

## **ACCEPTED BMW CLUBS**

# How to become a BMW Club, officially accepted by the BMW Clubs International Council and the BMW Group:

BMW is proud to recognize and support the largest worldwide marque club organisation that includes car drivers and motorcycle riders. We welcome your application to become part of this family and have created these guidelines to assist you.

## 1. Accepted BMW Clubs

- 1.1. The following procedure for acceptance does not apply if an umbrella organisation already exists. Only in cases where there are insurmountable problems with a new club getting integrated into an existing umbrella organisation, may the club bring forward its arguments in writing to the BMW Clubs International Council.
- 1.2. If there is no umbrella club in your territory for your club to join, apply for the status of an Accepted BMW Club. Send your written application to the BMW Clubs International Office, which will assist you with and guide you through the procedure of getting accepted. Once all requirements have been fulfilled, your application will be presented to the BMW Clubs International Council for a final decision. If this decision is positive, your club will receive a certificate stating its acceptance, signed by a representative of the BMW Group and the Chairman.
- 1.3. Benefits flowing from acceptance are outlined later in this guideline. Acceptance by the BMW Clubs International Council does not incur any costs or affiliation fees.

## 2. Umbrella Organisation

- 2.1. An umbrella organisation is an association of two or more clubs, which represent the interests of the individual clubs in dealings with the BMW Group in your region or country.
- 2.2. The shared aim of the BMW Clubs International Council and the BMW Group is to have motorcycle and car clubs represented by only one contact partner in each country or region. The purpose of having one point of contact for potentially numerous clubs representing motorcycles and cars is to minimise the workload on the BMW Group, provide a budgetary framework to work to, avoid duplication and ensure effective and consistent communication between the clubs and the BMW Group. This principle also applies to national and regional clubs and their relationship with BMW importers and subsidiaries.

- 2.3. Individual clubs formed under an umbrella organisation should still establish cooperative relationships with local dealerships using the “mutual benefit” approach whereby the club and dealerships assist each other without being a drain on resources of either party.
- 2.4. In the case where a new BMW Club wishes to form in a region or country already covered by an umbrella organisation the club becomes a member of the BMW Clubs International Council by affiliating with the umbrella organisation.
- 2.5. Details of current umbrella organisations can be obtained from the BMW Clubs International Office.

### **3. Basic Information**

- 3.1. In most cases, members in a country or region will be represented by two clubs: one for cars and one for motorcycles.
- 3.2. The national BMW Clubs can have chapters (e.g. regional or city based), interest groups (e.g. M3 Register, R90S Register), etc.
- 3.3. A national Accepted BMW Club can also represent cars **and** motorcycles. In this case there would only be need for one national club, and the name of the BMW Club should be appropriate (e.g. “BMW Owners Club of ...” or simply “BMW Club of ...”).
- 3.4. The International BMW Classic and Type Clubs Section: This is an international association, which groups all special interest BMW Clubs (vintage cars, special types of BMW). To join an International BMW Classic or Type Club, please contact the BMW Clubs International Office.

### **4. Basic rules for BMW Clubs**

- 4.1. A national Accepted BMW Club requires support from the local subsidiary/importer.
- 4.2. Accepted BMW Clubs must be formed in accordance with applicable legislation in their own country and abide by any ongoing legislative requirements.
- 4.3. The BMW Clubs International Council retains the right to approve or refuse an application for acceptance from a new BMW Club to be an accepted club of the BMW Clubs International Council.

- 4.4. Only officially Accepted BMW Clubs have permission to use the name “BMW Club” as well as a restricted use of the BMW emblem and lettering in accordance with Corporate Identity requirements.
- 4.5. The new Accepted BMW Club must clearly define its area of activity as well as its target group (cars or motorcycles or both). The name of the region or country and the target group must be stated in the name of the Accepted BMW Club and in the bylaws of the club.
- 4.6. The name of an accepted club must be approved by the BMW Clubs International Council. If the name of an existing Accepted BMW Club is to be changed, the new name must be also approved by the BMW Clubs International Council.
- 4.7. The Accepted BMW Club logo must follow the guidelines of the BMW Clubs International Council to meet BMW Corporate Identity guidelines (see Guideline 5: DESIGN OF THE BMW CLUB EMBLEM). The logo must be approved by the BMW Clubs International Council Office.
- 4.8. The activities of an Accepted BMW Club must be not for commercial gain. No individual member or group of members may personally profit or have economic interests associated with club activities.
- 4.9. The aims of an Accepted BMW Club must be non-political, be based on and respect democratic principles. The target group is BMW enthusiasts and need not necessarily be limited to owners of BMW cars or motorcycles.
- 4.10. The Accepted BMW Club should promote cooperation with other BMW Clubs of the BMW Clubs International Council and actively seek communication, e.g. information sharing.
- 4.11. Matters that an accepted club wish to have brought to the attention of the BMW Clubs International Council can be raised directly through the Chairman of the BMW Clubs International Council who may then assign it to the appropriate Vice Chairman Vintage, Cars or Motorcycles.

## **5. Administrative Requirements**

- 5.1. For approval by the BMW Clubs International Council an Accepted BMW Club must be registered, in accordance with local legislation, as a non-profit organization.
- 5.2. A club applying for acceptance should preferably have 30 members to be recognized as an “Accepted BMW Club”.
- 5.3. The bylaws of an Accepted BMW Club, as well as meeting local requirements, should contain the following elements:

- 5.3.1. Club name
  - 5.3.2. Address of the club
  - 5.3.3. Date of foundation or establishment
  - 5.3.4. Club contact person
  - 5.3.5. E-mail addresses
  - 5.3.6. Website with basic club information
  - 5.3.7. Membership fee structure
  - 5.3.8. Objectives/targets of the BMW Club
  - 5.3.9. Target group (vintage, car or motorcycle owners)
  - 5.3.10. List of elected board member positions to be filled
  - 5.3.11. Rules of the democratic election of board members and handling of club funds
  - 5.3.12. Procedures for calling extraordinary general meeting and at least one general meeting per year
  - 5.3.13. Procedures for minute taking at board meetings, annual general meetings and extraordinary meetings
  - 5.3.14. Regulations about who leads the board meetings and general meetings
  - 5.3.15. Procedures for the admission and registration of members, including annual fees
  - 5.3.16. Procedures for a member to be refused or removed from membership. These procedures must comply with local requirements and club bylaws.
- 5.4. The annulment of the Accepted BMW Club can only take place during a meeting called in accordance with local requirements and club bylaws. The BMW Clubs International Council has to be informed about the closure of any BMW Club.

## **6. Requirements to be fulfilled**

- 6.1. In order for the BMW Clubs International Council to consider your eligibility for acceptance as set out above, please submit the following information and documents to the International BMW Clubs Office, preferably by e-mail.
  - 6.1.1. What will be the exact name of your club?
  - 6.1.2. Will it be a car club, motorcycle club, mixed club or vintage club?
  - 6.1.3. Will your club be a local or regional club or do you plan to establish a national umbrella club?
  - 6.1.4. How many members does your club have at present?
  - 6.1.5. What are the club's objectives/targets?
  - 6.1.6. What are the clubs' planned activities in the coming year?
  - 6.1.7. Your club has to be recognized or supported by your local BMW dealer or national BMW subsidiary or importer. Please enclose their letter of support.
    - 6.1.7.1. A statement of support does not obligate the BMW entity to any financial backing unless it chooses to do so.
    - 6.1.7.2. The statement of support is basically a letter outlining that the BMW entity believes the potential club will prima facie meet the guidelines and will not bring the BMW brand into disrepute through its activities.
    - 6.1.7.3. The BMW Club will uphold the high standards set by the BMW Corporation and the Council.
    - 6.1.7.4. Without the support of the local BMW entity a club cannot be accepted.
  - 6.1.8. Your club logo has to be designed on the basis of the BMW Club Corporate Identity as outlined in Guideline 5: DESIGN OF THE BMW CLUB EMBLEM. Please send it by e-mail.
  - 6.1.9. Supply the BMW Clubs International Council with a point of contact: e-mail addresses, name and address of your president, secretary etc. and the names of the club board.
  - 6.1.10. Supply a copy of your club bylaws and membership fee structure in English or German language.

- 6.1.11. Agreement to abide by the International Council Constitution (see Guideline 2: CONSTITUTION).
- 6.1.12. Agreement to abide by the guidelines for club structure, statutes and duties as described in Guideline 3: BMW CLUBS – A DYNAMIC COMMUNITY.
- 6.1.13. Agreement to adopt club bylaws consistent with the above.
- 6.1.14. Agreement to publish a newsletter for your club membership (electronic or hard copy) at least four times a year or keep an active website with content refreshed at least quarterly.
- 6.1.15. Have at least 30 financial members.
- 6.1.16. Agreement to form an umbrella organisation or to join a future umbrella organisation representing your BMW Group market. As an umbrella club organisation you will be required to accept member clubs from your geographical area.
- 6.1.17. Agreement to hold at least one meeting for all members per annum
- 6.1.18. Notify the official address of the club's website

## **6.2. Additional criteria for the affiliation in the International BMW Classic and Type Clubs Section.**

The following requirements have to be fulfilled within a period of two years.

- 6.2.1. The club must have an international orientation. This can be proved e.g. by international events, activities, cooperations and exchanges, bilingualism, associated memberships.
- 6.2.2. The clubs have to consist of an international membership structure: e.g. “members from at least three countries” and “10% foreign members”.
- 6.2.3. The club has to send all required information to the BMW Clubs International Office for initial approval of criteria by the Board of the BMW Clubs International Council with input from the appropriate umbrella organizations.

## **7. Privileges of an Accepted BMW Club**

- 7.1. Worldwide recognition of your organisation within the BMW Clubs International Council and through this the BMW Group

- 7.2. Use of the BMW emblem and lettering within the guidelines of the BMW Clubs International Council and Corporate Identity rules
- 7.3. Access to the information channels and sources of the worldwide BMW Clubs Organization
- 7.4. Support from the BMW Clubs International Council
- 7.5. Share membership benefits with other BMW Clubs, if offered
- 7.6. Eligibility to nominate members for the “Prof. Dr. Gerhard Knöchlein BMW Classic Award” and the “Friend of the Marque” Awards. This will require support from a member Club of the BMW Clubs International Council. For background on these prestigious awards please contact the BMW Clubs International Office and visit the website: [www.bmw-clubs-international.com](http://www.bmw-clubs-international.com)

## **8. Accepted BMW Clubs do not share in the following privileges:**

- 8.1. Representation and voting at International Council Meetings

## **9. Duties of an Accepted BMW Club**

- 9.1. Promote the interests of the BMW Clubs International Council and its members in accordance with guidelines
- 9.2. Keep the BMW Clubs International Council informed about club development and activities (e.g. newsletter, club magazine, number of club members)
- 9.3. Inform the BMW Clubs International Council, if an umbrella organisation, new clubs, new chapters or registers are founded and submit the corresponding information and logos for approval
- 9.4. Work with BMW Group importers/subsidiaries and dealers on a mutual benefits basis

## **10. Termination of the Status “Accepted BMW Club”**

- 10.1. An Accepted BMW Club may forfeit its standing, if this club fails to maintain the standards and requirements stated above or becomes inactive for a period of two years (e.g. does not hold annual general meetings, membership falls below 30, does not circulate four club publications per year/has no website or does not provide details of activities to the BMW Clubs International Council).