

January 16, 2015

BMW CCA Foundation  
Press Release

Contact: Andrea Galehouse, (864) 329-1919, [andrea.galehouse@bmwccafoundation.org](mailto:andrea.galehouse@bmwccafoundation.org)

Facebook: <https://www.facebook.com/bmwccafoundation>

Twitter: <http://twitter.com/FoundationBMWCC>

LinkedIn: <https://www.linkedin.com/company/bmw-car-club-of-america-foundation-inc.>



## For Immediate Release

### 30<sup>TH</sup> ANNIVERSARY EDITION BMW M5 "30 JAHRE M5" SELLS FOR \$700,000 AT BARRETT-JACKSON TO FAMED NASCAR TEAM OWNER AND BMW DEALER RICK HENDRICK

Proceeds from Sale Benefit Street Survival® Teen Driver Safety Education and the  
BMW Car Club of America Foundation Library, Archives and Museum

Greer, SC, January 16, 2015 - The BMW Car Club of America (CCA) Foundation announced today that the last unsold example of BMW's most powerful production model ever – the 30<sup>th</sup> Anniversary Edition 2015 BMW M5 "30 Jahre M5" - was auctioned at Barrett-Jackson in Scottsdale, Arizona on January 15, 2015 (Lot #3002) for a record setting \$700,000. Famed NASCAR team owner and BMW dealer Rick Hendrick was the lucky bidder.

The car was presented in grand style to an audience packed with car enthusiasts and was broadcast live on Velocity (video: <http://vimeo.com/116987327>). BMW of North America, LLC president and CEO Ludwig Willisch; BMW RLL Team Co-Owner Bobby Rahal, a three-time IndyCar champion and 1986 Indianapolis 500 winner; and Matt Edmonds, Tire Rack vice president and Street Survival sponsor, were on stage to introduce this limited edition beauty. Bill Wade, national program manager for Street Survival, also took the stage and spoke about the teen driving program.

Hendrick, whose passion for autos started at a very young age, said the M5 will join his 200+ car museum in Concord, NC, and will be parked next to a BMW i8 hybrid supercar in the same Frozen Silver color. "We were fortunate enough to get the i8 in this color," said Hendrick. "This baby's going to go

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right beside the i8 in the museum. The only miles it's going to get are in the truck (sending it from Arizona to North Carolina)."

"This is an amazing win not only for the Foundation and Rick Hendrick, but also for all the teens that will benefit from the Street Survival program," said Leo Newland, president of BMW CCA Foundation. "Our special thanks go to Rick Hendrick for helping save lives and save BMW history."

Proceeds from the sale of the most powerful production BMW ever built will benefit "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.

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 \$2 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 \$2 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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