

December 23, 2014

BMW CCA Foundation
Press Release
Classic BMW – PLANO

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FOR IMMEDIATE RELEASE



CLASSIC BMW – PLANO KICKS OFF BMW CCA FOUNDATION CAPITAL CAMPAIGN WITH \$75,000 CONTRIBUTION

Classic BMW of Plano is the First BMW Dealer to Support the \$7 Million Campaign for Street Survival® Teen Driver Safety Education and the Foundation Library, Archives and Museum

Greer, SC, December 23, 2014 - The BMW Car Club of America (CCA) Foundation announced today that Classic BMW of Plano, Texas has contributed \$75,000 to “The Ultimate Driving Community . . . Building the Foundation” Capital Campaign of the BMW CCA Foundation, a campaign to raise funds for teen driver safety programs and the preservation of BMW history. Classic BMW is the first BMW dealership to join the Capital Campaign and support the Foundation’s goal of raising \$7 million.

“As a family owned and operated business, Classic BMW has a tradition of giving back to the automotive community,” said Eric Maas, president and owner of Classic BMW. “We believe that teaching teens to become better and safer drivers through the [Street Survival®](#) program will someday save their lives or the lives of others. The team at Classic is happy to participate in such a meaningful program”.

“We are also excited about helping the Foundation’s Library, Archive and Museum program to preserve BMW history,” added Maas. “As a BMW dealer that has been in existence since 1971, Classic BMW has seen the BMW brand evolve in the U.S. and we are passionate about conserving and promoting BMW’s heritage – our showroom regularly displays pristine examples of locally-owned historic BMWs.”

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“Classic BMW’s generous contribution will help the Foundation meet our target of doubling the number of Street Survival classes offered over the next five years,” said Mike Ura, vice president, BMW CCA Foundation. “Eric Maas and his team at Classic are a great addition to the Capital Campaign and we value their enthusiasm and drive to support the Foundation’s efforts on behalf of teen driving safety and the BMW legacy.”

Street Survival is built upon the premise that safe driving is learned by doing. With the help of corporate sponsors Tire Rack, Michelin, BMW NA and Enterprise, the BMW CCA Foundation has offered subsidized car control training to teenagers across the United States since 2003. The program is hands-on and is designed to go beyond the typical high school driver’s education course. Street Survival is unique in that it offers students instruction in their own cars so that they learn the limitations of the car they drive daily. With volunteers and support from the BMW CCA, the Sports Car Club of America, the Porsche Club of America, the Corvette Club of America and the Audi Club North America, the BMW CCA Foundation held 101 schools in over 65 locations in 2013.

To date, the Capital Campaign has raised over \$1.3 million towards the goal of \$7 million. To help support teen driver education, preserve BMW history and contribute to the campaign, visit the [BMW CCA Foundation website](#).

About BMW Car Club of America Foundation

The BMW Car Club of America Foundation is a non-profit organization dedicated to the promotion of teen driver safety and the preservation of BMW history. Established in 2002 in Greenville, SC with initial capitalization from the BMW Car Club of America, the Foundation focuses on three initiatives to foster educational programs for the automotive community and be a significant repository of BMW information and history: Street Survival® teen driver safety program; the Library, Archive & Museum Program; and the Conservation and Preservation Program. Through “The Ultimate Driving Community . . . Building the Foundation” Capital Campaign launched in 2013, the Foundation has raised \$1.3 million of the \$7 million required to support and grow these initiatives that will help save lives and preserve the legacy of BMW’s heritage.

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