

June 7, 2016

BMW CCA Foundation
Press Release

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For Immediate Release

BMW CCA FOUNDATION OPEN HOUSE DRAWS MORE THAN 200 PEOPLE DURING VINTAGE AUTO FESTIVAL

Greer, SC, June 7, 2016 – The BMW Car Club of America (CCA) Foundation opened its doors for more than 200 participants of the Vintage Auto Festival on Friday, May 20, 2016 for the Foundation's biggest ever Open House.

Guests arrived between 10am and 2pm, and despite the rainy weather, were treated to a great display of vintage BMWs on the lawn. After registration, guests were able to participate in a guided tour of the BMW CCA Foundation's library, archives and museum. Special guest Jim Roueche was on hand to talk about the unique Schnitzer 2002 race car that he donated to the BMW CCA Foundation in 2015. This car is on display in the museum as part of the interim Buy-A-Brick Campaign Platform. Bricks were available for guests to purchase and design at the Open House to leave a personalized lasting legacy at the Foundation; the bricks are also available for purchase and design online at bmwccafoundation.org.

Mike Ura, BMW CCA Foundation Trustee, said, "We were so pleased with this turnout during The Vintage weekend festivities. Not only did the attendees see the current library and museum archives, but they also learned about our future museum plans and helped pave the way to the new museum by purchasing a personalized brick."

Many guests took advantage of the gift shop at the BMW CCA Foundation where they were able to purchase a wide variety of BMW memorabilia and merchandise, including limited edition model cars, t-shirts and special posters celebrating BMW's 100th anniversary this year.

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Lunch was catered by Charlies BBQ and water was donated by the BMW Performance Center.

Those who were not able to attend the open house on Friday were invited back on Monday, May 23.

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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