



Zündfolge

April 1994



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Shamu vs. Shamu***

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Boilerplate

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Calendar

- April 21** Video Night at Engine House No. 9 in Tacoma. See article on page 3 for the details.
- April 29** Deadline for the May *Zündfolge*.
- May 5** Board Meeting hosted by Michael Thompson.
- May 22** Swap Meet and Go-Kart Day at Pt. Defiance Park in Tacoma.
- May 26** Instructors' Clinic at BMW Seattle. Call Dan Alvis at 206-582-0803 for information.
- May 27-29** Classic Motorcar Rally sponsored by the Mayflower Park Hotel, BMW Seattle and others. Call Dennis Howell at 206-325-1207 for an entry application or to work a checkpoint.
- June 1** Wednesday Nighter at SIR.
- June 25** Bavarian Beer Tasting hosted by Merchant du Vin. Plan to attend, this is going to be a fun event.
- July 31** Concours d'Elegance at Columbia Winery in Woodinville. Our biggest event, be there!
- August 14** High Performance Driving School at SIR. Accept no substitutes, this is it.

BMW ACA events are partially supported by a generous grant from BMW of North America, Inc.

Bavarian Beer Tasting

On June 25th the club will be holding a Bavarian Beer Tasting hosted by Merchant du Vin. Merchant du Vin imports specialty beers and wines from Europe for North American distribution.

Merchant du Vin is owned by Charles Finkel who will educate us about the finer points of Bavarian beers. The tasting will feature beers from small brewers in Bavaria. Particularly highlighted will be Ayinger Beer, made in Aying, a small village outside Munich. This beer has the reputation as being one of the best beers in Bavaria.

The tasting will be from 3 to 5 in the afternoon. Merchant du Vin is located in the Leschi area of Seattle. The address and driving directions will be in future issues.

Not all details are firm yet, but expect about a \$5 charge and advance registration required. There will probably be light snacks to complement the food. Sorry, no children at this event; you must be 21 or over to attend.

We'll have more in the May and June issues, but put this event on your calendar. The Merchant du Vin office is a bit of a German beer and wine museum. Plus, there will be a *very* unusual BMW at this event for all to see.

—David Lightfoot

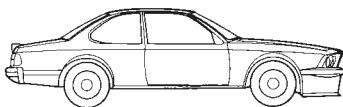
Swap Meet / Go-Cart Day

On May 22nd we will be holding a Swap Meet and Go-Cart Day at Pt. Defiance Park in Tacoma. The fun starts at 9:00 am, rain or shine.

The specific location of the Swap Meet is the parking lot of T-N-T Go-Carts. Bring all your reusable BMW stuff. Or come to shop for whatever you need.

If you have any questions, call me at 206-582-0803.

—Dan Alvis



New Members

| Member | Car |
|------------------------|-----------------------|
| Dale & Rebecca Osterl | '74 2002 tii |
| Michael Bailey | '73 3.0CS |
| J. Tracy Ross | '91 M3 |
| Harvard & Andrea Tan | '71 2002, '76 2002 |
| Aaron Partridge | 320i |
| Craig Weatherbee | '76 2002 |
| Margarite Jennings | '84 535i |
| Dale Benning | '84 318i |
| Saroj Wichienwitdhaya | '84 533i |
| Robert & Caral Olson | '90 735i |
| Douglas Miles | '92 325 isa |
| Dennis Holzer | '83 528e |
| Daniel & Pippa McCurry | '89 735iL |
| Lillie & Eugene Morris | '92 325i |

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Video Night

We're having one of our periodic Video Nights on April 21st. The place is Engine House No. 9 in Tacoma. This is a tavern/restaurant so you must be 21 to attend.

We will have the room upstairs to ourselves starting at 9:00 pm. Bring your favorite car video to share. You may want to plan to eat downstairs prior to the meeting; the food is good.

Driving directions: from Seattle go south on I-5 until just past the Tacoma Dome. Take the Highway 16 exit just south of the Dome. Once on Highway 16, take the Sprague Ave. exit, which is the first exit, to the right. Follow Sprague to 6th Ave. and turn left on 6th. Get into the right lane and turn right on North Pine. It's the second building on the right.

The address is 611 North Pine St. The phone number is (206) 272-3435. If there are any questions, call Dan Alvis at (206) 582-0803.

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Stalls

By Thomas B. Nast

Smoke Rings

It appears the the United States Congress may be asked to ban cars that smoke from drive-in restaurants, if I have my facts right. This seems a senseless act, since, in a quest to eliminate bacteria, those same restaurants are now required to immolate hamburgers, creating a great deal of smoke in the process. So you see, it is not the smoke per se that is objectionable, it is the source of the smoke which determines its acceptability. Various bureaucrats and politicians in smoke-filled rooms make these decisions for us, since we are obviously incapable of it. Just ask them.

Cars, like tobacco, have been declared a moral nuisance by the powers that be. This entitles them to raise taxes on them at a rate that would make King George blush, declare that they can be used to only 33% of potential, determine when and where they can park, the molecules they can burn, and generally suggest that they will be outlawed as soon as the state can get us to agree to some grossly inefficient alternative. Those of us who aren't cars can probably look forward to biannual trips to a treadmill, where, at our expense (and to the profit of the state), our respiration and blood pressure will be measured. Seattle residents can look forward to a sidewalk tax, for those brazen enough to walk. Of course, each purchase of shoes will carry an ecology tax, to take care of shoe landfills.

Really, I have no use for tobacco and little use for those addicted to it. But it does seem that the legions of regulators who feed at the public trough have found yet another way to swell their number through the recent discovery that smoking is not healthy. After all, we have only been certain of this for 25 or 30 years. It would seem to be the sort of thing that a few rules and some self-help could take care of.

The following little anecdote (pay attention, there's a quiz at the end) is

courtesy David Draper via Internet, who got it from his brother, who got it from the BMW Club of Houston's newsletter, which got it from the Central Cal BMW Riders' newsletter, which got it from "The Intelligencer," where it was submitted by Buddy Croft of Lubbock, Texas.

Smokers Rites

I think the war between the smokers and non-smokers is heating up a bit. I went into a restaurant for lunch the other day and, as is my practice, requested a table in the "no smoking" section. They seated me, and I went about the business of ordering and eating my food.

Somewhere between the clam chowder and a club sandwich, I caught the smell of nearby burning tobacco. Upon looking around, I noticed the man in the booth next to me smoking a freshly lit cigarette.

Overcoming my natural reticence regarding confrontation, I spoke to the man. "Excuse me, sir, but, when you came in, did you ask to be seated in the no-smoking section?"

"Yes, I don't like the smell of smoke when I am eating any more than anyone else."

I asked, "Then why are you smoking that cigarette?"

"I've finished eating."

Silly me, it was obvious to the most casual observer.

I called the server over and made her aware of the situation. She pointed out to the man that he was smoking in a no-smoking section (I suspect this was not a startling revelation) and went away with his assurance that he was just leaving.

Of course he didn't leave until he had finished that cigarette and lit another. But at least he did finally go.

Apparently he had noticed the motorcycle helmet and jacket I was wearing when I came in, because in a minute or so, I noticed him eyeing the Harley parked by the front door. He took out a small notebook, wrote something

on a leaf from it, tore off the note, and placed it between the seat and gas tank.

His next action took me completely off guard. He looked straight in the window at me, then put his foot against the gas tank and shoved the motorcycle over on its side. He then spun around and ran smack into a very large, bearded fellow who apparently owned the Harley.

That which ensued netted him at least one broken bone and hopefully a little jail time. After the police had come and gone, I helped the bearded gentleman right his bike, and noticed the note the man had left. I unfolded it and read: "This will teach you to mess with smoker's rights."

I laughed and handed the note to the cigar-chewing biker. I then went around to the other side of the building, got on my BMW, and went back to work.

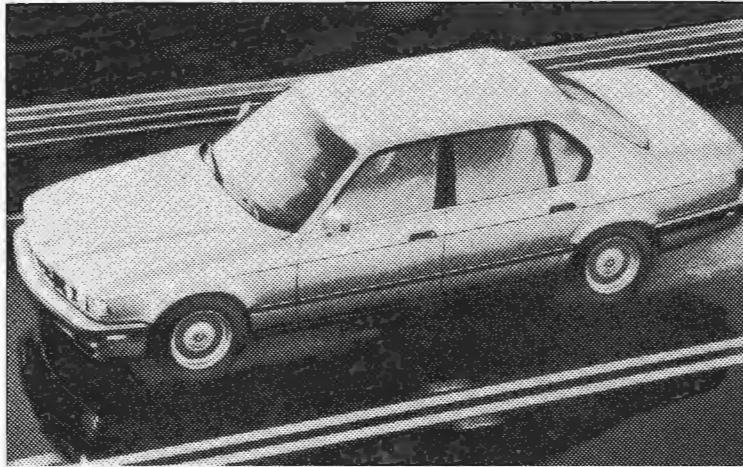


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A BMW For Generation X

By Tom Williams

BMW, so long associated with acquisitive baby boomers, is apparently now making a pitch for younger buyers with a new model. Known as the Compact, the new car is the fourth variant of the successful 3-series.

The Compact will be available in Europe this month as a 316i; a 318is model will follow in the fall. US sales are doubtful at this point, but keep reading anyway: the Compact's platform will serve as the basis for the roadster to be built in Spartanburg, SC.

The Compact shares its 106.3" wheelbase with the other 3-series cars, and up to the A-pillar it shares body panels with the 4-door sedan. The styling reveals the sides of the car to be very coupelike, but the sides and the roof are all-new. The doors are the same size as the coupe's but their frames are built into the roof contour. The car is about 9" shorter than the coupe, with most of the difference in the much shorter rear deck; but the Compact is a bit taller. The hatch opens at the bumper level. While the width of the car is 12mm less than the its coupe cousin, interestingly its front and rear tracks are wider.

The interior has some nice features which distinguish it from other 3-series

cars. Foremost among these are the numerous storage areas, one area where the coupe and sedan are, to be charitable, somewhat lacking. In place of an ashtray and cigarette lighter, the car adds a storage tray and (thoughtfully) a power socket for the radar detector. A smoker's package is an option. Passengers will appreciate the increased headroom (vs. the coupe) of about an inch in front and half-inch in the rear. Unlike a lot of hatches, the rear windows do open, and rear headrests are an option as well.

The car, even in 316i guise, comes with a reasonable amount of **standard equipment**: ABS, driver's side airbag, split fold-down rear seats. A front passenger airbag, central locking, sound system, and a sport steering wheel with compact airbag are options. German prices are expected to be around \$18,000 for the 316i to around \$23,000 for a well-equipped 318is.

Power will come from a pair of four cylinder engines: the venerable 1.6 liter 8-valve, and a 1.8 liter 16-valve which powers Stateside versions of the 318i and 318is. The 1.6 liter motor puts out 102 bhp and 111 lb-ft of torque at 3900 rpm. It features a dual knock sensors on each cylinder, and use of roller-type rocker arms to reduce friction between

the rocker arm surfaces and the camshaft. It incorporates a chain drive.

With the standard 5-speed manual gearbox, the 0-100 km sprint takes 12.3 seconds; top speed is 117mph. The larger 16-valve powerplant produces 140 bhp and 129 lb-ft at 4500. Accordingly, performance is noticeably better: 0-100 km comes in 9.9 seconds and top speed is a quite acceptable 130 mph. Both engines have on-board diagnostic modules which store faults for analysis by technicians. There has been talk of stuffing a small six into the car but there are no plans to do so at this time.

The front **suspension** is the strut system carried over from the current 3-series. The rear suspension is the semi-trailing arm setup from the prior 3-series. The new Z-beam from the current 3 simply did not fit comfortably and would have lessened cargo space, which is a less-than-commodious 10.5 cu. ft. with the rear seat backs up (folding them down increases this to 36.1 cu. ft.). Another concession to space is a first for BMW: the specification of a space-saver spare tire, mounted underneath the cargo area. However, at less than 100 lb lighter than a 318i sedan and with a less favorable weight distribution, the car cannot be expected to



handle as well as its 3-series cousins.

The **standard ABS brakes** are discs all around on the 318is, vented in front, while the 316i has rear drums. The 316i rides on 185/65 R15 tires, while its 16-valve stablemate gets meatier 205/60 R15s.

In its introduction of the new car, BMW emphasized both active and passive **safety features**. One of the more interesting items mentioned was the use of "free-form" reflectors for the headlights, as opposed to the standard parabolic type. Lighting efficiency is said to be increased by 40% as a result. The car has 2.5 mph bumpers, and is said to withstand front-end impacts of up to 9 mph with damage only to easy-to-replace, low-cost "deformation units."

BMW's developing image as a "green" car company will certainly be enhanced by the new Compact. Over 50% of the car's plastics are recyclable, and the car meets the European Community 74dba noise standard, which is scheduled to take effect in October 1995.

An intriguing question for some BMW watchers, reeling as they are from the surprise purchase of Rover, is how this fits into BMW's grand **marketing** scheme. BMW's entry into this market segment certainly can be questioned. The company's image and tremendous success over the last 15 years or so has been predicated on marketing vehicles to the upwardly mobile. While the target audience certainly includes current BMW owners wanting a second, smaller, and less expensive motor, there is little doubt that BMW is strongly targeting a younger audience for the first time. No doubt this will be a marketing challenge of the first order. Also, does the car define its own niche, or does it fall in between markets, being too expensive for those who just want a cheap hatchback and not powerful enough to handle Europe's fiercely contested "hot hatch" segment. Certainly this would be a problem Stateside, given the Japanese competition from the likes of the Nissan Sentra SE-R, a car offering at least equal performance at a much lower price. Perhaps BMW realizes this already: observers peg the chances of US sales at no better than 50-50 at this point.

The other problem facing BMW is whether people who would ordinarily opt for a 3-series sedan or coupe will be tempted into buying the lower priced Compact instead. BMW obviously feel that any cannibalization will be more than offset by conquest sales at the

expense of other marques.

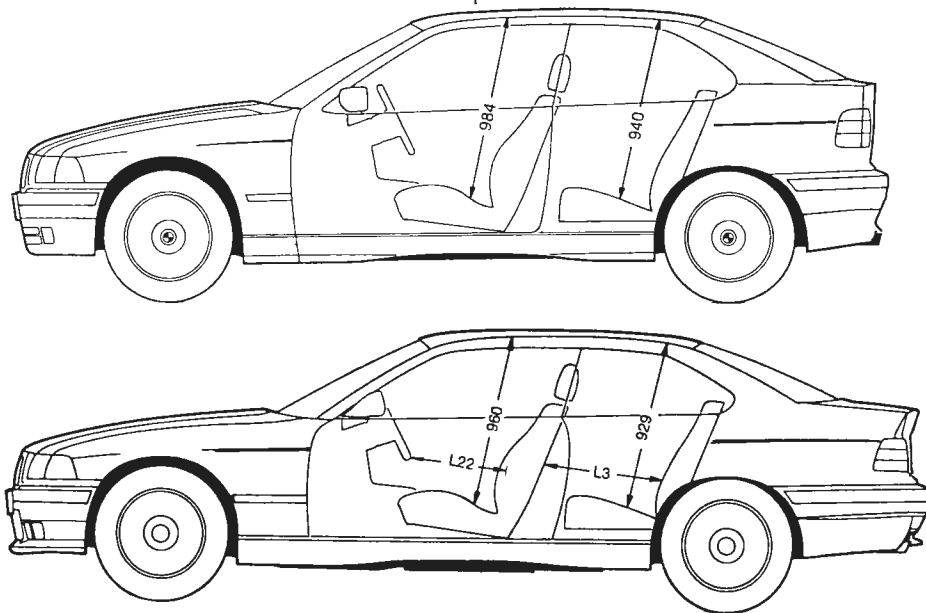
On the other hand, one can argue that this is the right move at the right time for the company. The sales target for the first year (70,000 vehicles) does not appear to be unreasonable, being around 15% of current sales levels. The prime market competition is generally considered to be the VW Golf, and if BMW can keep prices reasonable, VW may indeed have a new competitor. Mercedes is expected to enter the fray as well, but its car is thought to be three years away. Until then, BMW may have a little niche to itself, while at the same time hopefully expanding its appeal to others who may not have considered the marque before.

There are other reasons specific to BMW's European marketing environment that make this a logical move. VW is tottering, Peugeot and Fiat have plenty of problems, and the Japanese are not yet much of a factor. Still other reasons to target a less-affluent European audience: the deep and persistent economic recession, a pervasive backlash against what is perceived as '80's flash and ostentation, plus the desire of some current BMW owners for a second, smaller, car to complement a larger vehicle. The younger demographic being targeted wouldn't hurt either, and marketing to a broader segment of younger people is something BMW is going to be doing anyway, now that it has taken on Rover, which has a number of smaller vehicles.

BMW is making the transition from a niche marketer to a full-line one, and perhaps the Compact will aid in this effort. How times have changed. In its current ad campaigns, BMW is now emphasizing value and reaching out to those who previously wouldn't consider the marque. Acura, on the other hand, is brazenly pushing glitz, emphasizing the point by adding that "some things are worth the price." One might reasonably wonder whether the designers of the big Honda's ad campaign got their ideas from the much-despised 7-series polo field ads of a few years back.

BMW has made precious few wrong moves in recent years, the abandonment of the 6-series market and moving way upscale with the 8 being the only major one. They have taken advantage of the currency problems that are clobbering the Japanese luxury car makers. Remember when the Acura Legend undercut the 325e? Now its positioned against the 5 series. The Lexus LS 400, introduced in 1989 for \$35K? Now you can get a 7-series for less. They have beaten their major German rival Mercedes at virtually every turn recently. They must be doing something right, and it is certainly possible they'll confound the skeptics once again with the Compact.

(Thanks to BMWAG and Rob Mitchell of BMWNA for material used in this article. Other sources were *Auto Motor und Sport* and *AutoWeek*.)



The 3-series Compact shares the same wheelbase as the Coupe, but the overhangs are shorter, especially in the rear.

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A gaggle of BMWs blast through beautiful fall foliage on the backside of SIR.



BMW ACA Driving School at Seattle International Raceway

October 30, 1993

Photos by Kelly Wollenberg



John Crabtree's 320i, previously owned by members Ted Rodgers and Gary Blalock, still looks good and runs strong.

1994 BMW ACA Track Events

| | |
|-----------|-------------------|
| June 1 | Wednesday Nighter |
| July 6 | Wednesday Nighter |
| August 14 | Driving School |
| August 24 | Wednesday Nighter |



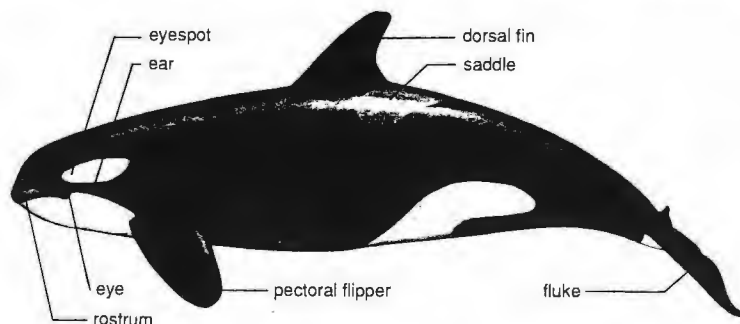
A clear day and lots of open track - what more could a person want?



Tall timber and quick bimmers in turn 8.

SHAMU V

By David



They said it couldn't be done! Actually the other editors said it **shouldn't** be done. But, against their better judgement, *Zundfolge* brings you the first comparison test between *Shamu* the Killer Whale and *Shamu* the Police Caprice. Where else can you get this stuff?

Ever since the new Chevrolet Caprice debuted people have been making rude comments like, "That's the ugliest thing I've ever seen," or "It looks like a beached whale, with four space-saver spare tires." Why has this obvious comparison test not been made before? Only the real car mags can answer that question.

So, it is left for *Zundfolge* to jump into the, uh, breach, for this whale of a comparison.

DISTRIBUTION AND HABITAT

Killer whales inhabit all open oceans and coastal waters. They are widely dispersed and not endangered.

Police Caprices are used by police departments across North America. They are widely dispersed but are often seen at police stations, accident scenes, doughnut shops and topless bars.

IDENTIFICATION

Killer whales can be identified by differences

in the appearance of the dorsal fin and saddle, which is the gray patch behind the dorsal fin.

Police Caprices are easily recognized by departmental color schemes and individual car numbers.

GROUPS

Killer whales travel in groups called pods. The Pacific Northwest has two resident pods. There are also transient pods, especially in the open ocean. Several pods will sometimes travel together as a herd.

Police Caprices are known to travel in squads, not pods. Several squads make a department. Several departments make a convention.

BODY SHAPE

Killer whales have a sleek, streamlined, fusiform body. It is the product of 60 million years of evolution.

The Caprice was restyled in 1991, replacing the brick introduced in 1977. This bloated behemoth has been called "GM's answer to the Hudson Hornet".

COMMUNICATION

Killer whales have excellent eyesight, but

their hearing is their best developed sense. Killer whales can hear a range of frequencies much broader than humans.

Killer whales produce a wide range of sounds, or calls, including sounds resembling clicks, moans, trills, grunts, squeaks and whistles. Scientists can recognize pods by their dialects. Killer whales produce sounds to navigate, communicate and hunt. Sounds for communication and navigation can be produced simultaneously. Communication sounds are lower frequency, while navigation sounds are higher.

Killer whales navigate by echolocation. Directional clicks are emitted in "trains". The frequency, length, pitch and direction can be varied to suit the circumstances. Whales are able to direct the sound in a concentrated beam.

Although killer whales have ears, most hearing is done through the fat-filled lower jaw. Echos are received here, processed and the brain receives nerve impulses.

Killer whales can determine size, shape, speed, distance, direction, and some internal

COMPARISON

Shamu

| | |
|-----------------|--------------------------------------|
| COMMON NAME | Killer Whale |
| SCIENTIFIC NAME | Orcinus orca |
| MANUFACTURER | God |
| | Mother Nature |
| LENGTH | Males 22-27 Females 17-20 |
| WEIGHT | Males 4-6 tons Females 1.5-2 tons |
| TOP SPEED | 30 mph |
| DORSAL | Fin |
| VENTRAL | Pectoral flippers |
| FRAME | Internal skeleton |
| POWER PLANT | Tail flukes |
| FUEL | Fish, seals, etc. |
| GROUPS | Pods |



Killer whales travel in pods. Individuals can be identified by their dorsal fin and saddle.

'S. SHAMU

Lightfoot

structure of objects in the water.

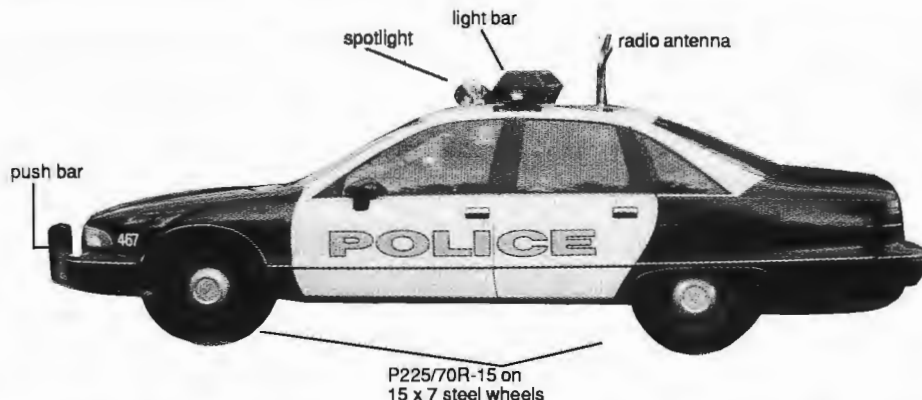
The communication system of the Police Caprice is crude by comparison. The dispatcher can reach all cars by radio. Each car has a repeater so that the officers can stay in contact when outside the car by carrying portable radios.

Navigation is by memory of the individual officers and by asking others for directions. A crude system of codes is used. For example, "See the man at Fourth and Pike, 286 in progress, handle code 3."

BEHAVIOR

Killer whale pods are a cohesive social unit which includes males, females and calves. Pods are female-dominate. Dominance is established by tail slapping, head butting, jaw snapping, pec slapping and various other vigorous gestures and postures.

Police Caprices are strictly egalitarian within squads. However, the officers are not. Squads are male-dominate. Dominance is established



in a manner remarkably similar to that of killer whales.

INTERACTION WITH OTHERS

Killer whales will sometimes swim with minke whales, Dall's porpoises and seals. However, cooperative hunting is only practiced with other killer whales.

Police Caprices are often seen in the company of fire trucks. At accident scenes, Caprices are frequently viewed with cars and tow trucks. Cooperative practicing of "heal and tow" is sometimes observed.

FOOD INTAKE

Killer whales are opportunistic feeders. They eat fish, marine mammals and squid, depending on what is available. Adult killer whales eat the equivalent of 3-4% of their body weight per day.

Police Caprices get about 17 mpg on regular unleaded gasoline. A natural gas option is available.

PROPULSION

Killer whales swim by using their tail which has two flukes. The flukes are pads of tough,

dense, fibrous connective tissue, completely without bone.

Police Caprices may be ordered with either a 4.3 liter (200 horsepower) or 5.7 liter (260 hp) V8. A four-speed automatic transmission is standard.

COOLING SYSTEM

Killer whales have, in their flippers, flukes and dorsal fin, arteries surrounded by veins. This allows for a counter-current heat exchange system. Also, the whale's blubber insulates the whale. There is a temperature gradient throughout the blubber.

Police Caprices have dual electric fans to cool the radiator, an external oil cooler and special coolers for the transmission and power steering fluid.

SUMMING UP

Well, frankly the killer whale seems to be an altogether more attractive and well engineered package. The poor Caprice is simply over-matched.

(Thanks to Sea World of California for providing information on their killer whales).

AT-A-GLANCE

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|---------------|----------------------|
| e | Police Caprice |
| ta | Capricious policia |
| | General Motors |
| ture Division | Chevrolet Division |
| 27' | 18' |
| 7-24' | |
| tons | 2 tons |
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| | ? |
| | Light bar |
| ppers | P225/70R-15 tires |
| leton | Full perimeter-steel |
| | 4.3 or 5.7 liter V8 |
| squid | Gas, optional |
| | natural gas |
| | Squads |



Police Caprices travel in squads. Individuals can be identified by their car numbers.

The Rover Purchase:

An Interview with Bernd Pischetsrieder

Bernd Pischetsrieder, Chairman of BMW and the man in charge of the new BMW-Rover group, looks surprisingly relaxed for someone who has just spent £800 million on a car maker that was until recently firmly associated with Honda.

Pischetsrieder, an engineer by trade (and nephew of Sir Alec Issigonis, father of the Mini) is not interested solely in return on investment productivity and profitability — he also loves cars. Before signing on the dotted line, he and Wolfgang Reitzle (BMW's chief engineer) had the complete Rover range lined up at the R&D centre. "I drove every model, and I walked away impressed," says the 45-year-old boss. "These are good cars, although I'm sure Rover could make them even better. There is also untapped potential in the marketing department. We are going to emphasize the Britishness of Rover more strongly. Although BMW and Rover will form a unique strategic alliance, we intend to keep the two separate. We'll help each other where we can, but badge-engineering is categorically out of the question."

According to Pischetsrieder (known as Pisch or BP within BMW), Rover's future model program will progress according to plan. The Mini will be perked up with more attractive engines and improved passive safety and a replacement model will be introduced later in the decade. "The next Mini should be as unmistakable and as full of character as the current car, but its engineering concept will have to be more modern. I expect Rover to come up with a contemporary pace-setting design, as I don't think the new Mini should look retro."

As for the Rover 100 (the upmarket supermini that will sit above the facelifted Metro), BMW is happy with the car, dubbed R3, that Rover had developed. It used a shortened Rover

200 floorpan and is due to go on sale next year. The Bavarians would also like to see project Theta (the next Rover 200/400, co-developed with Honda) clear the remaining hurdles, now that Honda is to review all its arrangements with Rover. However, the go-ahead for this project, most of which has been tooled, is almost certain. The Rover 600 will not need a replacement for some time, but BMW would like it to stick with front-wheel drive and to remain in its current niche between the 3- and 5-series.

"The next Rover that's due for replacement is the 800," says Pischetsrieder. "I could see a revival of the Riley name for its successor — it would certainly make it easier to switch from front-wheel drive to rear-wheel drive. But that's just a gut feeling. We'll have to do some market research before we decide. We have yet to finalize the engineering concept, but it might make sense to base the next 800 on the new 5-series, I'm talking platform and suspension here, not sheetmetal. The car will probably be a little bigger than the 5-series, for there is plenty of room to move upwards in this segment. Again it will be very important to maintain clear marque identities."

So far BMW has avoided the people-carrier market, and it doesn't look as if the Rover acquisition will change this. Although its own R&D team has created the upmarket Megaron people-carrier, and Rover has developed the one-box Odin, the Bavarians are still sceptical about the sales potential of such a vehicle. Pischetsrieder admits that this sector is growing fast, but points out that people carrier buyers differ demographically from BMW/Rover customers. "To make the people-carrier business viable for us we would have to move it up to a price range where there are, at the moment, not enough takers."

But the chairman is extremely enthusiastic about the potential of Land Rover/Range Rover, which was BMW's original takeover target. Pischetsrieder fully supports the existing product plan which pivots on four models: the Defender and its 1996 replacement known as Challenger, the Discovery and its forthcoming derivative, the Range Rover, which will continue as the Classic, and this October's all-new Range Rover codenamed P38A. "But I don't think a vehicle as small as the Suzuki Samurai would work for us," he says.

Despite BMW's commitment to

diesels, the Defender and Discovery will, for now, continue to use the VM oil-burner, while the new Range Rover will get the Bavarian straight-six that was the first point of contact between the two companies. Mid-term, the ageing GM-derived Rover V8 will likely be superseded by more modern BMW V8s.

"I want to make it clear that Rover's and Land Rover's design and engineering operations will remain fully functional and largely independent from us here in Munich," says the new owner. "There is absolutely no reason why we should reduce manpower in these critical departments. On the contrary, we badly need skilled and motivated people to develop the kind of cars we have in mind. It's not good enough to say, 'We want to resurrect MG, Austin-Healey and Riley.' What really matters is that you cultivate the brainpower capable of conceiving such products. Especially in the scenario of Honda pulling out, we are going to need even more people, not fewer. Obviously, some tasks which require specific facilities will be carried out by BMW — the wind tunnel for instance. But these are the exception, not the rule. We definitely won't close Cowley. I've been there, it's a good plant, and it will remain open for sure."

According to Pischetsrieder, Rover will keep not only its K-series engine, but also the KV6 currently under development, which "complements our own in-line powerplant and could solve more than one packaging problem." Pischetsrieder, who has a BMW 327 roadster currently under restoration, is also keen to receive suggestions for future sports-car projects, "MG, Triumph and Austin-Healey stand for driving pleasure in a pure and simple form. Driving pleasure does not primarily depend on speed. Flair is equally important, and these names have good associations. MG will, of course, go ahead with its program and it definitely won't get a version of the car BMW is going to build in America. But there could be a V8-engined model in MG's future. I can also see a compact, affordable Triumph TR of some kind - rear-wheel drive, of course - and a more upmarket Austin-Healey, which should be particularly popular in the States. People keep asking me whether we can make small-volume niche models at a profit, and the answer is yes. We have created suitable technologies which should also be beneficial in the saloon

sector where names such as Wolseley and Vanden Plas are waiting to be exploited."

So that's the direction the hardware is going to take: what about the corporate structure? According to a provisional management plan, the Rover Holding group will be manned proportionately by Rover and BMW executives, and will be headed by someone from BMW who will act as an arbiter and represent the shareholders' interests. Rover Cars Ltd. will continue to be run by an executive committee which, until the cross-shareholdings between Honda and Rover and unwound, will include a representative from Honda.

"When in Rome, do as the Romans do," smiles Pischetsrieder. "All matters of concern to both BMW and Rover will be dealt with by joint executive committees. There will be four different decision-making bodies in charge of finance, sales/marketing/distribution, product-planning and strategic issues respectively, while sub-committees will look after special tasks such as purchasing. Liaison officers will act as mediators between the Midlands and Bavaria.

"I am determined to establish a management structure that doesn't conform to rigid lines. There has to be a loose hierarchical structure, but within its boundaries there should be near-total freedom of decision. After all, BMW and Rover are not global players with two clearly distinctive profiles."

Together, the two makes can build 1.2 million to 1.3 million vehicles a year (680,000 BMWs and 600,000 Rovers and Land Rovers). The distribution networks will have to be improved but, again, it's important that the two identities are kept separate. "We have no intention of merging dealer networks," says Pischetsrieder. "It is clear that many BMW dealers are interested in selling Rovers and Land Rovers, and they can — as long as they set up separate showrooms. In some cases I have no problems displaying a 740i and a Range Rover under the same roof, but the car divisions must have individual outlets.

"Although we're currently not allowed to offer the Rover 600 in the States, I won't rule out a comeback in the USA. But this time, Rover must do it right: the right products, the right strategy and the right timing."

Asked to name the risks involved in the purchase of Rover, Pischetsrieder takes time to answer. "History tells us that deals like this go wrong more often

than they go right. There is no guarantee of success, and synergy can be dangerous. You can overdo merging and streamlining, your rationalizing and your component-sharing. It may save you a little money in the first place, but it will dilute valuable identities in the long run.

"We want both marques to gain from this acquisition. How? By becoming a specialist manufacturer catering to the premium end of the market segments we compete in. Joint leadership must create certain economies of scale — but it must never result in same products or same image values. The challenge is not to purchase another company, but to manage it properly. I'm confident that we can integrate Rover and strengthen it at the same time. We looked at Jaguar. We looked at Rolls-Royce. But we bought Rover because only Rover offers the volume, the product spectrum and the cost benefits required for quality growth."

— Car

The Rover Purchase: What It All Means

WHY BMW DID IT THERE ARE THREE PRIMARY REASONS

- Land Rover, both for the name and the successful range of vehicles, its prestigious range complements the BMW car line perfectly, and it is also about to launch a new Range Rover (P38A) and release the Discovery in the U.S. both moves that should considerably strengthen it.
- Three low-production-cost factories: Longbridge in Birmingham, Land Rover's Solihull and the Cowley site in Oxford, the latter being particularly efficient and modern. British car workers are paid £10.24 per hour, compared with the £19.84 paid to their German counterparts. This will not result in BMWs being manufactured in Britain, but it does mean that building small cars, with their slender profit margins, is considerably more viable in Britain than it is in Germany.
- Front-wheel-drive hardware and design expertise. Not only does buying a maker of small, front-drive cars signifi-

cantly reduce the investment BMW would have to make were it to embark on a small-car program itself, but it also allows the German company to market small cars without running the risk of undermining its reputation for building prestigious medium and large cars. Among other components, BMW has gained the alloy K-series 1.4-litre engine (soon to be expanded to 1.6 and 1.8 litres), the KV6 and the 2.0-litre T-series powerplants.

Buying Rover also removes an increasingly significant threat to BMW's own territory. Rover staged a remarkable comeback in Europe last year, increasing its market share from 2.5 percent to 3.2 percent, the same score as BMW, and with a range of products increasingly seen as rivals to the Bavarian range. BMW wins twice here, by removing a rival from whose resurgence it will now benefit directly.

Plus, Rover was possibly the motor industry's bargain of the decade. BMW would need to spend at least the £800 million it paid for Rover to develop and launch a single off-roader. And while Rover carries with it a substantial debt burden of around £900 million, German law allows this to be written off against tax.

WILL ROVER SURVIVE AS A GENUINE MAKER?

Bernd Pischetsrieder, BMW's Chairman, has been persistent and consistent in his message that Rover will continue to function as a car maker in its own right. Pischetsrieder is on record as saying that "both companies are to continue operating independently in future" and that the aim is "to distinguish and not to cover up" the identities of the two marques. He also says that the rate of investment made in Rover in the future will be considerably greater than was the case during the British Aerospace period.

There's no doubt that Rover has been hamstrung, both by its owner and its partner up to now. BA claims to have invested £250 million yearly in Rover, but most of this investment was generated within Rover itself. In any case, BA has made significant sums from selling land it has appropriated from Rover.

THE HONDA FACTOR

Predictably enough, Honda has elected to extricate itself from its collaboration with Rover, though not with calamitous speed. There are

interests, and profits, to be protected on both sides. Honda will continue to grant licenses enabling the 200, 400, 600 and 800 to remain in production. Rover will continue to supply body panels for the Swindon-manufactured Honda Accord, while the next joint project between the two companies, which provides replacements for the 200, 400 and Honda Concerto, will proceed as planned. As is the case with the Accord, Rover will also supply Honda with panels for its version (codenamed HH), a five-door, Civic-badged version of the Japanese-market Domani.

However, the cross-shareholdings between the two companies (Honda owns 20 percent of Rover, and Rover 20 percent of Honda's UK assembly facility) will be unravelled, a process that is expected to be quick: BMW will buy the remaining shares. This will leave Rover and Honda with the same standing that they had before the share-exchange took place four years ago.

Honda will probably attempt to maximize the profit potential of the arrangement while it lasts. Unfortunately for Rover, the production agreement for the next 200/400 (Theta) has yet to be signed — it effectively determines the royalty Rover pays for the Honda-designed elements of the car — affording Honda the chance to charge more than it might otherwise have done. Insiders also reckon that Honda will try to charge more for the components it already supplies Rover and to be less co-operative over work it does for the British company. For instance, the old V6 used in the 800 has to comply with new drive-by noise tests soon, and it's believed that Honda will charge heavily to make the engine conform. In the meantime, Honda will act to reduce its dependence on Rover for body panels and commission a stamping facility at its Swindon site.

WHERE THE NEW GROUP SITS WORLDWIDE

Last month there were six big players on the European automotive scene — now there are seven. The combined market shares of BMW and Rover amounted to 6.4 percent last year, well adrift of Renault's 10.5 percent but well ahead of Nissan's 3.5 percent. Between them the two companies made just over a million vehicles, and it's hard not to see their share and volumes increasing strongly over the next two years.

Between the three, the group will


have what Pischetsrieder calls "the world's largest range of exclusive vehicles". In world terms, the group remains relatively small, placed around the number 10 slot behind the giants. But with its very full range, the BMW-Rover combine will be rather like an exclusive GM, offering upmarket options in every market segment.

WHAT BMW AND ROVER WILL SHARE

Clearly there will be 'invisible' components that the two makers can share without damaging the brand images of either marque, such as electric window motors, door locks and air-conditioning units — the list is long. Development cost of these items will be spread over more models, and then there is the combined buying power of the two companies.

Pischetsrieder has also said that the two vehicle distribution systems will be merged, but that the dealer networks will not. If, however, a BMW dealer wishes to sell Land Rovers or Rovers it can, but from a separate showroom. In any event,

there is plenty of potential for Rover to develop its sales in Germany. Rover sold just 11,000 vehicles there last year (it sold 70,000 on mainland Europe as a whole) of which just 1300 were Land Rovers, and while sales are climbing with the stronger product range, they will effectively be boosted by the BMW seal of approval and a strengthened dealer network.

The only factory that might be shared is the new BMW plant at Spartanburg, South Carolina, because it may prove attractive to manufacture Land Rovers there for US sale, the market that offers the greatest potential for the off-road company and the market that is at greatest risk of being undermined by exchange-rate changes. In the meantime, Land Rover sales are bound to swell when the US BMW dealer network installs facilities to sell the 4x4s. 

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1993 Vintage Racing Season Finale

By Joan Rodgers

The season finale for vintage racing was a low key event with local club members Terry Forland, Ted Rodgers, Byron Sanborn and Starke Shelby participating. It could have been an interesting series finale for the MacGyver TV series, too. Vintage racing has become a hobby, passion and a means to do what cars are meant to do—perform. SOVERN Club members run retired racing cars such as a Gullwing, Ferrari Daytona, Cobra, etc. SOVERN members include our aforementioned BMW Club members. Terry drove a BMW 1800, Ted ran a 356 Speedster, Starke ran a Sunbeam Tiger and Byron drove a Mark 7 at this event.

Ted took a couple days off work to prepare his car (you know, took it to the repair shop). The car ran a bit better than at Portland but would you believe the starter pooped out and we had to push it to get it running?! (Thanks to pit crew member Craig Nelson and competitor Starke Shelby). Starke almost didn't drive as his tow vehicle was ailing. Starke took his car to Portland the day before the event and ran into big time problems. Nancy came to his rescue by picking up a car part and driving south

from Olympia late at night. (Good thing she hadn't gone out for the evening, Starke). Now, I don't remember if the part arrived before or after the radiator was fixed.

Remember when MacGyver escaped many a predicament using the stuff on hand and bit of ingenuity? Well, Starke's tow vehicle developed radiator problems. Hmmm, you're on I-5 and no radiator repair shop is in sight. What do you do? Check the tool box. Electrical tape (no), goop (nope, we don't need to clean), epoxy. Wait, epoxy! Hey, MacGyver can fix anything, right?! Why not! Starke's crew member grabbed the epoxy and slathered it on and the radiator was (temporarily) fixed. Does this ever happen to Roger Penske?

This Fall Finale event was the last SOVERN event for the local folks and everyone had a ball. Byron was busy working on cars but managed to keep his driving skills honed. I swear Byron can hop into any car and turn in a faster lap than the car owner with miles of track time. After a "few laps" at the Nurburgring, Terry shaved a few seconds from his earlier events. Ted's car ran a bit better but still not the way it should.

Nonetheless, he had fun.

This SOVERN event was low key but there was still quite a bit of activity. While wheel to wheel competition requires discretion to avoid body contact, I saw Terry, Byron, Ted and Starke dice with their competition. Byron actually gave a few lessons on car control, how to pass when you're three abreast and when to not use an apex (when you're dicing who cares where the apex is). Starke seemed pleased with his Tiger's performance and gave his Corvette and Jag competitors a challenge in the corners and on the straight. Ted was having fun with all his competitors. Since the car ran a bit happier, he could occasionally dice with an MG through 3A and 3B.

I was anxious to watch Terry compete as he had recently driven the Nurburgring. He seemed to be having fun since the car was expertly driven around Turns 8 and 9. Later, I learned Terry's tires were a bit slippery and he was working to control the car. Terry also told us he had a blast driving and was happy to practice his skills. (Scoop! Rumor has it Terry acquired another race car!) I wonder if we could get Terry



to instruct at one of our driving events....

Two Ginettas were battling the entire season. This event was no exception and it was exciting to watch the cars whiz by lap after lap, bumper to bumper and door handle to door handle. The next lap was missing one Ginetta. The infamous Chicane had claimed another vehicle.

The season finale generated some excitement as this was the last opportunity to find out what needs to be done during the winter to make the car go faster. (Ted is studying catalogs, getting mailing lists, talking to restoration specialists, etc.)

What will the next season bring? Hopefully, more club participants. If you have a desire to compete, perhaps

SOVREN is the way to do so. You meet a lot of nice folks and everyone is willing to answer questions and help out. I even helped when one fellow asked to borrow a tape measure—he thought he was getting Ted's tape measure but he got mine which I use for sewing. ☺

1994 Vintage Races

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| July 1-3 | Seattle |
| July 8-10 | Portland |
| Sept. 10 | Seattle |

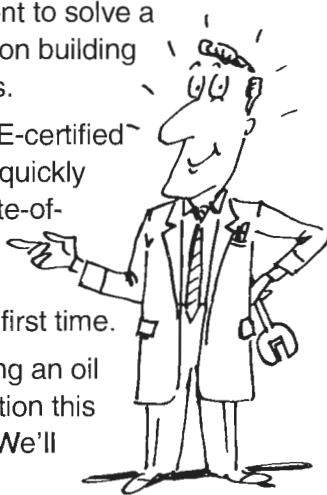
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W *...from the editors* **formation**

ROVER SALE APPROVED

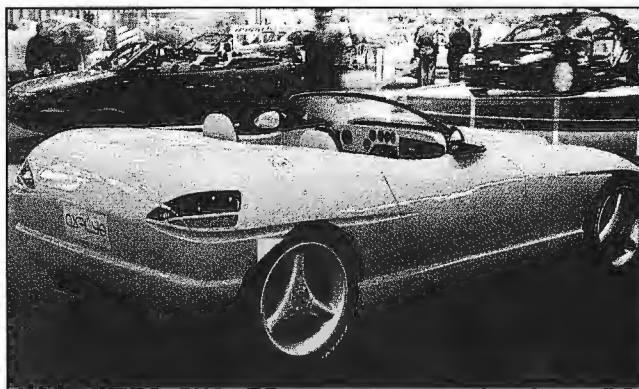
British Aerospace shareholders have voted in favor of selling the company to BMW. At a shareholders meeting, there were emotional outbursts against the deal, with the BA board accused of "selling the family silver," and of damaging Britain's relationship with Japan.

It also was revealed during the meeting that Honda had been told that Rover no longer represented BA's core business, but the Japanese did nothing to boost its interest in Rover until it heard BMW was interested.

By then, of course, it was too late, even though Honda offered to increase its share from 20 to 47.5 percent, with another 5 percent of shares being offered to Rover management and employees. (AutoWeek)

BMW NA has put to rest the rumor that some U.S.-market BMWs might use Chrysler engines. Evidently the rumor had no foundation. All BMWs will use BMW engines. (Roundel)

BMW chairman Bernd Pischetsreider has said that BMW V8s definitely will replace the aging Rover V8 (born a Buick) used in the Range Rover. It's too late to drop the engine before this fall's launch of the new Range Rover, but it likely will appear within two years. (AutoWeek)



the rear wheels. The show car is called the Oxalys. (AutoWeek)

BMW in Formula 1?

BMW is considering an F1 program. Benetton's contract with Ford ends after the 1994 season and the presence on the team of German sports superstar Michael Schumacher only adds to the speculation of a BMW engine in the pipeline. (AutoWeek)

BMW is set to put a redesigned 7-series on the road later this year. Though the car will look similar to the current 7, it has an all-new body that extensively uses aluminum to cut weight. The svelte 7 is meant to compete with the face-lifted Mercedes S-class and the new Audi all-aluminum A8. (AutoWeek)

▶▶▶ Road & Track ran a comparison test of sports sedans. The reigning champ, the BMW 325i, was challenged by the Mercedes-Benz C280, Saab 900SE and Volvo 850. Of four editors, three picked the BMW as the best. The fourth picked the Saab because of exclusivity, but suggested that readers buy the BMW.

◆◆◆ Students at Franco Sbarro's two-year-old design school in Lausanne, Switzerland designed and built a roadster for the Geneva Motor Show with plus-two seating hidden under a hard tonneau. The backbone-style chassis carries a BMW M5 six-cylinder engine up front, driving

McLaren has about 40 firm orders for its F1, the BMW-engined supercar. The rumor is that it needs to sell 110 units to break even. Production cars are due this summer. (AutoWeek)

Car & Driver summed up the new 850CSi: Eager to run and remarkably light on its feet; costs more dollar bills than you can pack into its tiny rear compartment; what we always expected from the top-of-the-line BMW coupe.

FEATURES CONTENT BEING EQUAL, BMW'S NEXT GENERATION 5-SERIES, DUE IN 1996, WILL WEIGH LESS THAN THE CURRENT CAR'S 3700 pounds. THE NEW CAR WILL USE A CAD-OPTIMIZED BODY STRUCTURE, BUT WILL NOT USE ALUMINUM body panels. BMW believes alloy panels ARE TOO MUCH OF AN UNKNOWN IN SERVICE TO BE SUITABLE FOR A HIGH-VOLUME MODEL LIKE THE 5-SERIES. THE NEW CAR WILL NOT BE BIGGER, BUT CABIN SPACE WILL IMPROVE, PARTICULARLY IN THE REAR.

MEANWHILE, BMW IS CONSIDERING BRINGING THE M3 CONVERTIBLE TO THE U.S. (AutoWeek)



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the traditional kidneys.*



BMW's big sedan gets a full makeover for the first time since 1987. The 7-series changes include more powerful engines, major suspension upgrades and more minor exterior revisions. Overall dimensions will be about the same as the current 7. Introduction in the U.S. is currently expected in December 1994.
(Automobile)



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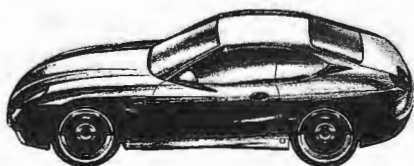
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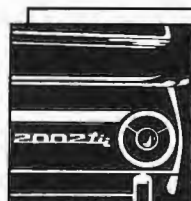


Here's a photo of a mock-up of the BMW facility in Spartanburg, as it will look upon completion. The circular Zentrums, in the foreground, is a visitor and communication center. Up to 50,000 people are expected to visit the Zentrums and take the factory tour annually. The Zentrums is envisioned as an interactive, educational facility. Lectures and displays will feature state-of-the-art topics like safety, recycling and new automotive technology. And BMW history will not be ignored. The Zentrums will also function as a branch of BMW's Munich museum. (BMW Magazine)

The 3-series continues to spawn more versions. There are already seven: two-door coupe versions of the 318 and 325, four-door sedans of the same, convertible versions of both and the new M3. Coming is the new 3-series Touring (wagon) in September, convertible and sedan versions of the M3 and (probably only in Europe) a 300 hp M3 Evolution. Possible other versions to be built in the Spartanburg plant include a sport-ute with limited off-road ability, a two-seat coupe based on the roadster platform, and maybe even a pickup. (Automobile)



The 318i convertible comes with cloth seats and a manual top. This allows a sticker price of \$29,900, about \$9,000 less than the 325iC. (Automobile)

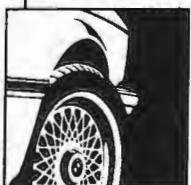


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|----------------------|----------------------|
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| 3. Energy Center | 8. I-85, which links |
| 4. Administration | Charlotte and |
| 5. Covered Parking | Atlanta. |

◆◆◆◆◆ The South Carolina BMW factory has reached a decision on what future workers will be paid. The factory "associates" will be paid \$12 per hour, not including benefits. This is supposed to be in line with UAW workers at unionized U.S. plants, but below what German factory workers earn. (LA Times via Whispering Bomb)

Mercedes is talking about building a new factory in the former Eastern Zone of Germany. It is assumed that BMW would follow suit. The area is struggling with high unemployment. (Whispering Bomb)



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Classified Marketplace

Cars For Sale

1993 325is Red/black leather, less than 4,000 miles on car. Assume 15,000 mile per year lease at \$414 per month, 37 months remaining. Leave message 838-1188.

1979 320'S' Pack, (ex Ted Rodgers), immaculate condition. Iberian red (original paint) with black interior. Sunroof, recaros, 5 speed, LSD, battery in trunk, lowered, larger front swaybar, rear swaybar, Tokico struts, Hartge stress bar, electric fan, vented front rotors. 15" alloy wheels with 50 series tires. Dual 45 DCOE Webers, Schrick cam, 10:1 pistons, Stahl header, sodium filled exhaust valves, balanced and lightened. Not only is this car quick, but it looks NEW! Must be seen to be appreciated. Need garage space for project car. \$6850. Phone John Crabtree (H) 557-9529, (W) 391-1210.

1977 530i, 4-speed stick in mint condition. 98K original miles. One owner. All service records. Ser-

Deadline for the May issue is April 29.

Classified Advertising Policy:

Classified ads are free to members in good standing (paid up dues). There is a \$10 fee to non-members. Photo classifieds are \$15 to members, \$25 to non-members. Ads will be run for two consecutive months, space permitting. *Zundfolge* staff reserves the right to edit all classified ads. Ads must be typed or neatly printed and sent to *Zundfolge*, c/o Lucetta Lightfoot, 2641 39th Ave. W., Seattle, WA 98199. Attn: Classified ads. Make checks payable to BMW ACA.

viced Strictly BMW. Sunroof, custom KLH sound system, air-plane bright headlamps, Madeira/tan cloth. Easy to work on and can use regular gas. Gared day and night. Original condition, impeccably cared for. Call for more details and appointment to see. \$4,900 firm. Call Ron anytime at (206) 868-2907.

1975 2002 Original owner, all records; 130K. Great interior and exterior, burgundy with tan interior. 4-speed. Needs some engine work, but still runs well. Make offer. Bob Olson. Day: 448-8100; evening: 236-2402.

1975 BMW 2002. Solid, rust free body. Transmission is going bad. Needs TLC. Nice project car. \$1,000. I will haul it to any location for a reasonable fee. Call Ron Carpenter at 509-829-6009, Zillah, WA (20 miles south of Yakima)

1972 2002 Tii. Silver with blue interior. Rebuilt injection pump, injectors and distributor by Radzus. New Blanton four speed transmission. New Bilstein shocks, original refurbished alloy wheels, Z rated tires and runroof. New exhaust, fuel tank, sway bar and bushings. New chrome, hoses, windshield and seals. New carpet, front seat, horsehair, speedometer, 320i rear brakes and Guibo. Many extra parts and service manual. Selling due to M-5 purchase. \$6,000. Call Peter at 329-3271.

Parts For Sale

1985 535i. Driver and passenger seats, tan leather, good/very good condition, \$650/pr., offer. Reed 633-1319 (H), 292-2586 (W).

1977 320i parts car. 40,000 miles on Metric Mechanic sport motor and Ultimate transmission with Weber Downdraft carb. Also new brake system (rebuilt calipers, new rotors, drums, cylinders and master cylinder), Koni shocks and Progressive springs, two complete sets of wheels (summer, Pirelli P77; winter, Cooper Weathermaster) plus Weber side draft carbs, complete F.I. system and misc. other parts. \$2,000 takes it all, OBO. Tom 509-548-5727 -O. 509-548-4494 after 6 pm.

"TISA" camshaft for big six engine - \$60. Campbell snow cables, style #1938. Fits many 14 and 15 inch wheels. Call for sizes. Used about 3 times - \$10. Steve Cmar 522-1349 eves.

'76 2002 Auto trans. w/96,000 miles. Parts good. Trans w/torque converter \$300 obo, drive shaft \$50. Brian (206) 364-1922.

2002 Front and rear seats. Blue. \$30 - \$100 ea. Call Brian (206) 364-1922.

530i, 530iA Factory repair manuals, 2 volumes. Virtually new, \$75. 842-8257.

320i. One pair Scheel front seats with mounting brackets. Dark blue cloth on seating surface, dark blue vinyl on backs. Excellent condition. \$500. Water heating heat pump, E-Tech model B104, 11,500 BTU/hr (3.4 KW) output rating. \$200 OBO. Bill 206-337-7001.

1980 733i Shop manual. \$50. Lory Watkins 243-1182.

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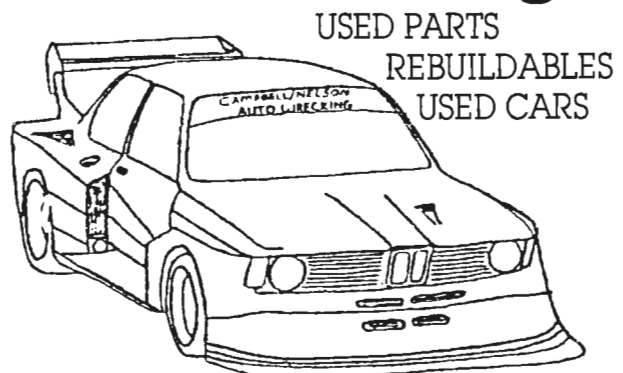
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