

INTERNATIONAL COUNCIL OF BMW CLUBS

BMW CLUB AWARDS

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FRIEND OF THE MARQUE

You cannot buy a friend – but you can nurture friendship

In the course of its long history, BMW AG has attained an outstanding position in the world of automobile and motorcycle manufacturers.

We are aware of the fact that, in large part, his successful tradition owes much to outstanding individuals who, in many areas, have carried the torch for BMW AG. We feel it is time to express our appreciation of this enthusiasm and commitment to BMW AG.

On the following pages you will see how the BMW AG up and the International Council of BMW Clubs acknowledges this exclusive group of individuals and how you can contribute to the process.

Of marques and people

The BMW marque does not endure merely through the quality and appeal of its excellent products, nor through a long tradition of setting standards in the world of sports, engineering and design. Rather, the BMW marque and all the expectations, flair, and character it evokes – in a nutshell, everything that BMW AG represents – resides in “BMW people”. People who regard BMW products not just as a means to an end – people closely bound to their marque by a passion.

The BMW Clubs – A world of experience around the marque

These strong, positive emotions find their boldest expression in the international BMW Club scene. No other major automobile and motorcycle marque enjoys comparable support and popularity in this area. More than 200,000 BMW friends are organised in BMW Clubs on all five continents, upholding our tradition, maintaining our technology and design, and enjoying life together under the BMW AG motto “Sheer Driving Pleasure”.

BMW AG sets a standard

BMW AG has long been aware of the immense value of this support. This support, in turn, is built upon activities within the BMW Club Organisation. As an expression and symbol of mutual appreciation, BMW AG wishes to set a standard by acknowledging the individuals that have built and sustained these clubs.

The BMW AG honors outstanding achievements and exceptional dedication by giving outstanding individuals the title of “Friend of the Marque”. This title is awarded to a small and exclusive group of people every year.

Criteria for the award

It is almost impossible to say today how many faithful fans and friends support the BMW marque. Among both the BMW enthusiasts organised within BMW Clubs and BMW aficionados outside club life, there are many who have quietly promoted the marque, investing time and great effort in the interest of their beloved brand. A few, however, have done still more.

We therefore request you to support us by presenting special individuals who, through their particular commitment and exceptionally hard work, deserve an equally special award.

Example 1

National and international club events, rallies or other events which BMW Clubs address the public, always entail a great amount of time and work. Those individuals making repeated contributions to the success of such events, either through long hours of planning and hard work, donations, or providing facilities may be nominated as Friends of the Marque.

Example 2

Reflecting their particular link to BMW AG, many people have compiled large collections of documents and vehicles. We believe that anybody who then places such available material at the disposal of a BMW Club event deserves consideration as "Friend of the Marque".

These are only two outstanding examples – many others are conceivable. We therefore leave it up to you to suggest ladies and gentlemen worthy of BMW's appreciation.

How to choose and nominate a "Friend of the Marque"?

Who can become a "Friend of the Marque"?

Your standards should be set very high. Remember that at the very most 10 people worldwide will receive the "Friend of the Marque" award each year.

The nominated people should still be active in the BMW and club scene; the award will only be given posthumously in very exceptional cases.

The nominated person should not be an active delegate or observer to the International Council of BMW Clubs. Prior years of Council service will not be an obstacle.

A person who is directly or indirectly connected to BMW AG or its products in a business, financial or personnel-related context will not, except in very special circumstances, be considered for "Friend of the Marque".

Legal entities or associations should not be considered. If reasons are sufficient to acknowledge a partnership, it should remain an exceptional case.

A nominated but rejected candidate cannot be renominated for 5 years.

Who can nominate a candidate?

In choosing candidates for the BMW title “Friend of the Marque” the BMW AG and the International Council of BMW Clubs must rely on the judgment of the member BMW Clubs; all nominations shall pass through the appropriate Council member club prior to recommendation to the International Council of BMW Clubs.

The following parties may initiate a nomination:

Individuals

BMW Club Organisations

Departments and employees of the BMW AG

The recommendation of individuals must receive the endorsement of his/her club organisation or the appropriate umbrella organisation.

The nomination must be submitted through the Council member club to the International Council of BMW Clubs, in writing. A detailed description of the merits of the candidate is highly recommended. The deadline for nominations for the current year is 31st July.

How are the Friends of the Marque selected?

The International Council of BMW Clubs in compliance with the BMW AG decides on the distribution of the award. At its annual meeting it makes selections from the submitted recommendations. The decisions cannot be appealed.

For background the International Council of BMW Clubs may make use of its delegates and observers. The decisions in this group or in the International Council of BMW Clubs are done by majority vote.

Every selected person will receive a certificate, a blue label pin and a plaque made of stainless steel to be affixed to a vehicle as an acknowledgment of special service.

The Friends of the Marque shall receive special support and service from the International BMW Club Office in Munich, when possible.

PROF. DR. GERHARD KNÖCHLEIN BMW MOBILE TRADITION AWARD

This award honours persons from the international spectrum of BMW Clubs who make an outstanding contribution to promoting BMW tradition by optimal care of their historic BMW's and making them accessible to the public by active participation in events.

The "Prof. Dr. Gerhard Knöchlein BMW Mobile Tradition Award" was established in 2002 by the International Council of BMW Clubs in honour of the long-standing and formative commitment of Professor Dr. Gerhard Knöchlein for BMW Clubs at international level. The award is presented in commemoration of his person, his committed enthusiasm for historic BMW vehicles and his work for the global community of BMW Clubs.

It was the firm conviction of Professor Dr. Gerhard Knöchlein that the issue of presenting historic BMW vehicles to the public and preserving them for future generations, as testimony of a dynamic technological-cultural development, needed international coordination that is open to any BMW enthusiast.

At national level he pursued this goal from 1976 on as Founding President of the BMW Veteranen-Club Deutschland e.V., which up to today has developed into the most significant amalgamation of BMW automobile and motorcycle owners in the historic sector. A globally organised BMW Club membership with more than 5,000 historic vehicles, the credo of the "rolling museum" and active internationalism at numerous major events are defining elements in communicating and extending the BMW heritage.

Professor Dr. Gerhard Knöchlein was particularly influential in anchoring the technological-cultural history of the BMW brand in the statutes of the International Council of BMW Clubs; thereby he lent the aspect of heritage to its earned status in the scope of the international activities of BMW Clubs.

In view of the defining role which he played in the modern BMW Club scenario and his 40-year contribution as active, "boundless" ambassador of a globally oriented brand, Professor Dr. Gerhard Knöchlein was predestined to give his name to this BMW Mobile Tradition Award.

The following pages show how BMW Mobile Tradition and the International Council of BMW Clubs wish to salute a special group of worldwide BMW Club members and the part you can play.

Criteria for conferring the "Prof. Dr. Gerhard Knöchlein BMW Mobile Tradition Award"

In honour of the far-reaching contribution of Professor Dr. Gerhard Knöchlein to the organisation and structure of the international BMW Club scene and thus to the BMW heritage, the Award is conferred on BMW Club members who demonstrate

exceptional commitment in optimally preserving historic BMW automobiles and motorcycles and who also enable the public to enjoy these vehicles.

1. Criteria for the award

- The ideal preservation and public presentation of BMW vehicles under the banner of veteran car events are the two prime goals for conferring the award. Every classical BMW automobile and BMW motorcycle may be considered for the award.
- The award was launched to strengthen the significance of the BMW heritage within the International BMW Club Organisation, the umbrella organisations of BMW Clubs and the new markets still to be developed by BMW Club Organisations.
- The award is reserved for those BMW Club members who belong to a national umbrella organisation or a recognised BMW Club. The latter may submit the name of one member per annum at the most for nomination.
- Following nomination by a International Council member, the International Council of BMW Clubs confers the award.
- Business interests of the vehicle owner and/or the person making the nomination disqualify a club member from nomination for the award. This applies likewise to a one-time restoration of, respectively one-time commitment for a BMW vehicle.

2. Nomination

- Member clubs of the International Council of BMW Clubs may decide whether they wish to recommend a deserving candidate for the award nomination in a specific year. Only one deserving candidate per member club may be proposed each year. Nomination must be submitted in writing by the International Council member club to the International Council of BMW Clubs. Deadline for nomination for the current year is July 31st.
- Names of candidates must be registered by the relevant Council member clubs by July 31st and be accompanied by an appropriate written/illustrated documentation of their activities. Evidence is welcome of participation at the listed events in support of the proposal (Concours d'Elégance, excursions, rallies, races etc.); the award of prizes should also be verified. Advisable are good quality photos to allow an assessment of the condition and age of the vehicle.
- Following submission the vehicles can be verified by the archives of BMW Mobile Tradition on the basis of suitable documents, e.g. FIVA ID card or the vehicle title document/registration papers (copies).

- Nominations must be submitted with the pertinent documents to the International BMW Club Office (D-80788 Munich) by the aforementioned deadline. Incomplete nominations will be returned.

3. Selection of candidates

- The nomination with appropriate supporting material is put forward by the relevant delegate or observer at the annual International Council Meeting.
- The International Council of BMW Clubs decides on the conferral of the award. Nominations not considered may be resubmitted in the following year.
- A profile of those persons honoured with the award is to be made available to BMW Mobile Tradition.

4. Example of individual nomination criteria

Individual nomination criteria can include the following:

- Outstanding achievements in preserving/refurbishing BMW vehicles in combination with exceptional commitment/success in taking part with the vehicles in events.

Other achievements:

- Journeys undertaken with a vehicle, model-related book or press publications and comparable activities as enthusiast, collector or vehicle owner.