

March 21, 2016

BMW CCA Foundation  
Press Release

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## For Immediate Release

### BMW CCA FOUNDATION MUSEUM HOSTS FREE MONTHLY GUIDED TOURS OF HISTORIC BMWs AND MEMORABILIA

Free Tours from 10:30am to 2:30pm on 2<sup>nd</sup> Wednesday of Each Month;  
Group and Private Tours Welcome by Appointment

Greer, SC, March 21, 2016 – The BMW Car Club of America (CCA) Foundation is now hosting free monthly guided tours of its museum on the second Wednesday of each month from 10:30am to 2:30pm. Open to the public, the free tours include historical BMW cars and memorabilia from their expansive collection. Group and private tours are welcome by appointment.

Visitors to the museum which is located at 190 Manatee Court in Greer, SC (next door to the BMW Performance Center) will enjoy seeing many types of BMW collectibles and trivia such as original brochures, scale models, blueprints, racing suits and other clothing accessories, posters, furniture, magazines, rare and collectible parts such as the front wing from the 2003 BMW Williams FW25 Formula 1 car, BMW Art Car prints and more. Lance White, president and archive chair of the Foundation, describes the museum as, “a gold mine for anyone that loves BMWs and their history. You’ll feel like a kid in a BMW candy shop.”

Many eras of BMW history are represented in the museum whose mission is to maintain and present to the public an historical archive of all things BMW and BMW Car Club related including technical, historic and general information on BMW automobiles and BMW related organizations. The Library, Archives and Museum Program is one of three initiatives of the BMW CCA Foundation that foster educational programs for the automotive community and provide a significant repository of BMW information and history.

#### Tours

Public guided tours are the second Wednesday of each month from 10:30am to 2:30pm. Please call the Foundation at (864) 329-1919 to ensure availability.

To schedule a private tour for a small group or individual outside of the free public tour hours, please contact Michael Mitchell at (864) 329-1919 in advance.

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#### 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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