

# Council News

1/03

Newsletter of the International Council of BMW Clubs



At the start of the Mille Miglia: Gianna Nannini and Rosella Labate in a BMW 327 Cabriolet. See page 04.

## Summer highlights:

- **Internal:** IC meeting to be held in Munich
- **Events:** Reports from the 2003 Mille Miglia, the Goodwood Festival of Speed and the 3rd International BMW Biker Meeting
- **Services:** What's on offer for the clubs
- **Personnel:** New managers in the IC
- **Dates:** Key diary dates for the coming months

## Goodwood Festival of Speed

Page 06

**Goodwood.** The Festival of Speed at Goodwood is turning into one of Britain's main classic motorsport events. The number of visitors in 2003, at around 140,000, even surpassed last year's total of 120,000.

Two anniversaries marked BMW's presence in 2003: "80 Years of BMW Motorcycles", "20

Years of Formula One Worldchampionship" and "25 Years of the BMW M1", with Marc Surer racing an M1 Procar in honour of the last. The winning 328 Mille Miglia Coupé of 1940 and a 3.0 CSL "Batmobile" were also on the track. The highlight was Juan Pablo Montoya's appearance in the FW 24 of the BMW Williams F1 Team.



## Contents Issue 01.2003

- Page **2** **Editorial / Contents**  
A summer of high-speed events
- Page **3** **News / Personnel**  
International Council Meeting and new managers
- Page **4** **Report / Mille Miglia**  
King Carl XVI Gustaf of Sweden at the Mille Miglia
- Page **5** **Events / Bikers' Meeting**  
Motorcycles converge on Garmisch-Partenkirchen
- Page **6** **Events / Goodwood**  
Fast and furious heritage racing in southern England
- Page **7** **Services**  
New media and services from BMW Group Mobile Tradition
- Page **8** **Dates**  
The main international events for BMW Tradition

# A summer of high-speed events



"Ever upward" seems to be the motto of the International BMW Bikers' Meeting. The third gathering was once again held in Garmisch-Partenkirchen and boasted an even broader programme, more visitors and more fun. Heritage featured strongly in the 80th year of BMW motorcycles. Shown here, images from the 2003 event.



28,000 times BMW: Biker Meeting 2003.

Dear BMW Club Members,

It's a sizzling summer, not only in terms of temperature. Things have been hotting up in the BMW club scene as well. Whether we're talking about the thrilling Festival of Speed at Goodwood in England or the third record-breaking bikers' meeting in Garmisch-Partenkirchen, the Mille Miglia or any of numerous



Goodwood: speed is the word.

other events, the BMW club scene has never been as vibrant as it is today.

We are delighted, of course, since it is great fun staging events that draw large crowds and organizing meetings that elicit such a positive response as those taking place within our club scene.

All that gave us the incentive to offer you, our valued members, even more. As you are aware,

the International Council is to be restructured so as to be in a better position to meet the requirements of our members. More on that in the upcoming issues of Council News.

A first step in what we plan to offer you is this Newsletter, which will come out every two months and is designed to update you on the latest news concerning the club scene.

Here's wishing you a good read.

Your International Council

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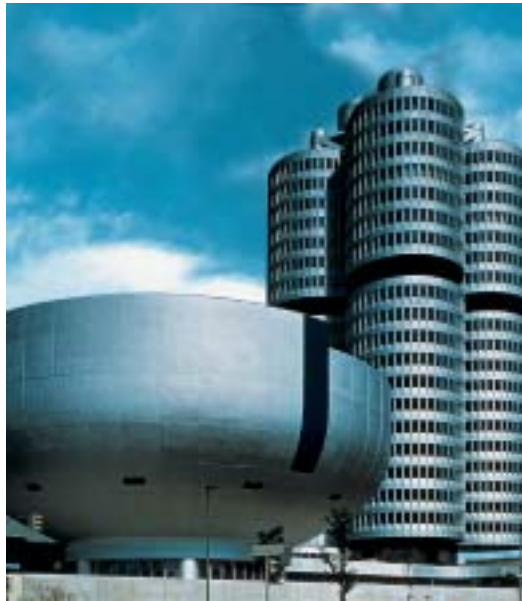


## Internal: Council Meeting

## International Council Meeting in Munich in September 2003

Preparations for the next meeting of the International Council of BMW Clubs are under way. It is scheduled to be held in Munich from 11th to 13th September 2003. The meeting will coincide with this year's International Motor Show in Frankfurt (IAA), thus allowing participants from around the world the possibility of attending both events. Information on the IAA can be found at <http://www.iaa.de>.

Since the last meeting in Essen in 2001, the worldwide BMW club scene has expanded significantly. In Asia, South America and Eastern Europe in particular, many new clubs have been established or applications for admission submitted. So far the structure of the international BMW club organization and its umbrella organizations has been very heavily concentrated in Europe and America. To be in a better position to meet future challenges, Jörg-Dieter Hübner, responsible at BMW Group Mobile Tradition for the BMW clubs, organized a workshop in February 2003 which was attended by representatives of the International Council and BMW Club Europa. Its aim was to devise a



BMW's head office and museum in Munich.

framework for the restructuring of the BMW club umbrella organizations. This envisages three regionally-oriented sections for Europe, America, and Asia, Africa, Australia and New Zealand, as well as a separate section for classic clubs. Each section will send delegates to the International Council.

The new club structure is thus more closely aligned to BMW's worldwide sales structure with a view to enabling more efficient collaboration and mutual support on both sides. The new structure is also meant to make admission easier for some of the BMW clubs that do not belong to umbrella organizations. This is also supported by a

repositioning of the International BMW Club Office in Munich. The results of the workshop will be presented to the vote at the Council Meeting in September. Further topics to be dealt with at the meeting are adaptations to the guidelines and the awarding of the certificates "Friend of the Marque" and the new "Prof. Dr. Knöchlein BMW Tradition Award".

### Personnel

#### Appointment of manager for BMW Group club organizations

On 1st August 2003, Dr Thomas Tischler took up his position as Manager of Club Organizations of the BMW Group.



Dr Thomas Tischler,  
Manager Club Organizations  
of the BMW Group

His objective is to highlight the very high importance of the BMW clubs for the BMW brand and further improve performance with regard to club coordination and support given to the clubs on the part of BMW Group Mobile Tradition.

This new function forms an integral part of the Marketing and Communication division headed by Jörg-Dieter Hübner.

#### Reinforcement for the International BMW Club Office

Following the departure of Doris Gabler-Neukirch from the International BMW Club Office in spring 2003, business graduate Dorothee Grau, 33, from Putzbrunn near Munich will fill the vacancy as of August. Dorothee Grau joins the office from Citroën Deutschland AG in Cologne, where she held various marketing functions.



Dorothee Grau,  
International BMW Club Office

As the owner of a 60-year-old classic, she is a longstanding member of a car club and has first-hand experience of the classic club scene.

## Report: Mille Miglia

# King Carl XVI Gustaf of Sweden drives BMW at the Mille Miglia

**Brescia – Rome – Brescia, 22nd to 24th May 2003**

The BMW brand was represented by a total of 21 cars in this year's edition of the historic Mille Miglia rally that runs from Brescia to Rome and back again. Apart from twelve private teams, which even featured a BMW Isetta, BMW Group Mobile Tradition was at the start once again with nine four-wheeled classics.

This year's field of BMW drivers was a particularly high-calibre one. King Carl XVI Gustaf of Sweden shared a BMW 328 Berlin-Rom Touring Roadster with Prince Leopold of Bavaria, while Italian rock star Gianna Nannini drove a BMW 327 Cabriolet, and



King Carl XVI Gustaf of Sweden (right) with co-driver Prince Leopold of Bavaria practising for the Mille Miglia 2003 in the BMW 328 Berlin-Rom Touring Roadster.

Holger Lapp, director of Mobile Tradition, competed in the winning car of 1940, a BMW 328 Mille Miglia Coupé. This cherished model was acquired last year and added to BMW's collection of historic vehicles.

Seven-times winner Giuliano Cané declined to compete in this year's Mille Miglia, instead taking on the role of team manager for the entire BMW squad.



Mille Miglia 2003: Holger Lapp, head of BMW Group Mobile Tradition, and Marco Saltamacchia, President of BMW Italia, in the winning car of the 1940 Mille Miglia, the BMW 328 Mille Miglia Touring Coupé.



First ladies: Franca Boni and Monica Barziza, winners of the women's category, in a BMW 328.



Ready to go: Gianna Nannini and Rosella Labate in a BMW 327 Cabriolet.

#### Further Information:

More details on the Mille Miglia can be found at: <http://www.millemiglia.it>



Event / Germany: Bikers' Meeting in Garmisch

# 3rd International BMW Biker Meeting in Garmisch-Partenkirchen

**Garmisch-Partenkirchen, 4th to 6th July 2003**

The first weekend in July witnessed the 3rd International BMW Biker Meeting, which once again drew BMW bikers and motorcycle aficionados from countries as far as Sweden, Spain, Russia and even Japan to Garmisch-Partenkirchen and its surrounding Alpine valleys.

Attendance figures were in excess of 28,000 motorcyclists in another fantastic turnout. In its third year, the event has already carved out a firm niche in the international

motorcycle calendar. BMW once again chose Garmisch-Partenkirchen with its spectacular surroundings as the venue for this year's meeting. It also gives participants the opportunity to enjoy the unique hospitality of this region.

A varied and exciting programme of events was devised for motorcyclists and visitors alike, turning the 3rd International BMW Biker Meeting from 4th to 6th July 2003 into another very special experience – for the aficionados of Classic bikes, too. A major exhibition with many highlights formed part of the celebratory events marking 80 years of BMW motorcycles. The high numbers of visitors showed the growing interest in the tradition of the brand BMW.

Once again, a comprehensive range of BMW motorcycle accessories and parts were on offer, including T-shirts and caps specially manufactured for

the bikers' gathering. All riders of historic models were invited to take part in the Classic Corso to share with likeminded enthusiasts the unique experience of the company's heritage on the move.



"Come together – ride now!" was the motto for 2003. About 28.000 bikers followed the call.



Even the police had a "classic" appearance.

## Programme (summary)

<p><b>04/07/2003</b></p>	<ul style="list-style-type: none"> <li>• Alpen Trophy</li> <li>• Stunt Show</li> <li>• Pilgrimage through Tibet – a travel film</li> <li>• Chill-out party with international music</li> <li>• Fireworks "80 Years of BMW Motorcycles"</li> </ul>
<p><b>05/07/2003</b></p>	<ul style="list-style-type: none"> <li>• Motorcycle Corso (approx. 70 km)</li> <li>• Slide show by M. Schröder</li> <li>• "80 Years of BMW Motorcycles" party</li> <li>• Campfire</li> </ul>
<p><b>06/07/2003</b></p>	<ul style="list-style-type: none"> <li>• Mid-morning sausages</li> <li>• Bikers' service and consecration</li> <li>• Classic Corso through Garmisch</li> </ul>



Show case 2003: the exhibition "80 Years of BMW Motorcycles".

### Further Information:

More details on the bikers' meeting can be found at: <http://www.bmw-motorrad.com/bikermeeting>

## Events / England: Festival of Speed

## Goodwood: Festival of Speed

Goodwood, 11th to 13th July 2003

The appeal and status of the Goodwood Festival of Speed as a classic motorsport event grows year on year. Around 140,000 visitors flocked to the Earl of March's country estate in southern England.

BMW, too, was represented in the various racing categories for cars and motorcycles by a range of iconic models from the company's racing past. BMW's appearance came under the banner of two major anniversaries. "80 Years of BMW Motorcycles" was represented on the track, among others, by a BMW R 37, the supercharged model which once belonged to Georg Meier, a Walter Zeller-owned RS 500, an R 90 S TT and an RS 500 sidecar combination.



Speed is the name of the game at Goodwood.



On track: the Goodwood race in 2002.

To mark "25 Years of the BMW M1", one-time Formula One driver Marc Surer competed in an M1 Procar. The triumphant 328 Mille Miglia Coupé of 1940 was also out on the circuit, along with a 3.0 CSL "Batmobile" and the winning Le Mans model of 1999, the BMW V12 LMR. The highlights were the appearances of Nelson Piquet in the Brabham BMW BT 52, with which he won the Formula One World Championship in 1983 and of Juan Pablo Montoya in the FW 24 of the BMW Williams F1 Team.

Apart from the models that raced, an exhibition in the BMW pavilion rounded off the company's presence. It included Ernst Henne's world record-breaking motorcycle of 1937.

#### Further Information:

More details on the Festival of Speed are available at: <http://www.goodwood.co.uk>

## "Meilenwerk" in Berlin

The major inauguration ceremony of the "Meilenwerk" in Berlin took place on 17th and 18th May 2003. The Meilenwerk stands for a rather unusual approach to creating a forum for classic automobiles.

The complex itself covers a vast area. The buildings that stood here were erected in 1899 as tram signal boxes.

Even though they were listed buildings, these once proud brick edifices had fallen into complete decay. It was on this site that the Meilenwerk was erected as a forum

for automotive culture. The concept is specifically directed at devotees of vintage and classic automobiles.

It offers convenient and generous parking areas, working spaces for the restoration and maintenance of classic vehicles, special workshops, shops selling spare parts, a technology bookshop, a technical monitoring service, club rooms, conference rooms and a catering area. The club rooms are available free of charge for the use of clubs. In the adjacent room, clubs may

organize their meetings or gather for informal exchanges.

As part of the "2,000 kilometres through Germany", the Meilenwerk will mark a staging point for participants in this classic rally that takes place on 24th July 2003, arriving from Mönchengladbach. BMW will also be present on site. If you happen to be visiting Berlin, be sure to drop by at the Meilenwerk.

#### Further Information:

Further information is available at: <http://www.meilenwerk.de>

Services for club members

# Accessoires catalogue 2003

To mark the 80th anniversary of BMW motorcycles, it contains specific bike-related products, including faithful scale models such as the anniversary edition of the BMW R 32 on an acrylic stand and a finely detailed R 90 S, as well as an attractive motorcycle umbrella, a motorcycle cap and a special hand-finished Boxer keyring.



A further 32 new products relate to BMW cars. 19 high-quality scale models range from examples of the 02 Series, such as a 2002 Baur Cabrio, two red M3 E30

models and a light green Isetta with a camping trailer, all the way to the M1.

Some of the scale models were launched in spring 2003 in new colour variants. Four models of the "Art Car Museum Edition" are now available for the first time – the masterpieces by Alexander Calder, Andy Warhol, Sandro Chia and Jenny Holzer.

The 120-page accessories catalogue came out in April 2003 in four languages.

# New media presence of BMW Group Mobile Tradition



Following the creation of a new communications concept for BMW Group Mobile Tradition, the division's communication media now present themselves in a completely new guise or are entirely new to the programme.

Forming the basis of Mobile Tradition's media presence is a new image brochure and a corresponding film. A PowerPoint presentation on the company's history and the tasks of Mobile Tradition can be derived from this.

Further new media are an anniversary calendar and the "Mobile Tradition live" newsletter. New posters as well as a new accessories and parts catalogue are also available with immediate effect. At the same time the division's internet presence has been redesigned and integrated into the bmwgroup.com websites.

**Further Information:**  
More details can be found at:  
<http://www.bmwmobiletradition.de>



# Newsletter „Mobile Tradition live“

BMW Group Mobile Tradition has come up with something very special for friends of the BMW brand and its heritage: the newsletter "Mobile Tradition live" is a new communications medium which was launched in April 2003.

This newsletter appears every three months and runs to between 25 and 30 pages. It contains information on everything of interest relating to the history of BMW and its products as well as information about the services of BMW Group Mobile Tradition. Various columns in the newsletter present detailed reports on the heritage of cars, motorcycles and aircraft engines as well as the company's history, drawing on the comprehensive stock of knowledge provided by the BMW archive and its staff.

Beyond the various book series published by BMW Group Mobile Tradition, which deal exhaustively with every facet of a given theme, the newsletter is a means of revealing to the interested public the many hidden gems in terms of reports, images and stories relating to BMW's heritage. Special issues are produced to coincide with special occasions such as the 25th anniversary of the MBW M1.

Mobile Tradition live is sent free of charge to Club Presidents as a pdf-document. If you do not receive this automatically, please send a brief e-mail to: [sinja.lohse@bmw.de](mailto:sinja.lohse@bmw.de)



**Dates**

Classics are at their most beautiful when on the move. In order to give you as many opportunities as possible to see your own or other people's classics on the road, here is an overview of the most important events lined up for the coming weeks and months.



Goodwood Festival of Speed (2002).

May	May 22 – 25	Mille Miglia, Brescia – Rome – Brescia, Italy
	May 29 – June 1	27th international Annual meeting of BMW veteran's club Germany inc, Schwerin, Germany
June	June 5 – 7	BMW M1 Club Meeting, Landsberg, Germany
	June 5 – 8	BMW 503 Meeting, Bochum, Germany
July	July 3 – 6	Silvretta Classic, Montafon, Austria
	July 4 – 6	3. International BMW Motorrad Bikers' Meeting, Garmisch-Partenkirchen, Germany
	July 10 – 13	BMW "Almost Heaven" International Rallye, Charleston, USA
	July 11 – 13	Festival of Speed, Goodwood, UK
	July 19 – 27	2,000 km through Germany, Mönchengladbach – Berlin – Mönchengladbach, Germany
	July 25 – 27	Ennstal-Classic, Austria
	July 25 – 27	Solitude Revival, Stuttgart, Germany
August	August 13 – 17	1st Saxon Classic, Zwickau - Dresden, Germany
	August 14 – 17	33rd International BMW 507 Meeting, Nördlingen, Germany
September	September 4 – 7	41st Annual Meeting BMW Club Europa, La Roche, Belgien
	September 5 – 7	Goodwood Revival Meeting, Goodwood, UK
	September 5 – 7	Lime Rock Vintage Festival, Lime Rock, USA

**Further Information:**

All internet addresses  
cited in this issue  
of the newsletter  
at a glance:

**Events:**

[www.goodwood.co.uk](http://www.goodwood.co.uk)  
[www.bmw-motorrad.com/  
bikermeeting](http://www.bmw-motorrad.com/bikermeeting)  
[www.millemiglia.it](http://www.millemiglia.it)

**Clubs:**

[www.iaa.de](http://www.iaa.de)

**Various:**

[www.meilenwerk.de](http://www.meilenwerk.de)  
[www.bmw-mobiletradition.com](http://www.bmw-mobiletradition.com)



BMW Bikers' Meeting (2003).