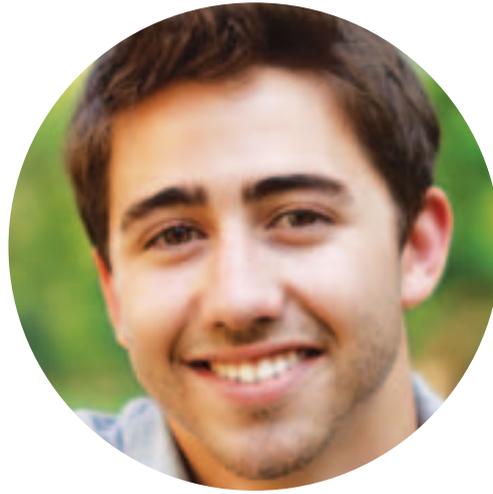


THE ULTIMATE DRIVING COMMUNITY



## THE CAPITAL CAMPAIGN



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

Together, they established the BMW Car Club of America Foundation, a 501(c)(3) not-for-profit corporation. They gave it a mission: to preserve BMW's heritage in this country, and to establish programs that give back to others—primarily 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 vision.

# ●● THE CASE FOR SUPPORT.

## A TIMELESS VISION

Family. Friendship. Community. A sense of pride.

The BMW Car Club of America has always been about these things.

Now we have a unique opportunity to share our values—and create a legacy that will stand the test of time. It will be built on a firm foundation—the BMW Car Club of America Foundation.

The vision is clear: to be a living repository of BMW information and benefit the motoring community. Hence three ambitious initiatives: Tire Rack Street Survival® teen driver safety program; The Library, Archive & Museum Program; and The Preservation and Restoration Program.

“The Ultimate Driving Community” Capital Campaign raises funds for two of these critical components: Tire Rack Street Survival®, and the Library, Archive & Museum. Both reflect the essence and energy that motivate our membership, as well as a shared sense of pride in knowing what we can accomplish—together.



photos: left—Brad Day; right—Frank Reed



## LETTERS FROM THE PRESIDENTS



**THANKS TO THE BMW CAR CLUB** of America, Sports Car Club of America, Porsche Club of America, and other organizations, the BMW CCA Foundation conceived and administers

Tire Rack Street Survival® program, recognized as one of the preeminent teen driver education programs in this country.

Due to the success of TRSS, we are approaching the physical and financial limits of the program, and need to enhance our support. Additional resources will enable us to expand our volunteer base to reach the next level in number of schools and number of students per school. 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 suitable facility to gather and properly protect that heritage, it could one day be gone forever. That would be a tremendous loss.

Because the Foundation's Library, Archive and Museum collection has been growing beyond our dreams, we plan a purpose-built venue to accommodate expansion while protecting and facilitating public access to our treasures. For economy, this facility will house the Foundation offices, the Tire Rack Street Survival® fulfillment center and, we envision, the offices of the BMW Car Club of America.

We are embarking on a phased approach to obtain this dream. Initially, we are acquiring an ideally located building site in South Carolina that has a suitable building at the rear of the property that we will occupy in the interim. The second phase will see the design and construction of the ultimate Library, Archive and Museum on the road frontage portion of the property. We will be next-door neighbors to twin BMW enthusiast attractions; BMW's manufacturing facility with its Zentrum displays and BMW's Performance Center.

I, along with the Foundation Trustees, thank you for the part you will play in providing practical and affordable teen driver safety education and a permanent center for the Foundation's Library, Archive & Museum and offices.

**Leo Newland** | PRESIDENT, BMW CCA FOUNDATION

## 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 our community give back to the greater community.

Our chapters voluntarily staff Tire Rack Street Survival® teen driver training schools, reflecting the grassroots passion of people across America to step up to the plate, to take on the huge problem of teenage 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 requires more investment 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



## 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 became a nationwide phenomenon—creating a community of enthusiasts.

Perhaps because this BMW was basically a sporty family car, the 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, tours and club races to education on repair, restoration, and preservation. Its monthly magazine, *Roundel*, is recognized as the best car club magazine on the planet.

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



support and preservation of archival materials and automobiles—and to give back to the broader community by helping to fund an initiative closest to the car club's heart: the Tire Rack Street Survival® car control program for teens.

## ●● PROTECTING OUR FUTURE.

### TIRE RACK STREET SURVIVAL®:

- Tire Rack Street Survival® currently educates 2,500 teens in 85+ events every year, teaching them to handle their cars in real-world crisis situations and thereby saving lives.
- In 2012, we held our 500th Street Survival® school and exceeded our 10,000th student.
- The program is proven, established and conducted over 85 times a year. But it must greatly expand to reduce teenage mortality rates.
- Your support will dramatically impact Tire Rack Street Survival® by doubling the number of classes offered within the next five years.

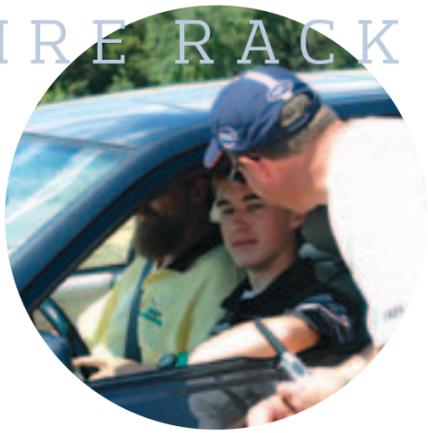
**Total: \$1,500,000**

## ●● PRESERVING OUR HERITAGE.

### LIBRARY, ARCHIVE & MUSEUM:

- Invaluable artistic and technical resources are constantly being entrusted to the Foundation for preservation. Vintage car donations will also be accepted 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 vital if we are to fund development of new space over the next five years. This includes:
  - » Land acquisition
  - » Office space for the BMW CCA Foundation, and the BMW CCA
  - » Showroom space for display of important and vintage cars
  - » Climate-controlled, full service and publically accessible Library and Archive
  - » Museum of BMW History

**Total: \$5,500,000**



## ●● 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 a problem as it is a solution.

Today, more than ever, teens must be taught how to drive. Hands-on. Not just 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 laws, regulations and 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 while preparing them to meet crisis situations.

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



photos: Neil Halin



- » Motor vehicle crashes are the leading cause of death for teens ages 16 to 19.
- » In 2011, 5,000 teens ages 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 ages 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, a vehicle travels the length of an entire football field while the driver isn't looking.
- » A car traveling at just 4 mph already contains more energy than a speeding bullet.
- » Texting while driving increases your chance of a crash anywhere from 8 to 23 times.



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

Tire Rack 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 school expenses to keep the registration fee affordable, currently \$75, which compares extremely favorably to for-profit schools at \$400 or more. The schools to-date have been organized and staffed by volunteers from the local chapters of the BMW Car Club of America, Sports Car Club of America, Porsche Club of America, etc. Working through local high schools and community groups, it brings the road to the kids: setting up courses on large pavement areas. Young people learn 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 they know what to expect and what to do to extract themselves safely from a crisis situation. Students emerge from this course more skilled, more confident, and far more aware how to avoid becoming another traffic statistic.

Since its inaugural school in 2003, Tire Rack Street Survival® has reached just over 10,000 teens at nearly 500 events. Yet that is a drop in the bucket compared to the enormous number whose lives are in jeopardy. We have to grow the program for them now.

Toward 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 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.

Your support will inject capital into the program, allowing us to recruit and train salaried regional program managers and administrators, to supplement and better leverage our wonderful volunteers. To enhance curriculum, training materials and teaching tools. To secure school venue pavement sites. To expand our existing partnerships with other car clubs like Porsche, Audi, Mercedes, Corvette and the Sports Car Club of America. At the same time, we can get the word out to more sources of student referrals through intelligent marketing.

With your help, the ultimate driving community can lay the foundation for a lifetime of safe and responsible driving. We can—and we will—stop the carnage being wreaked on our children.

### GOALS

#### Number of events and students over five years:

	2013	2014	2015	2016	2017
Events:	100	120	145	175	210
Students:	3070	3690	4430	5320	6380

### FUNDING NEEDS *Represents five-year total funding.*

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



## ● HEARTFELT TESTIMONIALS



### My 16-year-old daughter

was a passenger in an extremely tragic auto accident this past March. 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.

I was given a flyer for the Teen Street Survival Event at Invesco by a friend; I showed it to my daughter, who was eight 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 my daughter under his wing for a routine safety inspection. 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 make her feel comfortable and yet not singled out, and I don't believe the other kids knew that my daughter 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 due to the brain injuries she sustained.

Since last Saturday, she is up and out of the house every day, and always willing to drive. She has found the motivation to get involved in life again, even volunteering at a soup kitchen. 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 would have had the patience and understanding to deal with Melissa's condition the way the BMW CCA has. My first indication that things were changing came as we were leaving the event when she said, 'Dad, can I drive home?'

Thank you for giving us our daughter back.

—Todd M. Frare  
Denver, CO



### I want to reiterate

how pleased my daughter and I were with the class this past Saturday. My daughter was smiling the whole drive home and continued to comment on how much fun she had, how much she learned, and how quickly the day had passed.

I went into the day with high hopes of what the class would offer, and I am surprised to say that it exceeded my expectations. After years of attending various camps and training programs for my kids, I've learned that many events don't always meet expectations.

My kids are very active athletes and have attended a number of soccer, baseball, football, dance camps, etc. Many of those end up with a high student-to-teacher ratio, or a lot of 'down' time that isn't constructive. The defensive driving course, while less in price to many of these camps, provided for individual, one-on-one instruction, a highly constructive environment, no down time, and 4+ hours of actual time behind the wheel. Unbelievable value and it was evident that the students were learning as I continued to witness improvements throughout the day.

I also want to commend the personal instruction as well as the time and attention taken with my daughter to make sure she understood the objective with each driving exercise. The reinforcement provided in-car with visual diagrams and references to sports/dance really resonated with her. This is, after all, a very visual generation with all their smartphones, computers, YouTube etc.

More broadly and specific to the St. Louis BMW club, I highly underestimated the value of the community service that your organization is providing by sponsoring and supporting these courses. The donation of your time and instruction to these kids is providing for a safer environment on our streets as we all have to share the road together. I commend you and the club for your support.

My daughter has been sharing her experience with friends at school. She looks forward to them attending a future class and she seeks to volunteer as a way to give back and to also earn some community service hours for school.

My daughter was excited to build on the momentum from the course so she took her driving test yesterday and passed. My comfort level in her driving abilities, and her confidence level, grew greatly as a result of the defensive driving course.

Thank you again.

—Steve Timm  
St. Louis, MO



"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. 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 we are 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 15 years after production.

The result is a community with plenty of passion—but 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?

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. Unless we act now, in 10 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. The BMW CCA Foundation is committed to being the architects of this preservation. Your support is vital if we are to create a Library, Archive & Museum center that will protect these irreplaceable materials, display them proudly, and inspire future generations to reach for excellence in the years to come.

### SAVING A LEGACY.

Across the country, people are entrusting their BMW treasures to the Foundation. Our current offices are bursting at the seams with remarkable memorabilia—some 50,000 individual items. We boast the finest archive of technical manuals in the country. Back issues of key car magazines. Original advertising, marketing posters and brochures that go back to the 1930s. Signed racing car prints, custom artwork, model cars, driver uniforms—the list is endless, and getting bigger every day.

While we are sorting and organizing these priceless materials as best we can, they are overwhelming our limited office and warehouse space. Irreplaceable paper-based archives require humidity-controlled storage if they are to be preserved and 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 BMW's highest visibility center, the hub of BMW's presence in the USA. This is where the BMW CCA Foundation's Library, Archive & Museum can 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 became available and was acquired. Perfectly located between the plant and the performance center, it has a transitional building and a developable acreage with road frontage.

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.

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 the hearts and minds of their children.

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

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** *Represents five-year total funding.*

<b>Property Acquisition:</b> <i>Acquisition of property adjacent to the BMW Performance Center consisting of 7 acres with pre-existing 15,000 sf building for staff and the Library/Archive/Museum</i>	<b>\$ 1,500,000</b>
<b>Library/Archive/Museum:</b> <i>Files/display/storage/computers/scanners/printers/acquisitions budget and staffing ramp-up—Executive Director and three additional staff</i>	<b>\$ 1,000,000</b>
<b>Operational Expenses:</b> <i>Additional operating expenses associated with new facility—insurance, HVAC and maintenance</i>	<b>\$ 300,000</b>
<b>Building Expansion:</b> <i>Construction of an additional building on the vacant land to provide office space for the BMW CCA Foundation and the BMW CCA; and expand the Archive, Library &amp; Museum</i>	<b>\$ 2,000,000</b>
<b>Campaign Expenses:</b> <i>Engagement of the Westfall Group as our campaign advisor, hiring of campaign staff, printing and distribution of campaign material, campaign-related events and travel</i>	<b>\$ 700,000</b>
<b>TOTAL:</b>	<b>\$ 5,500,000</b>



## ●● A LIFELONG PASSION. A LASTING LEGACY.

Richard Conway collected BMWs for one simple reason: he is an amazing driver. A BMW, of course, 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 let Richard drive a modified BMW CS. That's when everything changed. "It was an exciting car to drive," Richard says. "From that moment on, I became fascinated with BMWs."

Richard sold his Ford race cars and began collecting, driving and racing BMWs with great success. It was years later when he discovered that three of the cars he acquired—a CSL production car and two vintage race cars—were, in fact, the first three legendary BMW CSL cars imported to America 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, subjected to many modifications over the years. Richard lovingly restored it to its original specs—becoming the first private collector ever allowed to borrow a museum car in Munich to make molds of original body work. BMW knew what the BMW CCA Foundation also knows: 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."

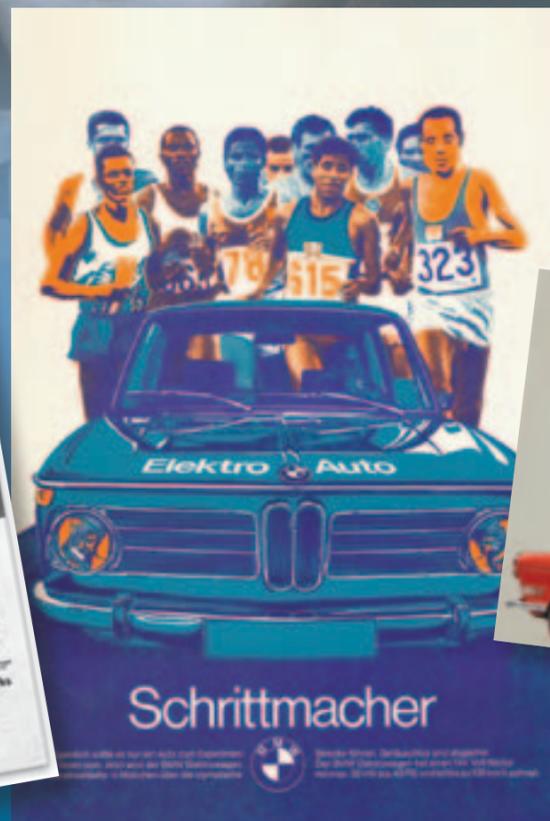
Along the way, people recognized Richard's integrity—entrusting him with fascinating memorabilia, from historic race car parts and uniforms to signed prints, helmets, books, banners and flags. He preserved it all with extreme care. "I don't like waste," Richard says. "If it's historic, you don't just throw it away."

For decades, Richard had been involved in the BMW CCA—including service as president of the North Carolina chapter. So when time came to pass his 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," he says. "Generations from now, people 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."



2Ltr Sport





# ●● WHO WILL STAND BEHIND THE ULTIMATE DRIVING COMMUNITY?

The Ultimate Driving Community is a dedicated, self-reliant group. Although not financially supported by BMW in the USA, they have created the largest BMW club in the world, the finest car club magazine, and a 501(c)(3) foundation that is a model for other car club foundations. What's more, the community is creator and sponsor of the finest safe driving program for teens in the country.

Today this community stands at a tipping point. The Tire Rack 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 repository for the history and heritage of BMW in the USA. Yet our fast-growing collection has overwhelmed our current space. This incredible legacy requires a better home, and more suitable controls in place to prevent deterioration and loss.

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

With your help, we can double the impact of Tire Rack Street Survival®. We can expand our current Library, Archive & 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.



●● MY GIFT TO THE **BMW CCA FOUNDATION.**

●● WAYS YOU CAN **GIVE.**

●● TIMELINE FOR THE **FUTURE.**

●● FREQUENTLY ASKED **QUESTIONS.**

●● WHO WE **ARE.**

●● A MISSION FROM THE **HEART.**

Since March, 2002, when the BMW CCA, an organization of over 70,000 members formed the non-profit, tax exempt charitable BMW Car Club of America Foundation, Inc. the foundation has been providing benefits to the motoring public through its nationally renowned Tire Rack Street Survival® teen driver skills enhancement program.

#### **Street Survival**

Frequently referred to as one of the most compelling public safety issues of our time, the sad fact is that preventable traffic accidents claim the lives of more teens in this country than any other single factor, some 5,000 annually.

Ten years on, we have now conducted our 500th school, utilizing the incredible skills and dedication of our volunteer instructor staff to enhance the skills and situational awareness of some 10,000 teens in the communities in which we live, work and raise our families.

#### **BMW Archive and Library**

Along the way, we have also grown into one of the most significant repositories of historical BMW materials and brand information, fostering educational programs and resources for BMW owners and enthusiasts nationwide. And as additions and acquisitions to the archive continue to grow, the Foundation has outgrown its current limited space. While BMW Corporate does a great deal to preserve and restore its heritage in Europe, it does little on these shores at a corporate level.



top photo: Brad Day

Dedicated to the Promotion of Safety  
and the Preservation of History



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