

THE HEART OF
DIXIE CHAPTER
BMW
CAR CLUB
OF AMERICA
NEWSLETTER

BMW IM HERZEN DES SÜDENS



2018, Issue 3 • July 2018

We're Going Places. Join Us.



Photo courtesy of Sam Fara

Read about the Spectre Ghost Town on Page 4

Inside this issue:

- Rewards Program 1
- President's Letter 2
- 2018 Calendar 2
- Membership Rebates 3
- Spectre Ghost Town Fun Run 4
- Car of Your Dreams Raffle 4
- George Dickel Whisky Fun Run 5
- Upcoming Dinan Visit 6
- Upcoming High Performance Driver's Education 7
- Northwest Alabama Fun Run 7
- Membership Benefits 8

Heart of Dixie Rewards Program

Whether you enjoy the adrenaline rush of our performance driving events, volunteering by helping us plan or work at events or enjoy hanging out with like minded people at our monthly driving tours, we want to see you more often! Beginning in July, your chapter is piloting a rewards program for the remainder of 2018. Throughout the second half, you'll have an opportunity to earn points for participation in various activities. We may even add a surprise points reward here and there only announced at the event. At the end of the year, we'll tally up the points and reward the top 4 participants

Prize	Amount
Grand Prize	\$500
First Prize	\$250
Second Prize	\$150
Third Prize	\$100

with a prize to help you support your BMW habit. We'll announce the winners at the 2019 kick off event.

You can earn points for
(Continued on page 3)

Description	Point Value
Plan a driving tour/fun run**	100
Attend a chapter event for the first time	100
Submit an approved newsletter article	75
Instruct at our High Performance Driving Event	75
Attend a chapter event	50
Volunteer to help or coach at a Tire Rack Street Survival event	50
Refer a friend or family member to sign up and become a BMW CCA member	25
Submit pictures publish on our social media outlets or in our newsletter (photos@albmwcca.org)	10 per approved picture

** Requires complete planning of the event including selecting a meeting point, planning the driving route, selecting the event venue and meal location.



/HeartOfDixieBmwCca

Club Officers

President

Todd Lattanzi
256.457.8367 (mobile)
todd@albmwcca.org

Vice President

Chris Jones
256.366.6962 (mobile)
cjones@albmwcca.org

Secretary

Carol Lowery
256.773.1814 (home)
256.466.4054 (mobile)
clowery@albmwcca.org

Treasurer

Dale Sitton
205.987.2680 (home)
205.822.0299 (work)
dsitton@albmwcca.org

Board Members

Membership Chair

Open

Event Coordinator

Carol Lowery
256.773.1814 (home)
256.466.4054 (mobile)
clowery@albmwcca.org

Driving Event Coordinator

Hank Bowman
ahbowman@gmail.com

Newsletter

Troy Wesson
256.509.3602 (mobile)
twesson@albmwcca.org

Web Master

Guy Foster
guyf@albmwcca.org

President's Letter

The summer heat and humidity are in full swing in the Heart of Dixie, but we've managed some pretty cool events! We walked in the footsteps of stars from the big screen on Jackson Island, sampled some fine Tennessee whisky at George Dickel and made a last minute weather adjustment to visit the Alabama Music Hall of Fame. Great to see so many of you participating for the first time as well as those of you who regularly attend!

I have some exciting news to share with you. The chapter is piloting a rewards program for the second half of 2018 allowing you to accumulate points for participating or planning events, contributing newsletter articles, volunteering and a few other options. The program begins on July 1 and runs through December 31, 2018. The top members who accumulate the most points will ring in the New Year with prizes of up to \$500 to use at your favorite Alabama BMW dealership, independent shop, performance parts shop or to pick up some new tires. Look for the details of the program on Page 1 in the newsletter as well as in a separate email reminder too. Watch out for friendly competitive pressure from your friends! Game on!!

Looking forward into the third quarter, we have full calendar of great events lined up. July begins with our inaugural DIY clinic. Your survey responses drove us to focus on brake maintenance. Join us at Century BMW in Huntsville on July 21st to learn from the experts or even work on your own with a little help. We'll also see a demo of the BMW diagnostics computer - our cars have an amazing amount of data available. Come check it out! August will be particularly ex-



Troy Wesson, Chris Jones, Todd Lattanzi, Carol Lowery, Rafael Rosado, Lewie Bates and Sam Fara (photographer) planning our 2018 calendar

citing as we drive south to visit Dinan at their new headquarters in Opelika. Pretty awesome to have a long time BMW tuner in our back yard now! Sign up early - I expect this to be exceptionally well attended judging by feedback from our members as well as interest from neighboring chapters. We'll wrap up the quarter with one of my favorite events - our HPDE at Barber Motorsports Park in September. If you have never been to Barber and it's highly manicured grounds, this is a great time to join us at a gorgeous facility to learn driving skills you can apply to everyday driving in a controlled environment. I look forward to our event every year!

Finally, I'd like to welcome all of our new members to the chapter who have joined in 2018. If I haven't met you, I hope to have the opportunity to meet you at one of our upcoming events.

As always, the entire Heart of Dixie Board is here for you. We welcome any input, comments and feedback you have. Please reach out to any of us anytime.

Stay cool!
Todd

Todd Lattanzi
President | Heart of Dixie BMW CCA
todd@albmwcca.org | 256.457.8367

2018 Heart of Dixie BMW CCA Calendar of Events

Sat, Jul 21 -	Century BMW DIY Vehicle Maintenance and Repair Clinic
Sat, Aug 25 -	Drive and Tour of Dinan in Opelika
Sun, Sep 2 -	Tire Rack Street Survival School at Hoover Met
Sep 15-16 -	High Performance Driver Education at Barber
Sat, Sep 29 -	Scavenger Hunt and Lunch at Century BMW
Sat, Oct 27 -	HoD Oktoberfest Cook-Out and BMW Car Show at Oak Mountain State Park
Sun, Oct 28 -	Tire Rack Street Survival School at Hoover Met
Sun, Nov 18 -	Adult Vehicle Dynamics Clinic at Hoover Met
Sat, Dec 8 -	Festival of Lessons and Carols at Sewanee, TN



(Continued from page 1)

many different types of activities listed in the table on Page 1.

Duration: July 1, 2018 - December 31, 2018

The top 4 members who accumulate the highest point totals will receive a gift card/certificate in the amounts shown on Page 1 from the merchants shown to the right.

Rules

- Participants in the rewards program must be a member in good standing throughout the duration of the program and at the time of the award.
- Heart of Dixie Chapter Officers or

- Board members are not eligible.
- Any questions or disputes are resolved solely at the discretion of the Heart of Dixie BMW CCA Officers.
- No registration is required.

We hope to see you at the chapter's events! If you have questions or suggestions, drop me a note or give me a call. Your feedback is welcome!

Todd

Todd Lattanzi
President | Heart of Dixie BMW CCA
todd@albmwcca.org | 256.457.8367

Heart of Dixie Rewards Program

Winners may choose to receive a gift card/certificate from the following merchants:

- Century BMW of Huntsville
- BMW of Birmingham
- BMW of Montgomery
- Bimmer Motor Works
- Momentum Motorworks
- BimmerWorld
- Dinan
- Tire Rack

Purchase A Three-Year Membership And Immediately Qualify For The Membership Reward Rebate Program

The BMW CCA announced a major update to the Membership Reward Rebate Program in Q2. Individuals who purchase a club membership of three or more years will now immediately qualify for the Membership Reward Rebate Program and may be eligible to receive a rebate of up to \$1,500. Yes, that means you can now skip the old waiting period of 365 days and immediately apply for a rebate with this new option! It's important to note the membership must be purchased on or before the purchase date of the vehicle and the member must apply for the rebate within 60 days of purchase using the form found at bmwcca.org/vehicle_rebate.

Ready to buy or lease a new or CPO BMW and apply for a rebate? A three-year club membership can be purchased for only \$134 at bmwcca.org or by calling the club office at 864-250-0022. *Please Note: Memberships purchased for the purpose of obtaining a Membership Reward Rebate from BMW NA are non-refundable from date of purchase.*

This is an incredible opportunity to say the least and is available exclusively for members of the BMW Car Club of America. To see the full program rules, eligible models, and offer details please visit bmwcca.org/vehicle_rebate.

As always, individuals who have been club members for 365 days or more without a lapse remain eligible for the Membership Reward Rebate Program.

Associate Members Can Get Rebates, Too!

Individuals who purchase a primary three-year club membership can also purchase a three-year associate membership for a spouse or child residing in the same household. By purchasing a member of your household a three-year associate membership, they too will immediately qualify for the Membership Reward Rebate Program. Three-year associate memberships can be purchased for \$30 at the time of the three-year primary membership purchase online or via phone. Associate memberships are an incredible value as they become eligible for a rebate of up to \$1,500 as well.

About The BMW CCA Membership Reward Rebate Program

Qualifying members may redeem one reward per calendar year (1/1 through 12/31). The rebate is issued in the form of a check from BMW NA following the purchase and successful rebate application submission. The BMW CCA Membership Reward Rebate Program is the only rebate program that applies to European Delivery and Certified Pre-Owned vehicles. The program cannot be combined with USAA, Military, Diplomatic and Corporate Fleet rebate programs.

Please see bmwcca.org/vehicle_rebate for full program details.

Please see bmwcca.org/rebate-update for this press release and frequently asked questions including combination with other rebate programs.

Allowances shown are accurate as of this printing and are subject to change.

ALLOWANCES

New Passenger Cars

Model	Rebate Amount
2 Series - all models including M235i & M2	\$500
3 Series - all models including M3	\$500
4 Series - all models including M4	\$500
5 Series - all models including M5	\$1,000
6 Series - all models including M6 & Alpina	\$1,000
7 Series - all models including Alpina	\$1,500
Z4 - all models	\$500
i3 - BEV & REX	\$1,000
i8	\$1,500

New Sports Activity Vehicles

Model	Rebate Amount
X1, X2, X3, X4	\$500
X5, X6	\$1,000

Certified Pre-Owned (CPO) Automobiles

Model	Rebate Amount
M models	\$500
All other models	\$250

Spectre Ghost Town Fun Run

by Sam Fara



Photos courtesy of Sam Fara unless otherwise noted



Photo by Wayne Teas



Photo by Wayne Teas

On 14 April, the Heart of Dixie met at the famous Peach Park in Clayton, AL for a fun run to the "Spectre AL" movie set of the Tim Burton film: *Big Fish*. Our group was composed of a mix of first-timers and long-time members.

We avoided I-65 and took the back roads to enjoy the interesting sights of rural southern Alabama. We arrived at Jackson Lake Island Near Millbrook, AL; where the movie set is located. We had a fun time checking out a real movies set and interacting with the friendly island goats.

We even had a demonstration of the BMW Mobility (tire) Kit, which was the first time any of us have seen one in action. The system only requires one person to operate it; but on this day, 14 people and 1 goat were required to supervise its successful operation.



After the tour, we traveled to downtown Prattville and ate at Uncle Mick's for some delicious Cajun food.



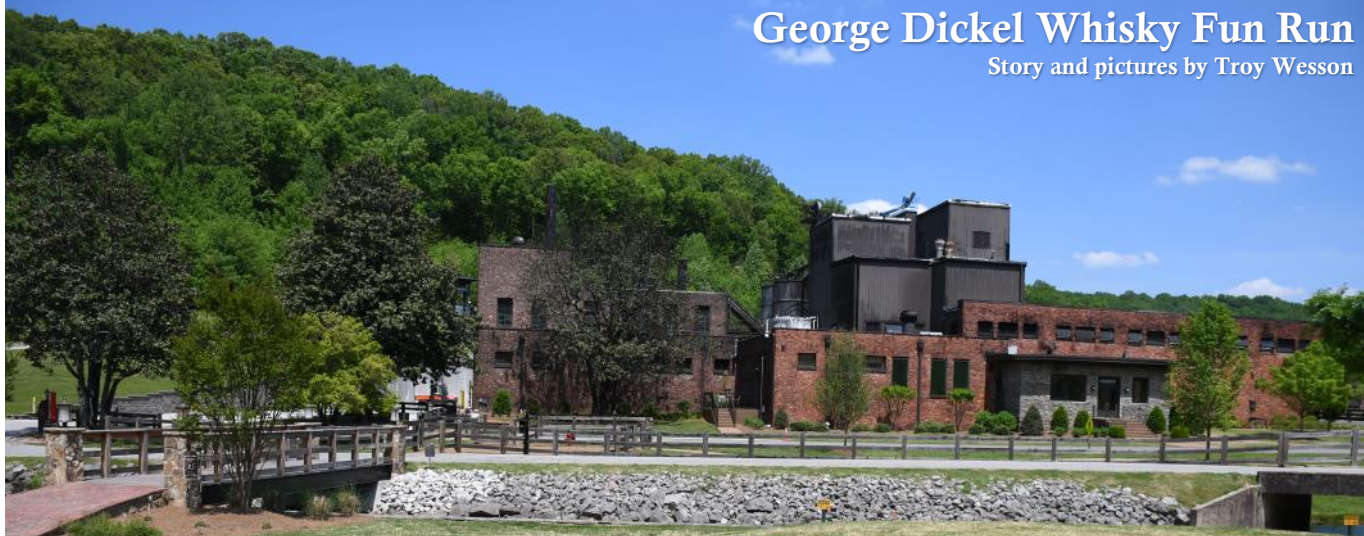
CAR DREAMS 2018 RAFFLE

OF YOUR BMWCCA.ORG/RAFFLE



George Dickel Whisky Fun Run

Story and pictures by Troy Wesson



On May 12th, the fearless carved some of the best roads in North Alabama and middle Tennessee to take on an adventure to George Dickel Whisky Distillery. After departing east Huntsville, we made our way to Bluegill Grill in Tim's Ford Lake. Bluegill Grill is a floating restaurant that caters to those that want to dock their boat and eat and is also a favorite for car clubs.

After enjoying our meal outdoors in the "No Wake Zone", we headed north to Tullahoma to George Dickel. We got to check out the new general store while we waited for our private tour of the distillery operation. Unlike some larger brands, this tour has a much more intimate feel and industrial appearance behind all that brick. You really get to see how whisky is made in this operation.

No trip to a distillery is worth it unless you get to enjoy a few samples as part of the grand finale. We gathered in the tasting room and made sure we exited through the bottle shop. As always, we left with a few new BMW friends. See you next time!

Vice President, Chris Jones, and Lewie Bates provide instructions before we depart



See Page 6 for more pictures of our drive and lunch

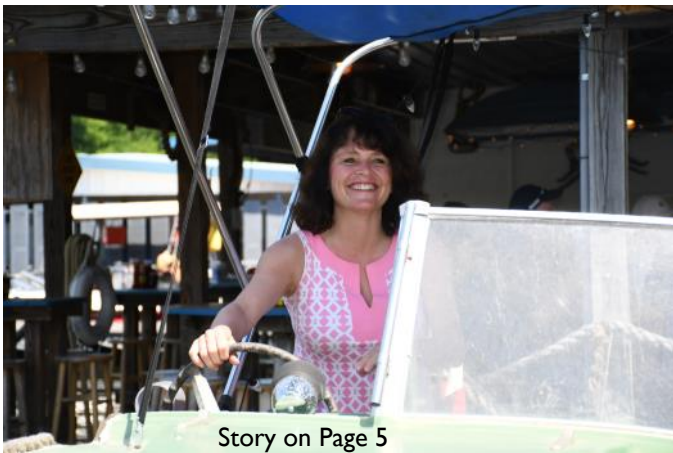
Mark your calendar...



Join us on **Saturday, August 25th** where we will be visiting the well-established company known for the high-performance after-market products it makes for cars has moved to Opelika to join sister company APR. The APR/Dinan facility will now service BMW and Mini in addition to Audi, VW and Porsche. Save the date and watch your e-mail for details!



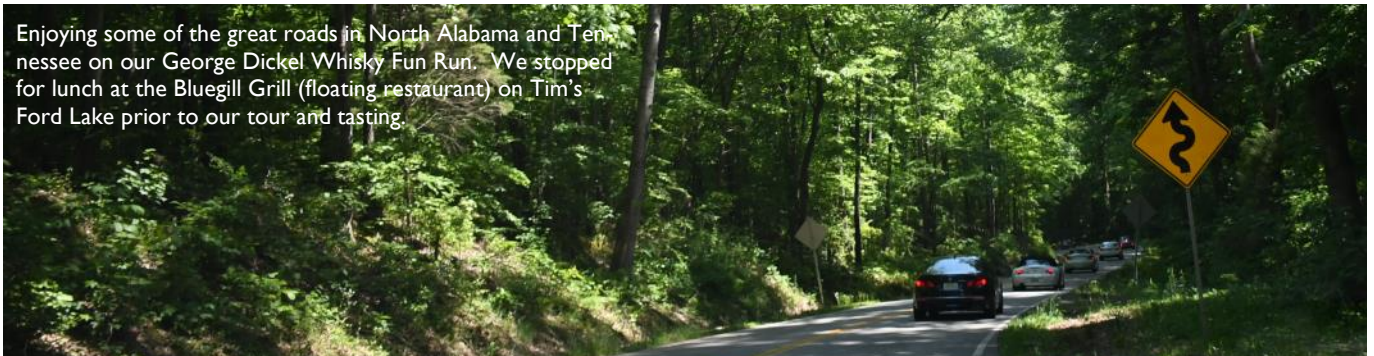
Photo and press release information courtesy of the Auburn Chamber of Commerce



Story on Page 5



Enjoying some of the great roads in North Alabama and Tennessee on our George Dickel Whisky Fun Run. We stopped for lunch at the Bluegill Grill (floating restaurant) on Tim's Ford Lake prior to our tour and tasting.



High Performance Driver's Education

September 15 - 16, 2018



Come join the BMW CCA Heart of Dixie Chapter for a great driving event at Barber Motorsports Park in Birmingham, Alabama!

You can register online at:

<https://www.motorsportreg.com/events/2018-bmw-cca-hod-fall-hpde-at-barber-motorsports-park-heart-of-dixie-741200>

HPDE Pricing for Students:

- ⇒ March 17 - July 20 is \$475, non-BMW CCA members, \$525
- ⇒ July 21 - August 18 is \$515, non-BMW CCA members, \$565
- ⇒ August 19 - September is \$545, non-BMW CCA members, \$595

***Cancellations up to midnight August 18, 2018 will receive a refund less a \$75 processing fee. NO CANCELATIONS / REFUNDS AFTER August 18, 2018.

In order to attend our event, you must meet the following requirements:

- Be 19 years or older and have a valid driver's license.
- Have a Snell 2010 or newer certified helmet (M ratings OK).
- Convertibles MUST meet the specifications (see registration page for details)
- Go to <http://albmwcca.org/drivers-education> for DE form downloads and additional information
- Forms must be completed prior to registration at Barber.
- Have your vehicle tech inspected within 30 days of arriving at the track.
- You will be responsible for any damages to the Barber Motorsport Park Facility

Questions? Contact Hank Bowman or Carol Lowery (contact info on Page 2)

Northwest Alabama Fun Run

Photos and story by Chris Jones

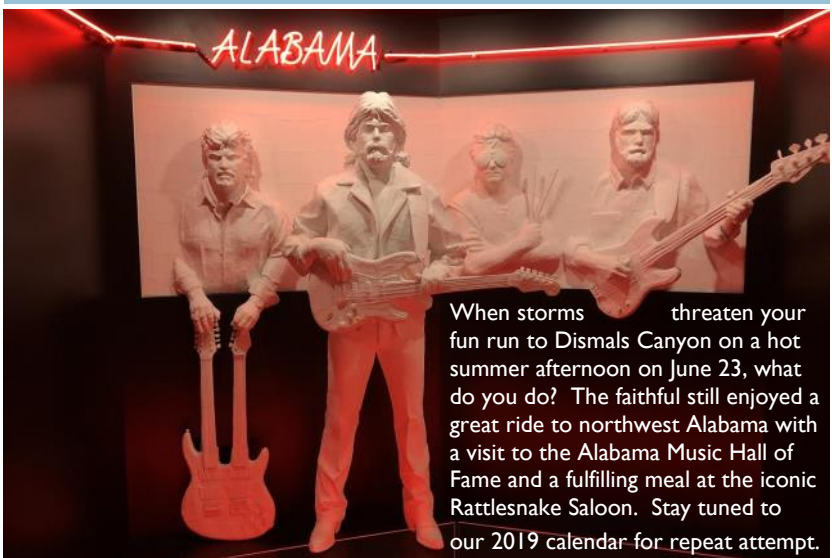


The Heart of Dixie BMW CCA braved Mother Nature on our Fun Run to Dismals Canyon and Rattlesnake Saloon on Saturday, June 23rd. We met at our rally point in Hartselle where our highly trained team of meteorologists quickly assessed the weather and determined torrential downpours and lightning would be a little dangerous at Dismals Canyon. Thanks to some quick thinking by Amy Jones, plan B was created and we headed to Tusculumbia to tour the Alabama Music Hall of Fame.

The Alabama Music Hall of Fame honors musicians, songwriters, and artists who were born or lived in Alabama. The tour was self-guided and allowed everyone to move at their own pace. Exhibits and memorabilia ranged from Nat King Cole, Alabama, Hank Williams, The Commodores, and so many more. We even were able to walk through the group Alabama's first tour bus which the museum was literally built around. We all learned a great deal about the influences our state had had on music in the past and continues to have now. Special thanks to the Alabama Music Hall of Fame for letting us tour their facility on such short notice.

Our group then made the short drive to the Rattlesnake Saloon. While it was still a little damp, the rain thankfully stopped. We all were a little anxious driving our clean cars over the gravel (and now somewhat muddy) parking lot but we had no problems. We took a short ride with the Saloon Taxi and were all thankful the brakes were working properly. Our group had our own table under the ledge and took in nature's beauty while having lunch and visiting with one another.

Thank you to everyone who came out to join us. And thank you as well for being flexible with our change of plans. It was great seeing everyone and we hope to see you again at our next event.



When storms threaten your fun run to Dismals Canyon on a hot summer afternoon on June 23, what do you do? The faithful still enjoyed a great ride to northwest Alabama with a visit to the Alabama Music Hall of Fame and a fulfilling meal at the iconic Rattlesnake Saloon. Stay tuned to our 2019 calendar for repeat attempt.



Photo courtesy of Sam Fara
See Page 4 for the rest of the story



/HeartOfDixieBmwCca

Inside this issue:

Upcoming 2018 Calendar of Events
Spectre Ghost Town Fun Run
George Dickel Whisky Fun Run
Northwest Alabama Fun Run
Rewards Program and Membership Rebates

SAVE THE DATE: October 27 (UA/AU Football Bye Week) - Heart of Dixie Oktoberfest Cook-Out and BMW Car Show at Oak Mountain State Park

A Membership That Pays for Itself - BMW CCA

- Vehicle Rebate: BMW CCA members in good standing (membership for 12 months prior to the purchase) may be eligible for substantial rebates up to \$1,500 on the purchase or lease of a new or Certified Pre-Owned BMW from any authorized U.S. BMW Center.
See bmwcca.org/vehicle_rebate for details.
- Discounts at the dealership on parts and accessories.
- Discounts from many third party companies for travel, insurance, car care and clothing from companies like Hertz, Avis, Nationwide, Griot's and Brooks Brothers.
- 12-month subscription to the Club magazine, *Roundel*.
- Access to our Technical Service Advisors for personalized advice and Ombudsmen to help with dealer issues.
- Outstanding national events including BMW CCA's premier annual gathering, Oktoberfest. ofest.bmwcca.org
- 128+ pages of all things BMW: bmwcca.org/roundel_mag
- Free classified ads on the website and in *Roundel* magazine. bmwcca.org/classifieds
- Friends of BMW: A roster of fellow BMW CCA members who can offer coffee and conversation, repair tools, work-space, sometimes even help when you're out on the road.
- Club library and video services. Borrow BMW-related books and videos.
- Access to all areas of the growing online community.

Also includes membership to the local **Heart of Dixie** chapter (albmwcca.org), where you have access to:

- Driving schools, autocrosses, rallies, driving safety schools and Club Racing.
- Club and chapter discounts at the Performance Driving School bmwperformancecenter.com
- Regional club-sponsored car corrals at major road races, like the Indy and other professional race series at Barber Motorsports Park in Birmingham, Alabama.
- Social events with guest speakers.
- Fun runs on some of the best backroads in the region to enjoy local venues and fellowship over a meal.
- Free BMW CCA decals available from the club office.

Join our Facebook page to stay current on all our activities and interact with other members.

www.facebook.com/HeartOfDixieBmwCca

Join the club today at bmwcca.org.

Membership is only \$48 per year.

**BMW Car Club
Of America
Heart of Dixie Chapter**



NEWSLETTER BACK ISSUES AVAILABLE AT: albmwcca.org/news