



THE ULTIMATE DRIVING COMMUNITY



The Capital Campaign of the BMW Car Club of America Foundation





● BEHIND THE ULTIMATE DRIVING MACHINE® STAND THE ULTIMATE DRIVERS.

They are friends and neighbors, executives and factory workers, fresh-faced college kids and silver-haired CEOs.

One thing unites them: a passion for driving. And for the Ultimate Driving Machine.® Make no mistake, their cars do not make them who they are. Their enthusiasm makes the cars what they are—whether taking a lap around the track or a turn in the carpool lane.

These are the men and women who comprise the BMW Car Club of America—the largest BMW club in the world.

Together, based on the club's charitable aspirations, they established the BMW Car Club of America Foundation. They gave it a mission to preserve BMW's heritage in this country, and to fund programs that give back to others—including teaching teens to survive their most dangerous years on the road.

These drivers, these men and women, are the ultimate driving community. This is their heart. These are their dreams. This is their vision.



A STAR IS BORN. A COMMUNITY IS CREATED.

The BMW 2002. Introduced in the USA in 1968, it redefined the driving experience. And started a love affair with the BMW that grew to become a nationwide phenomenon—and created an emerging community of enthusiasts.

Perhaps because this BMW was basically a family car from the outset, this community not only grew large, it grew deep—embracing people from all backgrounds in a spirit of mutual respect and camaraderie.

In 1969, the BMW Car Club of America was formed. Today, it has grown to be the world's largest, with 70,000+ members. Its events and activities range from autocross, rallies, and club races to education on repair and restoration. Its monthly magazine, *Roundel*, is recognized as the best car club magazine on the planet.

The BMW CCA Foundation was founded in 2002—with a mission to preserve the legacy of this community through restoration



support and preservation of archival materials—and to give back to that community by helping to fund one of the programs closest to the car club's heart: the Street Survival® driver's education program for teens.



●● EXECUTIVE OVERVIEW.

- The BMW Car Club of America Foundation is the 501(c)(3) non-profit created by the BMW Car Club of America, to provide benefits to the motoring community in general, and BMW owners in particular.
- The vision of the Foundation is to be a significant repository of BMW information and to foster education programs for the automotive community.
- To that end, the Foundation established three programs to accomplish that mission: The Preservation and Restoration Program (PRP), The Library, Archive and Museum Program (LAM), and Street Survival® (SS).
- “The Ultimate Driving Community” Capital Campaign raises funds for two critical components of these programs: Street Survival, and the Library, Archive and Museum Program property acquisition and building development.

STREET SURVIVAL:

- Street Survival educates 2500 teens in 85+ events every year, teaching them to handle their cars in real-world crisis situations and thereby saving lives.
- The program is proven, established and is conducted over 85 times a year. But to solve the teen driving need, it must scale up dramatically to make a real dent in teenaged mortality rates.
- Your support will dramatically impact Street Survival by doubling the number of classes offered within the next five years.

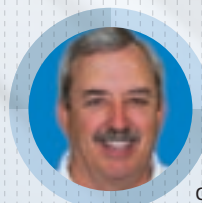
Total need: \$1,500,000

LIBRARY, ARCHIVE & MUSEUM:

- Invaluable artistic and technical resources are constantly being entrusted to the Foundation for preservation. Vintage cars will also be donated once there is a suitable place to show them.
- These resources are crucial to protecting BMW's heritage, and the knowledge base they contain will be vital to preserving and restoring significant vehicles both now and in the future. Currently housed in a modest office park warehouse space, the BMW CCA Foundation's facility is inadequate for displaying or preserving most of these resources.
- Your support is urgently needed to fund the development of new space over the next five years. This includes:
 - » Land acquisition
 - » Office space for the BMW CCA Foundation, as well as the BMW CCA.
 - » Showroom space for display of vintage cars
 - » Climate-controlled Library and Archive
 - » Museum of BMW History

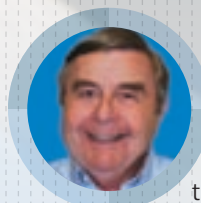
Total need: \$5,500,000

LETTERS FROM THE PRESIDENTS



THE BMW CAR CLUB OF AMERICA is not simply about cars—it's about community. We nurture that community through our events, activities and communications. But we also help the community give back. Our Street Survival teen driver training school reflects the grassroots passion of people across America to step up to the plate, to take on the huge problem of teenaged driving accidents—a scourge that kills more American teenagers than any disease or drug. This Capital Campaign comes at a critical moment in the growth of Street Survival. The program is proven, but needs investment to scale up in order to make a significant dent in teenage mortality across the country. I can't think of any cause that is more important—or closer to our hearts.

Bruce Hazard | PRESIDENT, BMW CCA



THANKS TO THE BMW CAR CLUB of America and its volunteers, the Foundation's Street Survival program is recognized as one of the preeminent teen driver education programs in this country. More than anything, it's about saving lives.

Our companion initiative is about saving a legacy: an impressive—but imperiled—collection of BMW artwork, memorabilia, vintage car manuals and much more. Without a major investment in creating a facility to properly protect that heritage, it could one day be gone forever.

That would be a tremendous loss. Because this collection is a window into our collective experience. It tells us that, behind the wheel of every BMW, there is a driver. And behind that driver is a story. It may be the story of that “aha” moment when they took a tight corner in their first BMW. Or their joy at seeing a vintage car restored to its original glory. Many of those stories go all the way back to the 1960s. All are worth preserving.

Thanks for the part you play in passing these stories along for generations to come.

Leo Newland | PRESIDENT, BMW CCA FOUNDATION



● HANDING TEENS THE KEYS TO SURVIVAL.

It is the leading killer of teens ages 16 to 19 in America today—taking more of our children than cancer. More than alcohol and drugs. More than depression or suicide. At first glance, it makes no sense. Today's cars are safer than ever—filled with airbags and safety belts, rearview cameras and crumple zones. Yet often, it is precisely those kinds of advances that lull drivers into a false sense of security.

Add to that the epidemic of “distracted driving”—especially texting while driving—and it's fair to say that technology is as much part of the problem as it is a solution.

Today, more than ever, teens need to be taught how to drive. Hands-on. Not in a video game, but in the real world. Yet across the country, high schools are cutting back on driver education—an education that, even at its best, focused more on parallel parking than on true control of the car.

The time has come for concerned parents and communities to stand in the gap. To wake kids up to the risks of driving. And prepare them to meet the crisis situations when they come.

That's why the BMW CCA Foundation has poured heart and soul into the Street Survival® teen driver's education program. It is our proudest achievement. After all, who better to defeat the ultimate threat to our children than the ultimate drivers' community?



- >> Motor vehicle crashes are the leading cause of death for teens ages 16 to 19.
- >> In 2011, 5,000 teens aged 16 to 19 died in motor vehicle crashes.
- >> Forty percent of all teenagers who die, die in a motor vehicle crash.
- >> Per mile driven, teen drivers aged 16 to 19 are four times more likely than older drivers to crash.
- >> On average, texting causes drivers to look away from the road for 4.6 seconds. At 55 mph, the vehicle travels the length of an entire football field while the driver isn't looking.
- >> A car traveling at just four miles per hour already contains more energy than a speeding bullet.
- >> Texting while driving increases your chance of a crash anywhere from 8 to 23 times.



GOALS

Number of events and students over five years:

	2012	2103	2014	2015	2016
Events:	95	114	137	164	195
Students:	2565	3078	3694	4432	5319

FUNDING NEEDS *Represents five year total funding still needed.*

Staffing Expenses: <i>Includes existing staffing, new program manager and admin help.</i>	\$ 500,000
Equipment: <i>Includes two new semi-trucks outfitted as mobile classrooms.</i>	\$ 250,000
Public Relations Firm:	\$ 200,000
Street Survival Summit: <i>Annual conference that brings together instructors and other stakeholders to share program intelligence and refinements.</i>	\$ 120,000
Online Training:	\$ 80,000
Student Curriculum:	\$ 50,000
Marketing Materials:	\$ 20,000
Instructor Development:	\$ 80,000
Operating Expenses:	\$ 200,000
Total Need:	\$ 1,500,000

●● TWICE THE **IMPACT.** DOUBLE THE LIVES **SAVED.**

Street Survival® is a one-day affordable course that benefits teens for a lifetime. Along with its corporate sponsors—Tire Rack, Michelin, Enterprise Rent-A-Car—the Foundation subsidizes the school expenses to keep the registration fee affordable. Working through local high schools and community groups, it brings the road to the kids: setting up courses on large pavement areas. And teaching them real car handling in real-world situations, both in a classroom and behind the wheel.

This isn't about learning to drive fast. It's about driving safely. Students drive their own cars to learn how they handle, putting them in controlled skids and swerves so that they know what to expect and what to do. Students emerge from this course more skilled, more confident, and far more aware of how to avoid becoming another traffic statistic. For instance, they climb up in the cab of a semi-truck to see first-hand how nearly every car parked around the truck is not visible.

Since its creation in 2003, Street Survival has reached just over 9,000 kids at nearly 500 events. Yet that is just a drop in the bucket compared to the enormous need. We need to grow the program. And we need to grow it now.

To that end, the BMW CCA Foundation has set a goal of doubling the program from its current rate of roughly 2,500 students per year at 100 events, to more than 5,000 students per year at almost 200 events by the end of 2016.

We have the skills and the program fundamentals needed to achieve this. The only real obstacle is funding. This is the only program of its kind that is 99% volunteer-based—and today, that network of volunteers has been stretched to its limit. We need your support to inject capital into the program, allowing us to recruit and train salaried instructors. To enhance curriculum, training materials and teaching tools. To secure pavement sites. To expand our partnerships with other car clubs like Porsche, Audi, Mercedes, Corvette and the Sports Car Club of America. And to get the word out to more schools through intelligent marketing.

With your help, the ultimate driving community can lay the foundation for a lifetime of safe and responsible driving. And bring the carnage being wreaked on our children to a screeching halt.



STREET SURVIVAL



My 16-year-old daughter

was a passenger in an extremely tragic auto accident this past March. While she didn't look too banged up, her head, neck and brain injuries were so severe, we weren't sure she was going to pull through. As I had lost my 17-year-old brother in an auto accident many years ago and most recently my father the same way, you can imagine my fear of ever letting my daughter get behind the wheel again, let alone be a passenger.

"I was given a flyer for the Teen Street Survival Event at Invesco by a friend; I showed it to my daughter, who was 8 weeks post accident and showing no interest in ever driving again. As she was significantly improving, the doctors, her mother and I thought it was time to press her about driving, definitely a case of getting back on the horse. She agreed to take the class with the understanding she could leave at any time should she get too tired.

"When we arrived Saturday morning, Andy was waiting for us and quickly took Melissa under his wing, as they headed off to her car for a routine safety inspection. I, of course, being Mr. Protective, needed to be right by her and hear what Andy was saying . . . She was fine, and quickly began to get the hang of it as was evidenced by her significantly picking up speed as the day wore on. By the end of class, she was able to give it full throttle and had the whole braking thing down; and she had the biggest grin I have seen on her face in many, many months. Everyone gave such special attention to her to make her feel comfortable and yet not singled out, and I don't believe any of the other kids knew that Melissa was getting any special attention, as they all felt special themselves. You are all true professionals.

"I want you to know the Rocky Mountain BMW CCA significantly changed my daughter's life. {Here} is a girl that carried a 4.0 average all through middle school and her first two years of high school, and was looking at scholarships to Yale. She was unable to finish her sophomore year and could not even take her semester finals, due to the brain injuries she sustained. Since last Saturday, she is up and out of the house every day, and always willing to climb behind the wheel to drive. She has found the motivation to get involved in life again, even volunteering at a soup kitchen this coming weekend. She has started to act like the girl I knew before the accident happened. I know there are a lot of driver safety classes out there, but I firmly believe none of them would have had the patience and understanding to deal with Melissa's condition the way the BMW CCA has done. My first indication that things were changing was when we were leaving the event she said, 'Dad, can I drive home?'

"Thank you for giving us our daughter back.

—Todd M. Frare



"I want you to know the Rocky Mountain BMW CCA significantly changed my daughter's life."

—Todd M. Frare



●● THE **ULTIMATE** ANTIDOTE TO THE **DISPOSABLE SOCIETY.**

BMW is one of the greatest marques on earth. From a distinguished past to cutting-edge future, from high design to hair-trigger performance, this is the car that has it all. And that is a heritage worth preserving.

In North America alone, BMW cars have won hundreds of races and spawned legions of fans, buffs and aficionados. The BMW Car Club of America itself is the largest single-marque car club in the world—a testament to the passion this car generates on this continent.

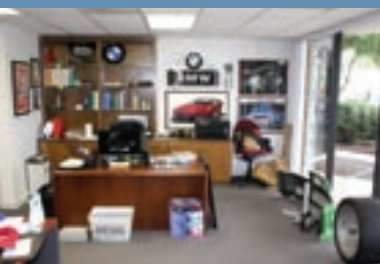
Yet it is precisely that American heritage that BMW is at risk of losing. While BMW does a lot to collect and preserve and restore its heritage in Europe, it does little here at a corporate level. In fact, it only supports its cars with parts and technical resources for fifteen years after production.

The result is a community with plenty of passion, and no place to put it. Where will collectors leave their legacies for their children and grandchildren to enjoy? Where will restorers turn for the information they need to bring a timeless classic back to life? And while there is still a wealth of archival material in homes and garages across the country, the clock is ticking. The ravages of time are depleting the pool of resources daily—and unless we act now, in ten years almost everything that hasn't crossed into the digital realm will be gone forever—from manuals to magazines to models and memorabilia.

The time to act is now or never. The BMW CCA Foundation is committed to being the architects of this preservation. We need your support to create a Library, Archive & Museum center that will conserve the materials properly. Display them proudly. And inspire future generations to respect the past and reach for excellence for decades to come.



A LEGACY WORTH PRESERVING



Across the country, people are entrusting their BMW treasures to the Foundation. Our current offices are bursting at the seams

with remarkable memorabilia. We boast the finest archive of technical manuals in the country. Countless back issues of key car magazines. Original advertising, marketing posters and brochures that go back to the 1930's. Signed racing car prints, custom artwork, model cars, drivers uniforms. The list is endless, and getting bigger every day.

Yet, while we are storing and organizing these

priceless materials as best we can, they are overwhelming our limited office and warehouse space. These paper-based Archives need humidity-controlled storage. And they need to be organized in a way that can be accessed and enjoyed—in person and online—by the automotive community nationwide.



●● AT LAST, THE **ULTIMATE DRIVING COMMUNITY** WILL HAVE A **HOME.**

BMW's only USA plant sits on rolling green hills near I-85 in Spartanburg, SC. Across the street from it is the BMW Performance Center, where enthusiasts learn to handle the ultimate driving machine under the guidance of professional instructors.

This is the nerve center, the hub of BMW's presence in the USA. This is where the BMW CCA Foundation's Library, Archive & Museum needs to be strategically located for the legions of BMW enthusiasts who make the pilgrimage to Spartanburg to see the plant, drive the cars, and celebrate their passion.

Fortunately, the ideal piece of property is now for sale. Perfectly located between the plant and the performance center, it has both the empty acreage and road frontage required.

Here will rise the offices, Library, climate-controlled Archive and Museum of the BMW CCA Foundation. It is the right property, for the right facility, at just the right time. The nation's down economy has made the property a bargain, and created a unique opportunity to acquire and display car collections and memorabilia more affordably. There is also enough room for a small workshop for maintenance of the vehicles.

At last, car collectors will have a way to preserve their legacy for generations to come. Car restorers will have a technical and information resource center second to none. And car enthusiasts of every kind will have a place where they can come to learn, to celebrate and to ignite the love of driving in in the hearts and minds of their children.

At last, the ultimate driving community will have a home.



Lying directly at the crossroads of all things BMW, the new site for both the BMW CCA Foundation museum and CCA offices can't be missed, either by visitors touring the plant or taking the latest BMWs out on the track at the performance center.



LIBRARY / ARCHIVE / MUSEUM FUNDING NEEDS *Represents five year total funding needed.*

Property: <i>Two parcels, 3.6 acres with one pre-existing building</i>	\$ 1,200,000
Building: <i>Office space for the BMW CCA Foundation and the BMW CCA, climate-controlled Archive, hands-on restoration support, library and car museum</i>	\$ 2,500,000
Archive: <i>Files/display/storage, computers/scanners/printers, acquisitions budget and staffing ramp-up to four people plus Executive Director</i>	\$ 1,400,000
Museum: <i>Displays, and transportation of loaned cars</i>	\$ 100,000
Operation Expenses (above current, CCA and Foundation combined): <i>Insurance, HVAC and Maintenance</i>	\$ 300,000
Total Need:	\$ 5,500,000



●● A LIFELONG PASSION. A LASTING LEGACY.

Richard Conway collected BMWs for one simple reason: he is an amazing driver. And BMW is an amazing car to drive.

A car enthusiast all his life, Richard went through a muscle car phase in the 60s and 70s—setting several national drag racing records. Then one day a friend picked him up at the airport in a modified BMW CS, letting Richard drive. And everything changed. “It was an exciting car to drive,” Richard says. “Everything just worked. From that moment on, I became fascinated with BMWs and German engineering.”

Richard sold his Ford race cars and began collecting, driving and racing BMWs with great success. It was only years later that he discovered that three of the cars he had acquired—a CSL production car and two vintage race cars—were, in fact, the first three of the legendary BMW CSL cars to be imported to the United States in 1973.

Once belonging to the son of the President of El Salvador, the road car somehow ended up on a used car lot in Miami, where Richard snapped it up.

As for the race cars, one had been a winner at Le Mans, and subjected to many modifications over the years. Richard lovingly restored it to its original Le Mans specs—becoming the first private collector ever allowed to borrow a museum car in Munich in order to make molds of the original body work. BMW knew what the BMW CCA Foundation also knows: that Richard’s heart for preservation is genuine and unselfish.

“I can’t explain it,” Richard says. “It was just inherent in me to protect heritage. So over the years, I protected the racing car parts that came into my possession, refusing to sell them to enthusiasts who wanted to use them to make clones.”

Along the way, people recognized Richard’s integrity and were generous to him—entrusting him with fascinating memorabilia from historic race car parts to uniforms to signed prints to helmets to boxes of books, banners and flags. And, of course, he preserved it all with extreme care. “I don’t like waste,” Richard says. “If it’s historic, you don’t just throw it away.”

For decades, Richard had been involved in the BMW CCA—including serving as president of the North Carolina chapter. So when the time came to pass his memorabilia collection along, he was delighted that the Foundation asked for the honor of preserving it in its entirety. Today that precious collection is safely in the hands of the Foundation—but there is simply no space, no appropriate venue for displaying it.

Richard Conway hopes that will change. “As I’ve matured, I’ve realized how important history is for all of us,” Richard says. “Generations from now, there will be people who will be able to find out more about the cars they love because of what we are doing. I’m glad I played a small part in what the BMW CCA Foundation is doing to preserve and protect history for future generations.”





●● WHO WILL STAND BEHIND THE ULTIMATE DRIVING COMMUNITY?

The ultimate driving community is a dedicated, self-reliant group. Although not financially supported by BMW, they have created the largest BMW club and the finest car club magazine in the world—and the finest safe driving program for teens in the country.

Today this community stands at a tipping point. The Street Survival program has gone almost as far as it can go with volunteer efforts. Yet every year, another 5,000 teens die behind the wheel. This has to stop.

At the same time, the BMW CCA Foundation has become the go-to depository for the history and heritage of BMW. Yet our fast-growing collection has overwhelmed our current space. This incredible legacy wants a better home, and more suitable controls in place to prevent deterioration and potential loss.

The time has come to ask our closest friends to invest in the Foundation in a significant way. And help us reach the next level.

With your help, we can double the impact of Street Survival. We can expand our current library and museum into a showcase that will inspire car-lovers everywhere for generations to come.

We can give the Ultimate Driving Community a home. So that they, in turn, can give back to communities everywhere.

Thank you for your consideration and support.





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