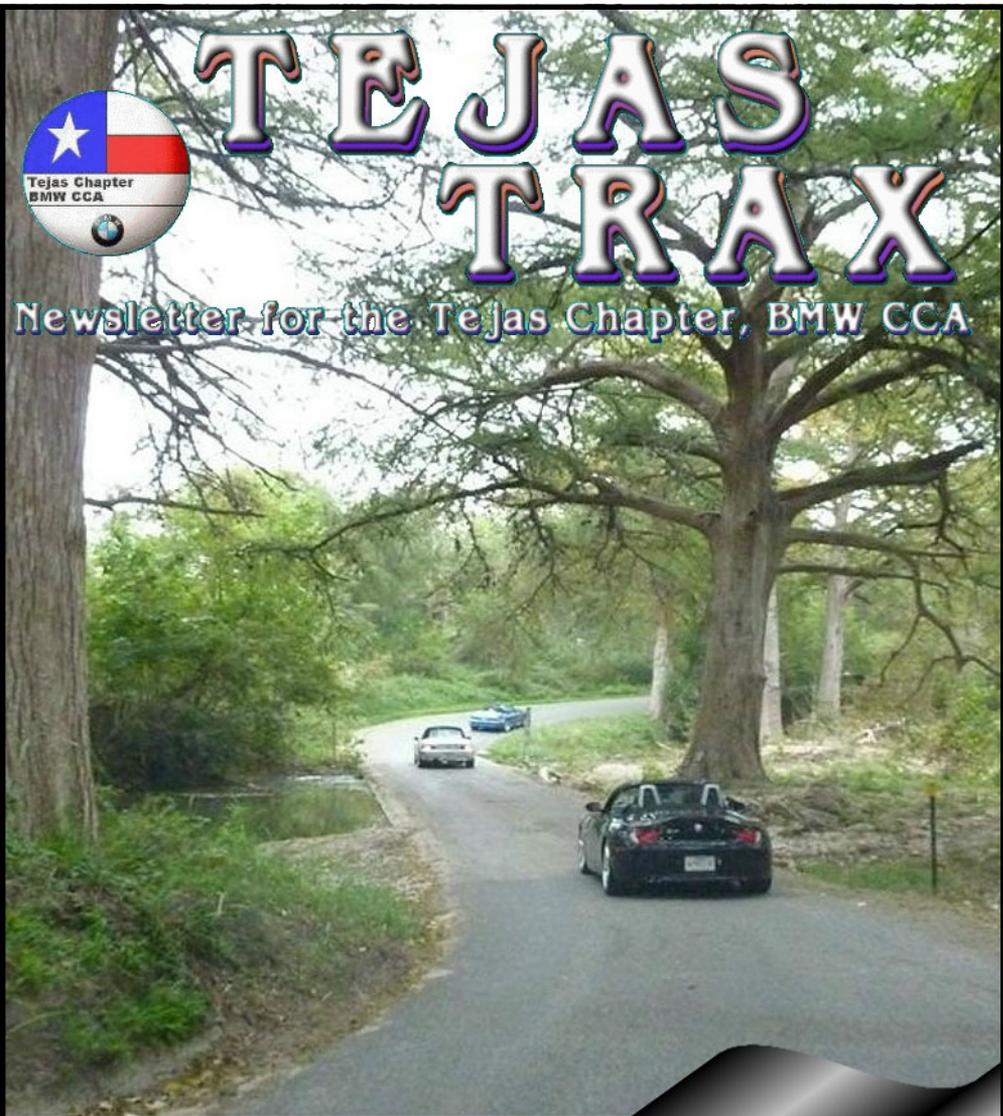




TEJAS TRAX

Newsletter for the Tejas Chapter, BMW CCA



Utopia Weekend Drive

Photo by Jonna Clark

November 2010



**Inside
This Issue**

**5-Series Design Award
Utopia Weekend Review
BMW Group Commitment**

Tejas Chapter Officers

	<p style="text-align: center;">President</p> <p style="text-align: center;">Glenn McConnell Austin gmconn535@aol.com</p>	<p style="text-align: center;">Vice President</p> <p style="text-align: center;">Herb Looney San Antonio loonjak@swbell.net</p>	<p style="text-align: center;">Secretary/Treasurer</p> <p style="text-align: center;">Sandy McConnell Austin ZeeYa3@aol.com</p>
<p style="text-align: center;">Membership</p> <p style="text-align: center;">Mike Sevel New Braunfels mikesevel@hotmail.com</p>	<p style="text-align: center;">Driving Events</p> <p style="text-align: center;">Linda Cavazos Austin racegirl330@yahoo.com</p>	<p style="text-align: center;">Events Coordinator</p> <p style="text-align: center;">Allan Gazza Austin agazza2@gmail.com</p>	<p style="text-align: center;">Chapter Mail</p> <p style="text-align: center;">P.O. Box 17216 Austin, Tx 78760</p>

Project Coordinators, Chapter Email and Newsletter

<p style="text-align: center;">Austin Area</p> <p style="text-align: center;">Vacant</p>	<p style="text-align: center;">San Antonio Area</p> <p style="text-align: center;">Vacant</p>	<p style="text-align: center;">Kerrville Area</p> <p style="text-align: center;">John Swann Kerrville swannzee@swannzee.com</p>	<p style="text-align: center;">San Marcos Area</p> <p style="text-align: center;">Jack Laumer San Marcos jacklaumer@yahoo.com</p>
<p style="text-align: center;">Corpus Christi Area</p> <p style="text-align: center;">Donna Bogan Corpus Christi dblrddonna@yahoo.com</p>	<p style="text-align: center;">Chapter Email</p> <p style="text-align: center;">TejasChapter@aol.com</p>	<p style="text-align: center;">Tejas Trax Newsletter Editor</p> <p style="text-align: center;">Glenn McConnell Austin gmconn535@aol.com</p>	

	BMW CCA		
	<p style="text-align: center;">Vice Pres. South Central Zone</p> <p style="text-align: center;">Mark Doran 1777 South Harrison St Denver, CO 80210 303-758-4200</p>	<p style="text-align: center;">South Central Tech Tips Rep</p> <p style="text-align: center;">Terry Sayther Austin, Tx 512-442-1361 (8am-5pm Central Time)</p>	<p style="text-align: center;">Membership Information</p> <p style="text-align: center;">\$48 per year 1-800-878-9292 VISA or MasterCard www.bmwcca.org</p>

Commercial Advertising Rates for Tejas Trax

<p style="text-align: center;">Full Page</p> <p style="text-align: center;">Per Year - \$500 Per Month - \$50</p>	<p style="text-align: center;">Centerfold</p> <p style="text-align: center;">Per Year - \$900 Per Month - N/A</p>	<p style="text-align: center;">Half Page</p> <p style="text-align: center;">Per Year - \$300 Per Month - \$30</p>	<p style="text-align: center;">Quarter Page</p> <p style="text-align: center;">Per Year - \$200 Per Month - \$20</p>
--	--	--	---

Visit the Tejas Chapter Web Site at <http://www.tejaschapter.org/tejas.html>

The Tejas Trax is printed monthly by Kinko's of Austin

DISCLAIMER: TEJAS CHAPTER is a local association of BMW owners. TEJAS CHAPTER (hereafter, the Club) is a non-profit (74-2732211) Texas corporation (#10340292-01), and is associated with the BMW Car Club of America as a local chapter. The Club is not connected in any way with BMWAG or BMWNA. Tejas Trax is the publication of the Club and is mailed to all members in good standing, as well as to all current advertising patrons. All of its contents remain property of the Club, but BMW CCA & BMW ACA Chapters may quote from the publications, provided proper credit is given. The ideas, suggestions, and opinions expressed herein are those of the authors and no authentications, endorsement or guarantee is expressed or implied by TEJAS CHAPTER. TEJAS CHAPTER assumes no liability for any of the information presented. None of the information presented bears the status "Factory Approved" unless so indicated. Modifications within the warranty period may void the warranty!



From The President

On Enjoyment and Joy

It is hard to believe that another year of chapter events is almost gone. It seems like only yesterday that Allan Gazza, our Events Chairman, was hard at work getting the schedule of events for 2010 planned. It has been a terrific year of memorable events - some new, some old and some revised - but all were memorable and enjoyable.

That's the point of the chapter events and that is what they are for - the enjoyment of the members that participate. They are all about us and our good time. They are for our pleasure. They are for our good time and our enjoyment. That is where the last event each year differs. The last event every year is not about our good time or our pleasure or our good feelings. The last event of the year is about bring joy to others.

Every year, for the last seven years, the last event of the year is our charity event. The purpose of this event is to bring a memorable holiday season to kids that would not have much of a holiday without us. Our goal is to provide a shopping trip

for kids in need so that they can buy gifts for their family members and bring a happy holiday season to them.

Our financial goal is \$3,000 which provides \$100 each for 30 kids. For the last seven years, we have achieved our goal. In fact, last year we were able to bring joy to 32 kids and their families by collecting \$3,200. However, how we get there has always troubled me a little. Did you know that if every Tejas Chapter member gave just \$4.00 (forego one day at Starbucks) we would reach our goal with no problems. Historically what happens is that about 30 members give \$100 each, with a few members giving something less, like \$5, \$10, or \$20. Think how much joy our chapter could bring if we could raise \$4,000, \$5,000, or even \$6,000. What a great holiday season that would be!! Please consider giving to this great cause and also consider being part of helping these kids shop. I guarantee that you will not only bring them joy, but give yourself the enjoyment of an experience that you will never forget.

Until next time

Glenn McConnell

“Happiness is not so much in having as sharing. We make a living by what we get, but we make a life by what we give.”
- Norman MacEwan

Welcome New Members

Austin

*Andre Denais
Larry Martin
Amy Rounkle*

Round Rock

Scott Beckwith



Corpus Christi

Jan Prazak

Kyle

Lori Burns

Lakeway

Roger Haney

Pflugerville

Oscar Garza

BMW of Austin

"Experience Our Passion"

7011 McNeil Dr
343 - 3500

5-time recipient of BMW North America's
"Center of Excellence" award

**THE ULTIMATE
DRIVING MACHINE**



**10% Discount on
Parts & Service
for BMW CCA members**



Call or email our friendly staff or visit us on the internet
(<http://www.bmwofaustin.com/>) today to learn about the latest BMW of
Austin special offers, schedule test-drive appointments, discuss details on any
vehicle/trade-in or to research the finance/lease options on your next BMW.

The Last Great Drive of 2010

Saturday

November 20, 2010

Event Planned by Marco Cordon



Do not miss the final opportunity this year to drive challenging roads, taste delicious wine and enjoy a great lunch with your friends in the Tejas Chapter!



Meet at the Half-Price Books parking lot at 8:45 a.m. 13492 US Highway 183 North, Austin, TX 78750 (NW corner of US Highway 183 and Anderson Mill Road)

Driver and navigator briefing starts at 9:00 a.m. and departure at 9:15 a.m.

A challenging and picturesque drive will follow along the shore roads of Lake Travis, short coffee break in Jonestown, then on to visit our friends Rick and Madelyn Naber at Flat Creek Winery and Estate.



We will collect for the wine tasting at the start of the event - have cash or check. The wine tasting cost is \$12.50 per person and will be in the Pavilion, weather permitting. The Naber's recently added a lunch bistro that will surely tempt you to return on your own for a wonderful meal.



After tasting the wines and choosing your favorites for the Holiday Season, we depart on our second driving leg along some more exciting roads guaranteed to whet your appetite for the all-you-can eat lunch at the world famous German Walburg Restaurant in Walburg, TX.

A great bargain meal: All you can eat for \$12.99!

RSVP by filling out the **RSVP form on the website at**
<http://www.tejaschapter.org/tejas.html>

Design Award of the Federal Republic of Germany goes to the new BMW 5 Series Sedan

by BMW Press Club

The new BMW 5 Series Sedan has won Silver in the 2011 Design Award of the Federal Republic of Germany, presented annually by the German Design Council. The country's most prestigious prize for product design is one of several honours already bestowed by the Design Council in recognition of the excellence of BMW Group Design. The Design Award of the Federal Republic of Germany is sponsored by the Federal Ministry of Economics and Technology and will be presented at a public ceremony in

Frankfurt on 11 February 2011. The presentation forms part of the opening event of Ambiente, the world's biggest trade fair for consumer goods.

Since its launch in 1969, the Design Award of the Federal Republic of Germany has been conferred each year on outstanding international achievements in the categories of product and communication design, as well as on a personality from the world of design and on up-and-coming young talent. The winners are chosen by an independent jury consisting of ten representatives from industry, academia, design and the media, who are appointed by the Federal Ministry of Economics and Technology. The selection criteria for the design award are rigorous: all entries must already

continued on page 8

Texas World Speedway 2010 Driving Events

TWS Performance Driving School

JULY 24-25	OCT 16-17
AUG 28-29	NOV 20-21
SEPT 18-19	DEC 11-12

- Open to all driving levels
- Each day provides four 28 minute sessions on track

\$195 for one day PDS
\$295 for two days (weekend)
\$25 garages/day

Open Track Day Events

JULY 23	SEPT 10	NOV 12
AUG 14	SEPT 17	NOV 19
AUG 27	OCT 15	DEC 3
	OCT 22	

- Open to Blue Safety Advanced Drivers
- 4 Hours of Open Track
- See website for more details

\$125 for Open Track Day Events
 (includes garages)

www.TexasWorldSpeedway.com



**7th Annual Christmas Shopping Spree
Benefiting the Guadalupe Community Center
Saturday December 4, 2010**

**Beginning at 9:30 am
Meet at Target, 2810 SW Military Dr.
San Antonio, TX**

**We will distribute gift cards and instructions at this time
Children arrive at 10:00 am**

**Immediately following our shopping we will wrap the presents
In an area marked off just for us
Wrapping paper, tape, scissors, and nametags will be provided**

Lunch to follow at Hungry Farmer

**Our goal is 30 children (and their families) at just \$100 each
Total needed is \$3000**

**This is a tax-deductible donation;
if you need a receipt please ask for one**

**Send your donations to:
Tejas Chapter
P O Box 17216
Austin, TX 78760**

**An RSVP and Pledge
Form is on the
chapter website**



Design Award of the Federal Republic of Germany goes to the new BMW 5 Series Sedan

continued from page 6

have received a national or international award and must embody trends and developments with a defining impact on future design. A further entry criterion is the nomination by the Trade and Industry Ministries and Senators of the federal states or by the Federal Ministry of Economics and Technology.

The design of the new BMW 5 Series Sedan deftly translates the vehicle's attributes into an authentic formal language. Sheer presence and stylish elegance lend expression to the Sedan's premium quality and outstanding ride comfort. Its sporty driving characteristics are reflected in the dynamic lines of its bodywork and

the overall impression is that of a thoroughly athletic automobile. The superior aesthetics of the new BMW 5 Series Sedan are also conveyed by its perfectly balanced proportions and meticulously executed details.

The unique quality of BMW Group Design has already been recognised several times over by the Design Award of the Federal Republic of Germany. In 2010 this "prize of prizes" went to the Kinetic Sculpture of the BMW Museum (Gold), in 2009 it was awarded to the BMW HP2 Sport motorcycle (Silver), in 2008 to the BMW G650 Xcountry motorcycle (Gold), and in 2007 to the BMW Cruise Bike (Silver). For the new BMW 5 Series Sedan this is not the first award of the year: in 2010 its exceptional design already resoundingly persuaded the jury of the internationally renowned red dot awards.





The Teen Street Survival Program is supported and organized by the BMWCCA to provide defensive driving techniques and actual experience for teenagers with a driving permit or license.

The Tejas Chapter would like to have its 1st event. A small team of Tejas Chapter members have been putting the plans together for a 2010 event, but have run into a roadblock, “the location.” The location has to be a large parking lot with minimal obstructions, such as light poles. Several locations have been contacted with no success. Due to this roadblock, the new target to hold an event will be in 2011.

Please let the Driving Events Coordinator, Linda Cavazos at racegirl1330@yahoo.com, if you have a contact for a location in the Central Texas area.

Do it yourself and save!

In *Fast Times*, our free, tech newsletter, we show you – step by step – how to repair and maintain your BMW or MINI. You can save hundreds, if not thousands of dollars on labor. Buy your parts from us and save even more (best price guarantee, free shipping, no sales tax, etc.).



www.BavAuto.com • 800.535.2002

Browse every issue since 2003 at www.BavAuto.com/newsletter.

Tejas Chapter Incentive Points Challenge for 2010

To encourage participation, the successful Incentive Points Challenge began in 1998. The members or associate members who earn the highest number of points by the end of the year (up to 10th place) receive valuable prizes at the Post-Holiday Party in January 2011. The Rookie of the Year award is for the member that joined in the current year and earns Rookie Points based on Incentive Points earned divided by the time as a member during the year.

Activity	Points
Return Survey Form (form available on request or at website)	50
Attend a meeting or event	30
Organize a monthly event, (social/technical etc.)	100
Assist with a monthly event (credited by organizer)	50
Each new member recruited (credited by CCA)	30
Original photo(s) published in the Trax (30 pts max/issue)	10
Original photo(s) published on the website (30 pts max/event)	10
Original Tech Tip published in the Trax	15
Original Article published in the Trax (500 words or more)	30
Original Article published in the Trax (less than 500 words)	15
Recruitment of a commercial ad for Trax	20% of ad cost

2010 Incentive Points Challenge Rookies Leader Board As of October 30, 2010

<u>21.73 Pts</u> Larry Martin	<u>13.62 Pts</u> Bill Hoch	<u>5.69 Pts</u> Jose Amador	<u>2.53 Pts</u> Skip Jones
<u>20.62 Pts</u> Don Bishop	<u>11.48 Pts</u> Joseph High	<u>5.51 Pts</u> Blake McIntyre	<u>2.43 Pts</u> Terre Williams
<u>16.90 Pts</u> Rob Brown	<u>7.96 Pts</u> Michael Cole	<u>5.48 Pts</u> Bill Craig	
<u>14.75 Pts</u> David Elyea	<u>7.26 Pts</u> Francisco Cruz	<u>4.22 Pts</u> Kimberlee Augustine	
<u>13.87 Pts</u> Brandin Lea	<u>6.49 Pts</u> Larry Knight	<u>3.50 Pts</u> Sean Crawford	





SHOWROOM FX

Detail Services & Products 1-866-341-0050

Showroom FX out Shines the Competition

- Detail services are scheduled by appointment
- Pricing upon visual inspection for desired services
- Walk-in product purchases welcome at our Dallas location

Special price consideration to BMW owners for detail services and/or products

www.showroomfx.com
Facebook: showroomfx



Cell: 972-743-9443
17931 Preston Road, Dallas TX 75252

**2010 Incentive Points Challenge Leader Board
As of October 30, 2010**

<u>940 Pts</u>	<u>240 Pts</u>	Wayne Eltringham	Larry Martin	Bennett Hall
Allan Gazza	Tom Brown	Sam Love	Blake McIntyre	Jerry Helffrich
<u>750 Pts</u>	Linda Cook	Steve Tatro	Ronald Romonosky	Judi Helffrich
Herb Looney	Tim Cook	<u>90 Pts</u>	Kurt Schwerdtfeger	Bert Hernandez
<u>700 Pts</u>	<u>230 Pts</u>	Graham Bishop	<u>50 Pts</u>	Stephen Heyman
Sridhar Kamma	Ken Carson	Herb Carey	Christopher Code	Ken Hollins
<u>600 Pts</u>	Connie Stried	Billy Harris	Michael Cole	Richard Hunter
Donald Yule	<u>210 Pts</u>	Bill Leisey	Kevin Duffy	Skip Jones
<u>560 Pts</u>	Roger Williams	Carl Nybro	Nathan Fong	Steve Kneuper
Linda Cavazos	<u>200 Pts</u>	Eddie Williams	John Harper	Joe LeFevre
<u>510 Pts</u>	Javier Torres	<u>80 Pts</u>	David Michna	Bruce Mason
Mike Sevel	<u>180 Pts</u>	Francisco Cruz	James Millard	James Matthes
<u>430 Pts</u>	Brad Mitchell	John Russell	Alice Villarreal	Daniel Mazza
Marco Cordon	Gina Silvestri	Duke Stevens	<u>40 Pts</u>	Brian McKinney
<u>390 Pts</u>	<u>160 Pts</u>	<u>70 Pts</u>	James Blue	Doug Norton
Eric Chang	Brandin Lea	Brian Cook	<u>30 Pts</u>	Evan Peterson
Susan Yule	<u>150 Pts</u>	<u>60 Pts</u>	Jeff Adolph	Claudio Sanchez
<u>380 Pts</u>	Johnny Mitchell	Jose Alejo	Mike Alewine	Amanda Shanks
Paul Goldfine	<u>140 Pts</u>	Jose Amador	Alberto Arroyo	Wyatt Shanks
<u>330 Pts</u>	Jeff Franklin	Chip Beaudette	Bob Ashenbrenner	Robin Stein
Jonna Clark	<u>130 Pts</u>	Fred Brinkley	Kimberlee Augustine	Francis Terway
<u>320 Pts</u>	David Elyea	Bill Craig	Einstein Blaize	Clode Welles
Alan Greene	<u>120 Pts</u>	Gay Dawson	Donna Bogan	Jo Ann Welles
Gregg Peterson	Don Bishop	Fred Egloff	Greg Cernosek	<u>20 Pts</u>
Martie Peterson	Rob Brown	Tim Ehrhart	Daryl Cunningham	Sean Crawford
<u>295 Pts</u>	Spencer Cubage	Nancy Fisher	Heather De Ande	Michael Lambert
John Swann	Tom Dawson	Joseph High	Kathy Eltringham	Terre Williams
<u>290 Pts</u>	Hugh Fisher	Bill Hoch	Wayne Fleanor	<u>10 Pts</u>
Philip Nybro	Mary Lou Katchen	Wendy Hoch	Robert Flores	Donald Sloan
<u>280 Pts</u>	Brad Thompson	Derrick Houghton	Dennis Freiheit	
Josh Butts	<u>110 Pts</u>	Larry Knight	Kathy Freiheit	
	Mike Anderson	Jack Laumer	Gail Goodloe	



Utopia Weekend Review

by Jonna Clark

Ahhhh, the annual Utopia weekend. The definition is right on – ‘an ideal place or state’. Our drive was just that. The fun started Friday evening when some of the folks showed up for an icebreaker happy hour at our organizers, John & Maria Swann’s beautiful home. Then Saturday morning 40 or so cars turned out for that ideal place or state in the awesome Hill Country of the great state of TX! It’s no wonder this is one of the most popular Tejas Chapter events of the year. The summer heat has waned, and the little bit of fall color that Texas has is beginning to show. John always comes through with a great drive for Freude am fahren & great restaurants to keep the group fed. These are some of the best roads Texas has to offer. This is a true driving event for BMW enthusiasts. It’s just a whole package that’s not to be missed.



On Saturday morning, the group mingled & oogled over everyone’s cars. A special treat was a couple who joined us in a Z8! Drivers & their co-drivers came from near & far. One gentleman said he’d come from Florida, while a few from the Dallas & Houston areas, and even from

McAllen were the furthest from home on the more local front. There were a few newbies that were suddenly very afraid that we were serious that they were responsible for paying for the meals of 60+ people! But soon they realized it was just an initiation joke. We hope they felt warmly welcomed & will come back for another event! After all the requisite formalities were covered, off we went for the three sisters: highways 335, 336 & 337. Considered about the funnest roads to drive in TX they can be twisty & sometimes narrow – not for the faint at heart.



After a long first leg, the group descended upon the Texaco station in Leakey for the necessary “empty” & “fill up”. Once we were all revived, off we went for the next stop – lunch at the Laurel Tree in Utopia! The



Laurel Tree is truly a hidden gem. Chef Laurel Waters, in her signature

baseball cap, welcomes diners to her Cordon Bleu Guest Table restaurant for fare that is fresher than you can get in most big cities. As she warmly greeted our group of 60-ish she



described the day's preparations. She had explained to us on a previous visit that she decides her menu after surveying what's fresh in her garden & what she's found fresh in the markets she shops in the San Antonio area.

After our delightful lunch, we took the opportunity to wander the grounds and admire the fresh herb garden and be awestruck by the humongous oak tree that graces the back of her restaurant. But then the roads called again. We had a 'sister' yet to drive!

As we enjoyed the challenging roads once again, Texas Motorsports Photography did not disappoint with their positioning to take our pictures as we whizzed by. Check them out at TxMotoFoto.com and consider supporting them by buying a picture of you & your car, or of the beautiful hill country.

On the way back, the closer we got to Kerrville, the darker it became. Most of the group experienced the wrath of a thunderstorm as we rolled into town. But everyone made it back

safe & sound. We were not to be slowed down, we had dinner to get to!



Once again John had arranged for the famous Italian dinner at the Pinnacle Grill at Comanche Trace that everyone thoroughly enjoys. After socializing and dining on the terrific meal and delicious desserts, everyone headed out for a good night's sleep before the next day's driving adventure.



Sunday dawned cloudy & a bit dreary, but was quickly brightened by John's Mardi Gras style shorts! Off and rolling again we had a good time



"splitting up" every other car to go around the Lazy Valley Road loop for

continued on page 16



Utopia Wee
October 22
Many thanks to Joh
Many more great photos are av





Weekend Drive
2-24, 2010
Ann & Maria Swann
Available on the chapter website



Utopia Weekend Review

continued from page 13

good picture taking as we passed the others going the other way. The next destination was James Kiehl River Bend Park, a relatively new park on the Guadalupe River dedicated to a fallen area soldier that enjoyed visiting the area – and so did we. It is near a magnificent old rail road trestle



that serves as quite a back drop as you drive the back road & cross the Guadalupe River under the cypress trees.

Soon it was time to hit the road for the next meal at Riven Rock Ranch near Comfort. The drive over to RRR once again covered great windy roads with terrific views. Upon arrival, our tables were set under the dining



pavilion amongst their native gardens, and a lunch of a delightful salad and 3 different kinds of gourmet pizza awaited. The food & service was

terrific – especially from Dorinda – who was so incredibly helpful &



knowledgeable about what we were being served, that we were shocked to learn it was her very first day!



Once we were all sufficiently stuffed, John passed around game cards, and gave away his famous fabulous prizes. And after requisite good-bye's and 'until next time's', everyone headed for home to dream of next year's Utopia.



For the US NCAP crash test as well: 5 stars for the BMW 5 Series

BMW Press Club

By launching the new BMW 5 Series Sedan, the German premium automobile manufacturer is setting new standards not only in aesthetics and driving pleasure, but also in safety. This exceptional position has now found renewed and impressive testimony in the US NCAP crash test. The BMW 5 Series Sedan is the first vehicle that was awarded straight away the highest number of points, 5 stars, in the new and considerably more stringent test procedure of the US National Highway Traffic Safety Administration (NHTSA). The same

number of points had already been awarded previously to this four door model in the Euro NCAP crash test. Moreover, the BMW 5 Series Sedan ranks among the first winners in Europe that Euro NCAP experts have honoured in addition with a special award, in recognition of its Assist Advanced eCall, an advanced emergency call system with automatic localisation and accident severity detection. In the USA too, the new BMW 5 Series received yet another honour for outstanding passenger protection: the Insurance Institute for Highway Safety (IIHS) voted it the Top Safety Pick on the strength of its top grades in all test categories.

This double award of 5 stars and the additional honours all reflect the outstandingly high safety level of the

continued on page 18



5 stars for the BMW 5 Series

continued from page 17

new BMW 5 Series Sedan that will be meeting the complex requirements on the international automobile markets. As a global provider of premium cars, BMW develops for all of its models fully integrated safety concepts that are not optimised solely for specific test procedures, but whose safety scope and quality provide the basis for excellent results in all relevant crash tests throughout the world. This ensures the maximum of protection not only for the dummy in the laboratory, but also for the vehicle's occupants in actual traffic conditions when a critical situation arises or a collision is unavoidable.

Following extensive revisions this year, the US NCAP crash test was performed on a total of 33 current models from American, German, and Asian manufacturers. The tests included e.g. a head-on collision with a solid obstacle, two side collisions, and a rollover scenario. The crash test properties are assessed in particular with respect to occupant cell stability, safety equipment scope and effectiveness, and risk of injury to occupants as determined by the sensors fitted on the dummies.

New to the program is a so-called pole side impact, and in addition there was a significant increase in the stringency of thresholds relevant to top score achievability. As one of the consequences, vehicles that had been awarded top marks earlier under the previous test conditions were being downgraded by the NHTSA in some cases to as low as three stars. Whereas

in earlier years, up to 90% of all tested vehicles were being awarded five stars, this year saw only two of thirty three models. Solely the new BMW 5 Series Sedan passed the demanding test program straight away with an overall grade of five stars. Another vehicle was likewise honoured with top grades following a second test run with subsequently optimised safety measures, but all other models achieved only two to four stars in the overall assessment.

For the new BMW 5 Series Sedan, the series is continuing the line of outstanding ratings from renowned safety testing institutes. Previously too, in extensive crash tests analogous to the traffic safety administration NHTSA, the US institute IIHS funded by the insurance sector had already awarded top marks to the Sedan for its occupant safety. One special feature of this test program is the lateral impact of a 1.5 t deformable barrier at a particularly high point on the vehicle's side, simulating thereby a side collision with an SUV. In addition, the IIHS also utilises a roof strength test to investigate the stability of this structure in rollover scenarios. Having achieved the best grade in all test categories, the BMW 5 Series was voted Top Safety Pick.

The IIHS panel classified both the crash test properties and the safety equipment of the Sedan as exemplary. For instance, the crash active headrests fitted as standard prove to be a particularly effective measure for reducing the risk of whiplash injuries in the event of a rear collision. On this point the IIHS confirmed the positive judgement that the seats of the new

BMW 5 Series Sedan had already received previously in the Euro NCAP crash test.

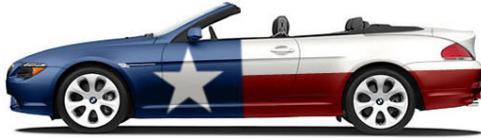
In Europe too, the positive ratings reach beyond the overall assessment of 5 stars. The new BMW 5 Series Sedan was the very first vehicle to achieve 100% in the safety equipment category of the Euro NCAP crash test. In the Euro NCAP pedestrian protection category, with a far higher priority than in the US program, the BMW 5 Series could likewise achieve the best score to date. The Sedan's active engine compartment lid rises automatically during a collision with a pedestrian or cyclist, presenting an enlarged crumple zone for reduced risk of injury.

Moreover, this institution funded by European governments, automobile associations, and insurance companies

is expanding its assessment program this year to include for the first time safety relevant technologies that are not being considered yet in the scope of previous crash tests. These innovative safety systems to a stringent test procedure that is intended to verify a perceptible gain in safety for actual accident situations. In the case of the new BMW 5 Series Sedan, this Euro NCAP Advanced Award went to the Assist Advanced eCall, an advanced emergency call system with automatic localisation and accident severity detection by BMW ConnectedDrive. In the event of a collision, this function automatically alerts emergency services and transmits additional data serving to locate the vehicle and assess the potential risk of injury to the occupants.



Calendar of Tejas Chapter
and Related Events



2010

Date	Event	Meet Location
November 20, 2010	Flat Creek Winery & Walburg see page 5	Austin
December 4, 2010	Annual Charity Event see page 7	San Antonio

2011

January 2010	Annual Post-Holiday Party	TBD
February 2011	BMW of Austin Tech Session	Austin
March 2011	Harris Hill Road Track event	San Marcos

<http://www.tejaschapter.org> for the most up-to-date information about the TejasChapter.

TheDiNGcompany.com

**Auto Hail Damage
Paintless Dent Repair
Clear Auto Bra
Headlamp Restoration & Protection
Mobile Repairs & Installations**

By appointments
512-441-9999

Tejas Chapter Patches

Display your Tejas Chapter membership with a high-quality embroidered patch. May be sewn or glued to anything from shirts to bags to notebooks.

To get yours, send \$5.00 for each patch to the Tejas Chapter mailbox or get one at the next chapter event.



Tejas Chapter Merchandise

Are you interested in getting shirts with the Tejas Chapter logo? Do you need a good BMW related gift for someone? A Denim Shirt, Polo Shirt, or a T-Shirt perhaps? Long sleeve, short sleeve, or maybe sleeveless. Perhaps a tote bag or ball cap would be of interest to you.

Chapter members Jose & Cathy Alejo of ALEJO USA, can make this happen for you. They can apply our Tejas Chapter logo on almost anything they carry in their catalogs. Embroidered and screen print logos are available. Seen in the picture below, the Denim shirts have embroidered logos and the T-Shirts have color screen print logos.

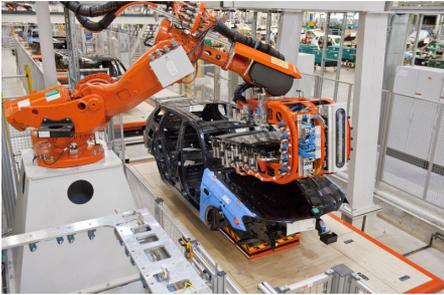
You may contact Jose or Cathy by calling (254) 527-4060. You may also go online to www.alejousa.com. or email alejousa@alejousa.com.



BMW Group Commitment in America Continues

BMW Press Club

Spartanburg, South Carolina. In a program to celebrate the opening of the new 1.2 million square foot BMW manufacturing facility in Spartanburg, South Carolina, BMW Group Chairman Dr.-Ing. Norbert Reithofer announced the plant expansion completes the company's one billion US dollar investment in the U.S. market between 2008 and 2010.



“The U.S. will remain the world’s largest premium market for the foreseeable future and we intend to participate in the expected growth with the expansion of our activities here,” said Reithofer. “Our investments, the creation of new jobs and our active involvement in local communities are proof of our deep commitment to the U.S. and its people and we will continue on this path into the future.” According to Reithofer, the BMW brand wants to remain the best-selling European premium brand in the U.S. In September 2010, the BMW brand in the U.S. reported sales of 18,228 vehicles (+21.1 percent) and a year-to-date sales volume of 157,464 vehicles, up 9.2 percent.

US\$ 750 million of the total investment plan have been used to prepare Plant Spartanburg to produce the all-new BMW X3 and included construction of a new assembly hall for the BMW X3 and expansion of the Body and Paint Shops for higher production capacities. As a result, Spartanburg’s production capacity is set to increase by 50% from 160,000 to 240,000 units by 2011.



Since the start-of-production at the Spartanburg plant in September 1994 more than 1.6 million BMW vehicles have been manufactured for customers around the world and total capital investment now amounts to US\$ 4.6 billion.



To support the increased production, a total of 1,600 new jobs are being created with about 1,000 already hired and another 600 to be hired by the end of the year. The total number of jobs at the plant will increase to 7,600 by the end of the

year.

The balance of the US\$ one billion investment was used to expand and modernize BMW Group's U.S. headquarters campus in New Jersey and to build two new regional distribution centers in the Northeast and Midwest in 2008 and 2009.



Largest vehicle exporter from the U.S. to non-NAFTA markets

Since the inception of the plant in the early 1990s, BMW Group has played a leading role in helping establish America's Southeast as a new center of the automotive industry in

the U.S. With the start of production of the new BMW X3 and the already established and successful manufacturing of the BMW X5 and X6, Plant Spartanburg has become the company's new primary X-model competence center. All three BMW models are manufactured exclusively at Spartanburg for North American and global customers. More than 70 percent of Spartanburg's production is exported to world markets making BMW the largest automotive exporter from the U.S. to non-NAFTA countries.

"The South Carolina economy is growing with the help of BMW's U.S. operations," said Senior U.S. Commerce Department Official Rick Wade. "The plant's success in exporting supports President Obama's National Export Initiative, which aims to double exports in the next five years in support of several million U.S.

continued on page 24



BMW Group Commitment

continued from page 23

jobs.”

In designing Spartanburg as a world plant instead of a transplant, the BMW Group made a decision with long-lasting effects for the plant and on the American economy. Beginning with production of the Z3 Roadster in 1995, Spartanburg has been a net exporter of vehicles.

New standards for customer orientation, production processes, logistics and clean production

The flexible assembly processes of the BMW X3 coupled with just-in-time parts management means that customers can have their X3 tailor-made to their own specifications. Familiar to European customers, built-

to-order is a relatively new concept for the U.S. market. The assembly hall for the new X3 was designed for maximum production flexibility to accommodate individualized production in the shortest possible time. In the U.S. that will mean customers can modify specifications of their new X3 and make changes to their order until six days before production of the particular vehicle begins.

The BMW Spartanburg plant was designed to be state-of-the-art in its environmental compatibility and the commitment to clean production has been furthered in the current expansion. Advanced manufacturing processes have already reduced water consumption by about 30 percent and achieved a 12.5 percent decrease in waste sent to landfill in 2009 vs. 2008.

Premium protection. Without high premiums.

Liberty Mutual Advantage™ Insurance offers better drivers better rates, along with many other valuable savings and benefits, including:

- Discounts for air bags, anti-lock brakes, anti-theft devices and more.*
- Original BMW Replacement Parts**
- Towing to your nearest BMW dealer***

See if you could save up to \$327.96 or more a year with Liberty Mutual Advantage.†

Call Joe Hull
at (512) 255-4146 ext 59782 and mention client #114832
or visit 4500 E. Palm Valley Boulevard - Suite 104, Round Rock, TX 78664

*Discounts and savings are available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify.

Original BMW Replacement Parts available except where prohibited by state laws. Does not apply to all mechanical parts. *Towing applies within mileage and coverage limit. Please consult Liberty Mutual specialist or see policy for specific coverages, terms, conditions, exclusions, and limitations. †Figure based on a February 2009 sample of auto policyholder savings when comparing their former premium with those of the Liberty Mutual Advantage program. Individual premiums and savings will vary. Coverage provided and underwritten by Liberty County Mutual Insurance Company and its affiliates, 2100 Walnut Hill Lane, Irving, TX.

©2009Liberty Mutual Insurance Company. All Rights Reserved.



The introduction of the new Integrated Paint Process (IPP) alone has meant a significant improvement in both the environmental and productivity categories and has reduced the energy consumption of the paint shop by 30 percent, carbon emissions by 43 percent, and Volatile Organic Chemicals (VOCs) by seven percent. At the same time, IPP has reduced the process time required for each vehicle resulting in a 40 percent productivity increase.

Local economy benefits from Plant Spartanburg

The opening of the BMW plant in Spartanburg in 1994 began a new era for the company, for the state of South Carolina and for the Southeast region. The sixteen years of production that started on September 8, 1994 established BMW as the first European auto manufacturer to build and successfully operate an

automotive plant in the U.S. The plant itself has become an anchor in the region and a new pillar of the automotive industry in the U.S.

According to studies by the University of South Carolina, BMW has played a major role in the region's economy and is directly and indirectly responsible for 23,000 jobs in South Carolina alone. This includes employment at the factory, among suppliers, and in the general economy. All together, the jobs supported by BMW generate 1.2 billion US dollars in annual wages and salaries. "Based on a multiplier that every job at BMW results in more than three other supporting jobs, BMW's announcement to create 1,600 jobs could mean over 5,000 additional jobs in South Carolina", said Clemson University economist Bruce Yandle. "In total, the new hires are large enough to decrease the unemployment rate by one percentage point in Upstate South Carolina."



BMW Group: Strong sales growth of 16.8% in September

- BMW brand volumes up more than 20%
- Over 100,000 BMW X6 delivered since market launch

Munich. The BMW Group continued its successful course worldwide in September. With 142,950 (prev. yr. 122,360) BMW, MINI and Rolls-Royce brand automobiles delivered to customers, sales were 16.8% higher than in the same month last year. In the period up to and including September, i.e. to the end of the third quarter, a total of 1,062,216 vehicles were supplied to customers. This represents an increase of 13.1% from the same period last year (939,554).

Ian Robertson, member of the Board of Management of BMW AG, responsible for Sales and Marketing: “Growth was encouragingly strong in September, with gains on most of our markets. We have exceptional new products and intend to maintain this upward trend throughout the fourth quarter. Here, we expect to see robust growth in the double-digit percentage range.” Robertson added: “BMW Group retail has exceeded our expectations so far this year. We are confident to deliver more than 1.4 million vehicles over the course of 2010 and to remain the clear number 1 among premium manufacturers once again this year.”

The BMW brand reported 117,467 sales in the month under review – exceeding last September’s figure (97,550) by 20.4%. The main growth drivers were once again the large model series in particular. The strongest gains were made

in September by the BMW 5 Series Sedan with an increase in volumes of 63.1% to 19,184 units (prev. yr. 11,761). The new BMW 5 Series Touring launched just a few days ago, and orders for the new model already look very promising. A total of 2,872 customers received their BMW 5 Series GT in September; while 5,491 (prev. yr. 4,336 / +26.6%) buyers purchased a BMW 7 Series. The BMW X models also remain on course for success: Last month, 10,049 BMW X1 vehicles were delivered to customers. Sales of the BMW X5 were at a similar level – climbing 48.0% to 10,807 (prev. yr. 7,304) units. The BMW X6 has also been very successful: A total of 4,491 BMW X6 models were delivered to customers in September (prev. yr. 3,849 / +16.7%); over 100,000 of these SAC (Sports Activity Coupé) vehicles have been sold since their April 2008 market launch. Robertson: “A further highlight this autumn will be the new BMW X3, which will be coming onto the market in Europe in late November. With more space and comfort, and less weight, the second generation will also set new standards. The first BMW X3 created a new segment in 2004 and rapidly became a bestseller. I am confident that the new model will continue this success story.” No fewer than 600,000 BMW X3 vehicles have been delivered to customers since 2004.



Classified Ads



Seats For Sale

Two E36 series (maybe others) luxury front seats in superior condition. The seats are black leather, they are power and are heated. I removed these seats from my newly purchased 96 M3 and installed the original 'vader' seats back into the car. \$750. Contact Bruce Mason at 512-502-9066 or email amason@austin.rr.com



Rims & Tires

4 2005 X5 rims and tires excellent condition \$800.00 obo. Contact Terry Daniel at 210-393-4208 or email to trdaniel007@yahoo.com.

Your Ad Here!



**Tejas Trax Classified Ads
have a proven track
record of generating
sales!!**

Classified ads FOR PERSONAL USE items are printed free for current members of BMW CCA. Ads will run for three issues, unless stopped earlier. Ads may be extended by a request in writing to the Tejas Chapter mailbox or by email. Members are limited to five (5) classified ads running at a time. The ad rate for non-member ads or member ads of a COMMERCIAL nature is \$10.00 per issue. These ads will be accepted on a monthly basis and payment must be received before ad is printed. Classified ads submitted for publication in the Tejas Trax are also placed on the Tejas Chapter's website.


**Tejas Chapter
BMW CCA, Inc.
P.O. Box 17216
Austin, TX 78760**


***DRIVE
FRIENDLY***
PRSR STD
U.S. Postage
PAID
Permit #1434
Austin TX

