

Council News

1/04

Newsletter of the International Council of BMW Clubs



Never too old for an adventure: two BMW R12 bikes from 1937 survived 18,000 kilometres along the ancient Silk Route on an 84-day marathon.

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Spring highlights:

- **Feature:** Ten years of BMW Mobile Tradition
- **Anniversaries:** 75 Years of BMW Automobiles
- **New publication:** BMW Dimensions 4 out in April 2004
- **Report:** Along the Silk Route in 84 days – on a BMW R12
- **Diary:** Key dates for spring

A great day in the company's history celebrates its 75th anniversary: on 22nd March 1929, the first BMW production car – a BMW 3/15 PS – rolled out of the factory. It was the beginning of an unrivalled, rapid success story bristling with fascinating facts, trailblazing innovations and amusing anecdotes which BMW will be sharing with its

fans and the interested public in its 75th anniversary year of automobile production. Numerous exhibitions, publications and motor show events will provide the framework for the presentation of three-quarters of a century of brand history, starting in the coming weeks.

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Spring awakening of BMW traditions

A marathon trip covering 18,000 kilometres and crossing deserts and steppes on a classic motorcycle approaching its seventies: the BMW R12 with its simple technology and extreme robustness proved the perfect machine for a gruelling ride along the legendary Silk Route. You're never too old for an adventure.



It made its four-wheeled debut 75 years ago. BMW is currently celebrating three-quarters of a century of blue and white-badged automobile production. Milestones of the history of the brand will be on display at the Techno Classica and at Villa d'Este.

Dear BMW Club Members,

Spring is in the air, ushering in the high season for all supporters of Mobile Tradition. For dedicated followers of classic cars and motorcycles, numerous events and occasions are lined up this year, inviting you to socialize while nurturing our motoring heritage. Above all, the major anniversary – 75 Years of BMW Automobiles – will be reflected over the coming months in exhibitions, films and publications presented at countless classic events and bringing three-quarters of a century of brand history vividly to life.

The milder weather also lures many proud owners of BMW classics back into their “natural habitat” – the road – in the company of numerous kindred spirits. The dynamic BMW club scene affords a wealth of opportunities for such activities.

Our express aim is to ensure that you, our valued club members, are kept well informed about these events, many of which are organized with great care and dedication. But beyond specific diary dates, you and your activities are about to come under a stronger spotlight on these pages. In this issue we will begin introducing you, the members of the

worldwide BMW club family, in greater detail, portraying your concerns, achievements and laudable work. Once again, we hope to be able to count on your assistance and contributions.

Enthusiasm is contagious – we hope you catch it too! Here's wishing you an enjoyable read.

Your International Council

Download:

A printable version of Council News (300dpi) can be downloaded at: <http://www.bmw-mobiletradition.com/clubs>

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Realization: von Quadt & Company
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Strong draw for “youngtimers”: the BMW 02 Club.

Anniversaries: Ernst Jakob Henne turns 100

A life devoted to speed and records

Ernst Jakob Henne is a man of superlatives. In the 1920s and '30s, the world-famous motorcycle racer collected an unrivalled slew of championship titles and world records for BMW. That is why the company is honouring this exceptional rider with a special exhibition to mark his centenary.



Ernst Jakob Henne chasing after a new record on the Ingolstädter Landstraße.

In September 1929, BMW made international headlines when motorcyclist Ernst Jakob Henne took off along the Ingolstädter Landstraße near Munich and bettered the world speed record by almost ten kilometres an hour. Posting a speed of 216.9 km/h, Henne – dubbed the “white phantom” by the press due to his gleaming white racing suit – achieved an unprecedented best time.

This year Ernst Henne, who now lives in Gran Canaria, celebrates his 100th birthday. Through a range of special activities, BMW pays tribute to this outstanding sports personality who occupies a special place in the history of the company.

The opening on 19th February of the exhibition in his honour featured the premiere of a documentary film dedicated to the former German Champion in the 500 and



Ernst Jakob Henne after his first win on BMW at Karlsruhe in 1926.

750 cc class and holder of 76 world records. Also out in time for Henne's 100th birthday was a special issue of Mobile Tradition live, which includes numerous previously unpublished photographs and documents.

Further information:

Der Scheunenfund (The Barn Find) and the documentary celebrating the centenary of motorcycle racer Ernst Jakob Henne are available for showing at trade fairs, motor shows and other events. Please contact:
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Anniversaries: Celebrating the brand heritage

75 Years of BMW Automobiles – from 1929 to 2004

BMW cars write motoring history – and have done for 75 years now. The company's progress since the late 1920s, when its first car – the BMW 3/15 PS – went into production has been rapid, forward-looking, and occasionally unsettled. And so 2004 falls entirely under the banner of the brand heritage, which will be brought graphically to life in a variety of ways.

Spring, for example, sees the publication of a special issue of Mobile Tradition live, as well as a film entitled Der Scheunenfund (The Barn Find), profiling twelve distinguished cars from BMW's past. These range from the “Dixi”, the BMW 501 “Baroque Angel” and the lovable Isetta all the way to the fast and sporty M1.

Various exhibitions featuring BMW classics and the heritage with which they are bound up will be staged throughout the year at a wide range of events. The Concorso d'Eleganza Villa d'Este, for example, will this year be entirely devoted to the theme of the 75th anniversary. First held in 1929, it is the world's oldest surviv-



The first BMW automobile: a BMW 3/15 PS.

Celebrating the brand heritage contd.

ing concours d'elegance in the traditional mould and provides the perfect setting for the presentation of the brand heritage coupled with the design history of BMW cars.

Another unmissable diary date is the Techno Classica in Essen, the world's largest classic show. This year up to 100,000 people are expected to visit the extended exhibition stand, now

measuring 110,000 square metres. BMW Group Mobile Tradition will be represented in Hall 12, where an exhibition marking 75 Years of BMW Automobiles will be the focal point on its 2,000-square-metre stand alongside the presentations of the BMW and MINI Clubs.

From the BMW 3/15 PS to the 750i, milestones of the company's

development will be displayed in their historical context. The presentation will be complemented by a special exhibition celebrating the 100th birthday of world record-breaking racer Ernst Jakob Henne. In the adjacent Hall 11, the Rolls-Royce Enthusiasts' Club will be displaying vehicles from the 100-year history of the Rolls-Royce brand.

New publication: BMW Dimensions 4

From Vision to Success: The Development History of BMW Automobiles 1918 – 1932



Same interests, shared passion: authors Rainer Simons (left) and Walter Zeichner in a BMW 3/15 PS.

75 years ago, on 22nd March 1929, the first BMW emerged from the assembly plant to launch one of the most fascinating chapters in automotive history. To mark this anniversary, BMW Group Mobile Tradition's Dimensions series has been extended by a fourth volume. Dimensions 4: From Vision to Success: The Development History of BMW Automobiles 1918–1932 presents a vibrant account of the evolution of BMW cars between 1918 and 1932.

Published in April 2004, this new highlight of the series, due to be followed by further publications on the same theme, sets out to illuminate all aspects of BMW's early, multifaceted years of car production and add new insights and information to

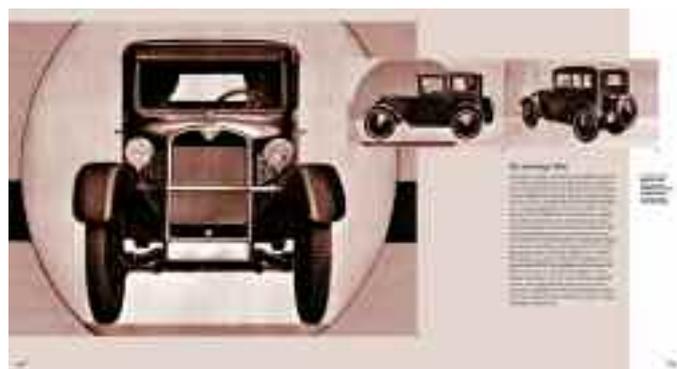
what is generally known. Thanks to their meticulous background research, authors Rainer Simons and Walter Zeichner have brought to light a number of surprising details and notable anecdotes from the early days of the aero-engine, motorcycle and automobile company. The seven chapters of the book, which runs to more than 400 pages, present the results of their years of research. Insights

gleaned from previously unpublished sources are conveyed in a lucid and enter-

taining style accompanied by rare original illustrations. Readers will gain a number of novel perspectives on one of the essential phases of the history of BMW.

The two authors are bound by a common interest in cars. Walter Zeichner hails from Munich and has been researching motoring history for more than thirty years. A well-known writer, he has been employed at BMW Mobile Tradition since 1995, and in the Historical Archives since 2000.

Rainer Siemens studied mechanical engineering and works as chief engineer for Munich University. In close collaboration with BMW's archive staff, he has for more than three decades combined his specialist knowledge with a passion for the history of technology and the documentation of corporate history.



The book is part of the Dimensions series by BMW Mobile Tradition and is available as of April from your BMW dealer or from Heel Verlag GmbH, Gut Pottscheidt, D-53639 Königswinter, tel. +49 (0)2 22 39 23 00.

Feature: Ten years of BMW Mobile Tradition

BMW Mobile Tradition: globally active for a decade in the service of the BMW heritage

BMW Mobile Tradition turns ten this year. In 1994, BMW AG resolved to amalgamate all activities related to the company heritage and set up a new division that would be devoted exclusively to the promotion of the company, brand and product heritage.

Over these ten years, a highly dedicated team has managed to establish a widespread reputation for its competence among classic car fans, journalists and historians, as well as in the motoring industry itself. Today, the BMW Group's approach towards heritage promotion is generally deemed to be exemplary.

Learning the hard way

It wasn't always thus. An awareness of the importance of methodically cultivating one's own historical legacy first had to grow within the company and among its executives. What sparked off such considerations was BMW's botched attempt in 1986 to introduce its corporate heritage to the public. 100 years earlier, Daimler-Benz had launched the first motor car, and this milestone of motoring history was to be celebrated. BMW felt it could not stand on the sidelines and so



A glimpse of the vehicle collection.



BMW 501/3 "Isar 12" patrol car on Munich's Königsplatz in 1955 and in New York in 2000 with Munich police officers G. Milmer and U. Grüllmayer.

signed up some of its own classic models for the anniversary rally.

BMW had already decided to build up its own collection of vintage and classic cars back in 1983, after the construction of the BMW Museum in 1973 had signalled the importance now attributed to the brand heritage.

At the time, BMW possessed a collection of just 30 cars and 20 motorcycles, whose condition generally left much to be desired. Nevertheless, BMW dispatched four classic models to the anniversary ride: Huschke von Hanstein was driving a BMW 328 Mille Miglia Roadster, Graf Goertz a BMW 507, and Rudolf Scholz a white 328. The fourth car was a Wartburg Sport.

But the rally was to end disastrously for the BMW classics: the cars had barely set off when, after just one kilometre, all four of them gave up the ghost simultaneously. The press coverage was devastating and the negative publicity led to



major upheavals at BMW and caused lasting damage to the company's reputation in the classic car world, despite the fact that investigations revealed the petrol tanks of each of the four cars to have contained five litres of water in addition to regular fuel.

This humiliating experience taught BMW that the cultivation of their motoring heritage had to be carried out on a far more serious level than before if it was to bear fruit. As a first step, the company began setting up its own repair and maintenance workshop in 1987. Four years on, in 1991, the search began for an organizational and physical roof under

Ten years of Mobile Tradition contd.



Success story in an Olympic setting: thanks to Mobile Tradition, the evolution of individual series can be seamlessly traced from the beginnings to the present.

which the numerous departments and offices dealing with the company heritage could be brought together.

Heritage on the move

At the same time, the Board of Management resolved to put the expansion of the vehicle collection on a firm professional footing. The collection was designed to illustrate the development of BMW, and the exhibits had to be road-ready so as to be able to take part in events such as the Mille Miglia. That is how the name "BMW Mobile Tradition" was coined.

In 1995, a year after the official founding of this new division, the company decided to purchase an unoccupied building belonging to the German Army. It was situated next to the Research & Innovation Centre (FIZ) and would house all the heritage departments under the same roof. The move took place in 1997 and the entire Mobile Tradition division has been based in this one building ever since, including the Historical Collection that now comprises 556 cars, 217 motorcycles and 333 engines.

This new corporate policy succeeded in patching up and significantly enhancing the image of BMW's heritage efforts since the damage sustained in 1986. The 40th anniversary of the BMW Isetta in 1995 had played its part when BMW managed to gather together 250 "bubble cars" from across Europe and line them up in front of BMW's "four-cylinder" head office.

The ensuing years saw a concerted

effort to guarantee the supply of original parts for classic models – a critical issue for many enthusiasts. It was agreed to maintain stocks for 15 years after a model phase-out and to organize parts distribution through BMW Mobile Tradition's computer system as well as from BMW's external warehouse in Garching.

Spare parts around the clock

After some initial logistics hiccups, the parts and service business rapidly grew. Today, 185,000 classic cars and 65,000 motorcycles worldwide are supplied with parts – even around the clock thanks to the Historical Parts Catalogue on the internet. The number of dealers now matches that in new car business. In 1995 a range of special accessories was added, which now comprises more than 150 items.

BMW Mobile Tradition has earned the highest recognition in public and on the company's own executive floor through its exhibitions, its debut at the Frankfurt Motor Show in 1997, and its increasingly active publicity work.

The tragic death of the Director of BMW Mobile Tradition, Christian W. Eich, in an accident in the

summer of 2000 was a major loss for the burgeoning division, but a worthy successor was found in Holger Lapp, who took up the post on 1st January 2001.

New gems on wheels

Under his leadership, a number of gaps in the collection have been filled, for example in 2001 when the BMW 328 that won the 1940 Mille Miglia was acquired. Mobile Tradition also adopted a new communications concept that included a range of new or radically expanded publications. Among them is the division's own newsletter, the present electronic newsletter for the international BMW clubs, and the first image videos, whose range will be extended in 2004.

In 2003, Ernst Jakob Henne gave BMW Mobile Tradition a pleasant surprise when he bequeathed his BMW memorabilia to the Historical Archives, adding countless documents and trophies to the division's holdings. With the purchase of the 500 cc Schorsch Meier Kompressor motorcycle, the celebration of 80 Years of BMW Motorcycles also received a unique impetus in time for the anniversary in 2003.

2004 brings a restructured BMW club scene and with it a major boost to all activities relating to the company heritage. Further projects will focus on the development of MINI and Rolls-Royce heritage activities, as well as promoting BMW Mobile Tradition worldwide. A special project team is also working on the extension of the New BMW Museum, scheduled to open in 2007.



40 Years of the Isetta: the anniversary became a feast for collectors as well. This watch and commemorative scale model are now rarities.

Report: Along the Silk Route with the R12

Around half the world in 84 days – astride a BMW R12

For more than 5,000 years, the Silk Route that runs from the southern Mediterranean through the Near East and into the depths of Asia has cast its spell on travellers. Last summer, the trade route that is wreathed in legend became the destination of two biking enthusiasts, Eric and Jean Pierre, who put their aging BMW R12 machines, vintage 1937, through an 18,000-kilometre journey in just 84 days. It was a nailbiting endurance test.

Millennium in Kathmandu

The idea for their adventurous tour was sparked in the winter of 1999 when the two Frenchmen were crossing India on Eric's BMW R12. They had shipped their vintage bike to the Gate of India and then rode all the way from Mumbai to Nepal in order to greet the new millennium in Kathmandu. That was when Eric first mentioned his dream of one day riding along the Silk Route. From then on, the project began to take concrete shape month by month.

This time round the two of them wanted to ride their own motorcycles, each being the proud owner of an R12 sidecar combination. Both BMW aficionados deliberately chose the 1937 model, which is extremely robust and utterly reliable even in difficult conditions.

Whether dust, sand, snow or blistering heat, the R12 can cope with any extremes and has such a simple mechanical design that maintenance en route wouldn't be a problem. In the event of a breakdown, the two globetrotters knew they would be able to get their R12 up and running again at the roadside.

Despite the fact that their vision of the trip was fast taking shape, preparations for the Silk Route venture would take a full two years. The bikes had to be thoroughly prepared for the task ahead and provided with all the necessary spare parts. But



Better than any training course: in the middle of Siberia on the BMW R12.

the bureaucracy was also proving time-consuming. For seven of the 15 countries they planned to visit, they had to apply for visas.

Danger in no-man's land?

Finally, however, the big day arrived. On 19th May they set off from Monthléry, a small town near Paris, where they had paid a visit to the annual vintage motorcycle meeting "Les coupes motolégende", which this time was also the setting for celebrating the anniversary of 80 Years of BMW Motorcycles.

At first the two bikers were accompanied by a certain unease after being warned about ambushes and criminal activities in the no-man's land of the deserts and steppes. In fact, none of their fears proved to be founded. Instead, wherever they went they met with the warmest hospitality and well-meaning interest. Nor did their bikes ever let them down, despite the strains they had to endure. They crossed the Turkmen



Eastern promise: the two R12 models in Bukhara on the Silk Route.

Karakum Desert in a ribbon-straight line and in temperatures of 50 degrees Celsius, guided their machines along almost 1,300 kilometres from the Caspian Sea to Bukhara and Samarkand, through the Kazakh Steppe and via Novosibirsk all the way to Moscow, before spending another two weeks getting home from there.

Here the two aged motorcycles are now parked and can boast, along with their owners, that they once left their very own tracks in the desert sand of the old Silk Route.

Stages of the journey

Start													Finish
20.05.	23.05.	26.05.	04.06.	06.06.	14.06.	18.06.	25.06.	14.07.	03.08.	05.08.	08.08.	13.08.	
Italy	Greece	Turkey	Georgia	Azerbaijan	Turkmenistan	Uzbekistan	Kazakhstan	Russia	Latvia	Lithuania	Czec Rep.	Paris	

Profile: BMW international clubs – BMW 02 Club e.V.

Family gathering with “youngtimers”: BMW post-war classics unite their fan following

BMW classics are known for their large following of devotees, but these haven't always been as united in their dedication as they are today. In particular fans of “youngtimers”, as the members of the BMW Club 02 e.V. fondly call their post-war models, were dispersed across Germany in 20 different organizations until the mid-1980s. Today the BMW club family is more close-knit than ever before, not just in the New Class model segment. The clubs also provide compelling evidence worldwide that sharing driving pleasures with a group of likeminded enthusiasts makes for a very special experience indeed.

Delicate touch required

When the BMW 02 Club NRW e.V., as it was then known, was called into being in 1986, one of the aims was to gather under one roof the fragmented club landscape of fans of more recent classics. H. F. Andexer, president of the club now known as BMW 02 Club e.V., recalls the difficulties involved: “You really had to have a delicate touch and a lot of sticking power. But the effort proved worthwhile for us all. Since then, the 02 Club has evolved into one of the largest and most active BMW type clubs around the world – out of an original handful of genuine enthusiasts.”

Today, this lively progeny of the BMW club family has just over 600



Classics of the New Class against a breathtaking Alpine backdrop: in the anniversary year of the popular 2002 models, the BMW 02 Club organized a tour of a special kind.

members, and the numbers are steadily rising. The club has its own, multiple award-winning homepage as well as a club boutique. Together with other clubs it publishes a joint journal and organizes a varied programme of events revolving around the New Class. But that isn't nearly enough for the “integration professionals” at the club's home of Velbert. Andexer's wish list still includes an international association of BMW 02 Clubs. With the introduction of the BMW Type Clubs International

(BTI) and the switch to the newly minted section of International Classic and Type Clubs, a significant step in that direction has already been taken.

But with all this club work, one mustn't overlook the cars themselves. From the precursor of the New Class, the BMW 1500 of 1962, and the 1800TI-SA all the way to the younger 2002 Touring, the club also represents these exceptional, historical BMW four-cylinders in the flesh. They not only guarantee genuine driving pleasure and



Classic fans of the BMW 02 Club set great store by “species-specific maintenance”: regular outings and TLC are de rigueur.

BMW Clubs: Profiles contd.

that unique road feel which members of the club family swear by: they also demand care, expertise – and the occasional social event for “species-specific maintenance”.

The journey is the goal

Among the highlights of the annual club programme are, not least of all, events such as driver safety courses, the BMW 02 Trophy for drivers with sporting ambitions, now in its tenth year, as well as regular tours and rallies. For the annual meeting of the clubs, a converging rally is organized, and on special occasions such as the “eponymous year” of the 2002 type club, a major event such as the Bavaria Tour is sometimes staged.

To enable as many participants as possible to join in these rallies, the club always goes out of its way to deal with its members’ technical queries and problems, helping in the search for more elusive spare parts and sometimes even providing a pair of experienced mechanics’ hands.

The BMW 02 Club has no difficulty attracting new recruits, which may well be partly down to its exceptional presence in the classic scene. Along with other type clubs, BMW 02 fans are always welcome guests at popular connoisseur events such as the Techno Classica, the Veterama or the Oldtimer Grand Prix at the Nürburgring. This keeps the New Class very much alive in the minds of fans and the public, while the tender loving care they receive from the club family maintains these priceless witnesses of their era at a consistently high polish.



A tradition apart: the BMW 02 Club Trophy is now in its tenth year.

BMW 02 Club e.V. fact file

Club name: BMW 02 Club e.V.

Founded: 1986

Membership: just over 600

Type of club: car

Notable members: anyone who joins this communal association

Special models in the club: among others, BMW 1800TI-SA, BMW 2002ti, Cabrio, Touring and BMW 2002 turbo.

Future projects: to set up international associations of BMW clubs

Get in touch

Calling all clubs: we need your profile!

The BMW brand derives much of its appeal from its vibrant and dedicated club scene – a globe-spanning family of fans and enthusiasts of a wide variety of BMW models. With the launch of Council News last year, we now have a publication that keeps all of you informed about the latest products, developments and innovative trends at BMW AG, as well as taking a look at the latest motor sport action and club events around the world.

To ensure that our news is as up to date and accurate as possible, the Council News editorial team make a concerted effort to collaborate closely with the club scene, whose numerous areas of interest are intended to be a special focus of the newsletter. Suggestions and ideas for new focal topics are thus always welcome. After all, it’s the BMW fans “on the front line” who know all about the latest trends. With that in mind, coverage of the latest club activities is to be given even more space on the

pages of Council News. In particular, the plan is to introduce the BMW clubs and their members in a dedicated series appearing in the forthcoming issues. In this, the editorial team sincerely hope that their readers will give them plenty of support. We are looking for written contributions, club profiles, photos, reports on events, members and their models – and we call on all of you to participate with your own material. Tom Tischler looks forward to receiving your e-mails with Word, PDF, TIFF or JPG attachments, as well as written and photographic offerings by post.

Sign, seal and deliver

Send your club material to the
International BMW Club Office, Lauchstädter Straße,
Gebäude 8.6, D-80788 München, Germany

Diary

Not just supporters of the BMW 02 Club know that the road is indispensable for the “species-specific maintenance” of a BMW classic. At joint rallies, vintage and classic fans experience driving pleasure and inspiration in the company of likeminded drivers, and we want to ensure that you don’t miss out on any of the promising events of the 2004 classic season. In order to provide an overview on this page that is as complete as possible, we hope we can count on your continued, active support.



BMW 02 Club live: fans of the New Class form a strong community.

March	March 27 – April 17	Motorcycle Tour New Zealand BMW Club Deutschland, New Zealand (destination) www.bmw-club-deutschland.org
April	April 1– 4	Techno Classica Essen, Germany
	April 9 – 12	3rd European GS Easter Meeting Kamping Houtum in Kasterlee, Belgium www.bmw-mc-vl.be
	April 22– 26	Concorso d´Eleganza Villa d´Este Cernobbio, Italy
	April 24	4th BMW Meeting BMW Club Rangau Oberhausen near Hockenheim, Germany www.bmw-club-rangau.de
May	May 2	Tour Kalterer See BMW MC Tirol, Austria
	May 8	Spring Tour Jura Tourenwarte Deutschschweizer BMW MC
	May 14 – 16	7th BMW Motorcycle Club Meeting BMW MC Berlin-Spandau Berlin-Spandau, Germany
	May 14 – 16	Spring Tour BMW 6 Series Club BMW 6er Club Deutschland e.V. Magdeburg, Germany
	May 20 – 23	29th International Veterans Meeting BMW Veteranenclub Deutschland e.V. Saarbrücken, Germany
	May 20 – 23	Z3 Roadster Münsterland-Tour Z3 Roadster Club Deutschland e.V. Münsterland, Germany
	May 20 – 23	International BMW Coupé Club Meeting BMW Coupé Club Deutschland e.V. Donauwörth, Germany
May 29 – 30	National Weekend Tourride BMW Automobielclub Vlaanderen Belgium	

Further info:

All websites referred to in this Newsletter are listed here for quick reference:

Events:

- www.ems.messe-essen.de
- www.classicmotorshow.de
- www.bmw-club-deutschland.org
- www.bmw-club-rangau.de
- www.veterama.de
- www.bmw-mc-vl.be

Clubs:

- www.bmw-club-europa.org
- www.bmw-02-club.de

Various:

- www.bmw-mobiletradition.com
- www.bmw-mobiletradition.com/clubs



Vintage occasion: in 2004 BMW presents 75 Years of BMW Automobiles at Villa d'Este.