

# the **Profile**

NEWSLETTER OF THE  
WHITE MOUNTAIN CHAPTER BMW CCA



FEBRUARY & MARCH 2008

# BMW



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## in this issue



### on the cover

"Hey Mom, where are the keys!?  
How can I do the *Tire Rack Street Survival* school without them?"

photo by:  
Cassandra Vorisek-Creto



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**Dana Sion**

**WMC MARKETING & SPONSORSHIP COORDINATOR**

**d.sion@whitemtn-bmwclub.org**

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## chapter officers & staff

**PRESIDENT**

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**VICE PRESIDENT**

Dick Cadieux

**SECRETARY**

Alan Legerlotz

**TREASURER**

Mike Dion

**DRIVING EVENTS COMM. CHAIR**

Gordon Geick

**SOCIAL EVENTS COMM. CHAIR**

Cassandra Vorisek-Creto

**MEMBERSHIP CHAIR**

Laura Fallis

**WEB MASTER**

Paul Michali

**PROFILE PUBLICATION EDITOR**

Martin Callahan, mjc.design.works, LLC

**MARKETING & SPONSORSHIP COORDINATOR**

Dana Sion

contact any officer or staff member via the chapter website

**[www.whitemtn-bmwclub.org](http://www.whitemtn-bmwclub.org)**

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## president's address

### Bring on the Mud and Black Flies

by: Bruce Smith, WMC President

*If we had no winter, the spring would not be so pleasant; if we did not sometimes taste of adversity, prosperity would not be so welcome. ~Anne Bradstreet*

By the time you are reading this, spring will be near. The long white covering of winter will be retreating like the ebbing tide.

The 2008 driving season is almost upon us, and we won't have to wait much longer to remove the car covers, and once again take on the back roads of New England.

I can't wait to charge up the battery on my M3 and return to driving for the simple joy of driving. Driving for me during the winter months is more about getting from point A to point B without falling off the snow covered pavement. The cars get dirty so quickly, and I seem to go through gallons of windshield washer fluid almost as quickly as I do gasoline.

I would like to say thank you to all of the members that voted in the December elections. Dick Cadieux, Mike Dion, Alan Legerlotz and I were elected to serve a second term. I appreciate your confidence and support. This year we will be focusing on growing the chapter and getting more member participation. In 2007 we broke the binds of inertia, and started to get some forward momentum going to get more members involved.

On behalf of the Board of Directors, I want to thank Paul Michali for all of his work making the voting process so easy this year. Thank you Paul.

I'm also glad to say that following folks will be staying at their current posts. All these folks work very hard for the club. Please let them know you appreciate their efforts.

Paul Michali - Webmaster, Laura Fallis - Membership Chair, Gordon Geick - DEC Chair, Cassandra Vorisek-Creto - SEC Chair, Martin Callahan - Newsletter Editor.

I am also pleased to announce that Dana Sion was appointed as the Marketing Director for the chapter at the

December board meeting. Dana is already very actively recruiting sponsors and coordinating with the Social and Driving Events committees.

Thank you Social Events Committee!

I hope you all had a good time at the holiday party. Cassandra and the rest of the Social Events Committee worked very hard to put on this event. This was the first time I saw what goes on behind the scenes. The committee starts planning almost as soon as this year's party is over. There are a lot of meetings, phone calls and energy that make the Holiday party so good. This issue actually went to press before the party, but I'm sure in the next Profile, we'll be reading an article about this year's gala event!

The driving season is near. Gordon Geick and the Driving Events Committee have a great schedule in the works. Please be checking the website for a list of events and dates. It is my understanding that we will be opening registration to our driving events as soon as the dates are finalized. This will make it easier for you to sign up for all your events at one time.

The *Tire Rack Street Survival* program will be back in May. For all of you parents with teenage drivers in the family, this is the best \$60 you can spend on their driving education. The program is all about students experiencing how their cars react in adverse conditions. It is all about safety and not about speed or performance. The Tire Rack Street Survival program was run 56 times in over 40 cities last year. Check the chapter website for dates and registration information. If you have any questions about the program, please contact Gordon, Dick or myself.

That is all for now. I'm ready for spring. Bring on the mud and Black Flies!

*mit freundlichen Grüßen,*

*Bruce*

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# chapter membership

It's Already 2008?! Now ain't that great!

by: Laura Fallis, Membership Chair

I'm writing this as the 2007 year comes to an end. I've found myself seeing life as a very precious thing. I'll look forward to displaying the US ARMY sticker on my car this year. For two reasons. First, a friend has just shipped off. He committed to 400 days serving our country in Iraq. For that I wish him safety in '08. Second, my son. He has been serving in the US National Guard, Army Division. He'll probably be shipping off to his second training and then active duty. For that I wish... for him to be whatever it is he wants to be.

So I sit writing this as I listen to *Dream Theatre* in what feels to be, the heart of wintertime... dreaming about what the 2008 winter season will bring, where living on the east coast we have encountered, how many inches (or should I say, feet!) of snow already?! This can make for some very fun driving but it takes a toll on your car. So as a reminder to all Northern New Englanders, make sure your car is in top notch condition for winter operations.

Get that oil changed. Be sure that your brakes are in good condition and operating properly. Pay some attention to your cooling system, or perhaps better put, heating system. It's COLD up here! Don't forget your tires either! After all, they are all that hold your car to the pavement (or not!) and keep

grip (or not!) in the inclement weather we experience in the winter months. Tread depth can be quite helpful in slippery situations, so make sure your tires have plenty.

So now I'm listening to *Glenn Michael*. My thoughts wander on into... the 2008 club driving and events season. I'm looking forward with eager anticipation to the upcoming schedule. The DEC and the SEC will certainly have a fun-filled year ahead. I hope to see many of you at events throughout the year! This year will be spectacular. I'm thinking driving, driving and driving. Track events, Go-Karting and cruises on beautiful New England roads. What can be better than that? Well maybe cruising at speed at Sebring, Homestead and Daytona. Well, I already told you, I'm stuck in the middle of winter in New England dreaming. Realty is... I live in NE not Florida.

In the meantime... I'll stay happy by turning OFF the ASC and enjoying driving in the snow. Although, with so much countersteering, I might wear out my steering components this winter.

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## Welcome to our New White Mountain Chapter Members

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Thomas Batchelder Hampton, NH	Chrissy Lynch Portsmouth, NH	Alexis Ballentyne Portsmouth, NH	Hadleigh Smith Londonderry, NH
Sandra G. Cozzo Hanover, NH	Joel Martin Holderness, NH	Chris J. Bennett Nashua, NH	Andrew Stark Durham, NH
Jeffrey Gaudette Piermont, NH	John Monteiro Waterville Valley, NH	Marlene Bennett Nashua, NH	Anna Taylor Glen, NH
Ron H. Lemay Manchester, NH	William J. Mowbray Londonderry, NH	Evan Brown Amherst, NH	Katherine Theurer Portsmouth, NH
Eric Von Der Linden Nottingham, NH	Taylor Peterson Alton Bay, NH	Tawny Chilton Brookline, NH	Dana L. Waterhouse Bedford, NH
Roy Aboody Hampstead, NH	John Petruzzelli Wolfboro, NH	Roly L. Fisher Nashua, NH	

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Have you changed your e.mail address, are you planning to move or is your membership about to expire?

If so, you need to contact the National Office at 800-878-9292. All new memberships and changes are managed through the National Office. Their courteous staff will assist you in updating your information or assist with any questions you might have about your membership. Don't delay, call today, so your subscriptions to the *Roundel* and *The Profile* won't be missed.

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## news briefs...

from the BMW club and beyond

### ...general news

#### WMC's Home Track at Loudon, NH

New Owner, New Name, New GM

11/13/2007



Jerry Gappens new  
GM of NHMS

CONCORD, N.C.— Speedway Motorsports Inc. Chairman and Chief Executive Officer Bruton Smith has promoted Jerry Gappens to the position of Executive Vice President and General Manager at New Hampshire Motor Speedway.

On Nov. 2, Smith announced Speedway Motorsports Inc. (NYSE: TRK) had reached an agreement to purchase New Hampshire International Speedway from Bob and

Gary Bahre. The \$340 million transaction should close early in the first quarter of 2008, and the name of the facility will become New Hampshire Motor Speedway.



the new owners of the WMC's "home track"

Gappens, 46, has worked in the motorsports industry for 25 years and brings a successful 15-year track record of promoting SMI events to Loudon, N.H. Most recently, Gappens served as senior vice president of events and marketing for Lowe's Motor Speedway, SMI's flagship facility located near Charlotte, N.C. Gappens was responsible for promoting a wide array of annual events hosted at the multi-use motorsports complex, including three NASCAR NEXTEL Cup race weekends and three major car shows.

"Jerry brings a wealth of industry experience, passion and excitement to his new job with our company," said Smith. "He is well-respected in our industry and has an excellent understanding of how we promote and market our events. Jerry will work hard to grow and expand our business through this acquisition of New Hampshire International Speedway."

A Windfall, Ind., native, Gappens joined LMS in 1993 as publicity director. He was promoted to director of communications in 1995 and named vice president of promotions and public relations in 1996. In 2002, Gappens was honored as NASCAR's Most Valuable Public Relations

Representative. He was promoted to senior vice president of events and marketing at LMS in 2005.

"Bruton has given me a wonderful opportunity and I am sincerely grateful for his trust and confidence in appointing me to this new role," Gappens said. "After flying up last week to tour the facility and meet the staff, I am truly excited about building on the success they already enjoy."

Prior to joining Lowe's Motor Speedway, Gappens worked as an account executive for Sales Consultants, a national contingency search firm in New Jersey. He also worked with National Speed Sport News, a leading weekly motorsports publication, for eight years and served as a pit reporter for ABC Sports' coverage of the Indianapolis 500; various CART, NASCAR and IROC races; and the Monaco Grand Prix Formula One event.

Active in various civic and charitable organizations, Gappens has served on several boards in the Charlotte region, including the Charlotte Visitors and Convention Bureau, Cabarrus Regional Chamber of Commerce, UNC-Charlotte Athletic Foundation, Speedway Children's Charities and the 600 Festival.

In 2008, New Hampshire Motor Speedway will host two NASCAR Sprint Cup races, the Lenox Industrial Tools 300 on June 29 and the Sylvania 300 on Sept. 14. Ticket information can be obtained by calling (603) 783-4931 or online at [www.nhis.com](http://www.nhis.com).

#### About Speedway Motorsports, Inc.

Speedway Motorsports, Inc. is a leading promoter, marketer and sponsor of motorsports activities in the United States. The company owns and operates Atlanta Motor Speedway, Bristol Motor Speedway, Infineon Raceway, Las Vegas Motor Speedway, Lowe's Motor Speedway and Texas Motor Speedway.

The company also provides souvenir merchandising services through its SMI Properties subsidiary; provides radio programming, production and distribution through its Performance Racing Network subsidiary; develops electronic and media promotional programming and distributes wholesale and retail racing apparel through The Source International subsidiary; and manufactures and distributes smaller-scale, modified racing cars and parts through its 600 Racing subsidiary. It also co-owns Motorsports Authentics, a joint venture with International Speedway Corporation formed in August, 2005 to produce, market and sell licensed motorsports merchandise.

## ...news from national

### BMWCCA 2.0

The BMW CCA's New Website

12/28/2007



BMWCCA 2.0, launched in January! The weeks prior to launch were spent on quality assurance, especially the secure link between the site and the club member information, and working on the user experience the first time you log on to the site. With the new site, new members will be able to join BMW CCA online and receive

their membership information immediately. The site retains the same address: [www.bmwcca.org](http://www.bmwcca.org). For classified ads, the 26th of each month will be the new ad deadline.

The new site comprises:

- 33 Discussion Forums and dozens more sub-forums covering every BMW model plus Tech Talk across all BMWs.
- A Gallery for member photos and videos. Love your car? Want to show it off? Here's the place.
- BMW News with the ability for BMWCCA.org staff writers and contributors to post from the field, at races and auto shows.
- Reviews. Not just by staffers but by all BMW CCA members, with the ability for other members to add their own comments and product ratings, too. For example, you'll find more than two dozen reviews of Bluetooth

phones, with compatibility ratings for BMWs, by Jonathan Spira.

- Enhanced classifieds. Members now can post as many as five photos that run online with each ad.
- Electronic edition of Roundel.

To improve security, BMWCCA.org Editor-in-Chief Bill Howard and Webmaster Jeff Petzel agreed with site design team Sparks Grove to establish a new logon. Here's how it works: Go to [www.bmwcca.org](http://www.bmwcca.org). Register, choosing a username and password, then hit Submit. You'll get an e-mail with a link from the club; click on the link to activate your Website Membership. Website Membership is available to all BMW fans (though some of the best stuff will be BMW CCA-member only). CCA members should continue on with a final step of linking their Website Membership with their BMW CCA membership information. The three groups on BMWCCA.org will be unregistered Guests (browse, not post), registered Website Members (browse but not all areas, post), and paid BMW CCA Members (browse all areas, post).

We anticipate you'll like the new site! BMWCCA.org is looking for feedback (constructive or otherwise), and website moderators and technical gurus. Contact Bill Howard, [bhoward@bmwcca.org](mailto:bhoward@bmwcca.org), with comments.

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## calendar of upcoming events

### July

Saturday July 19th, 2008 8:00am - 6:00pm

Hot Laps Go-Karting

Join us again for another fun day of go-karting this season. It is sure to be a fun day for the whole family. Hot Laps, Weare, NH.

COST: TBD

(check the website for developing information)

# driver's ed 101

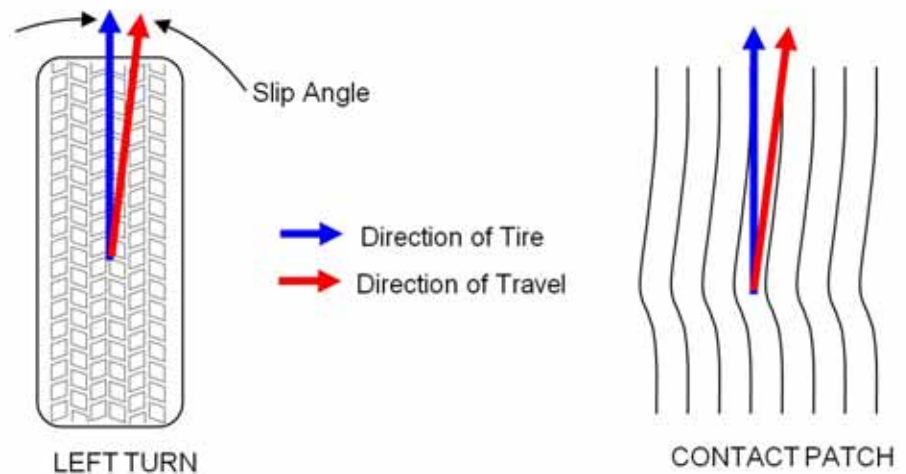
## Let Your Slip Show

by: Ed Valpey, WMC Chief Driving Instructor

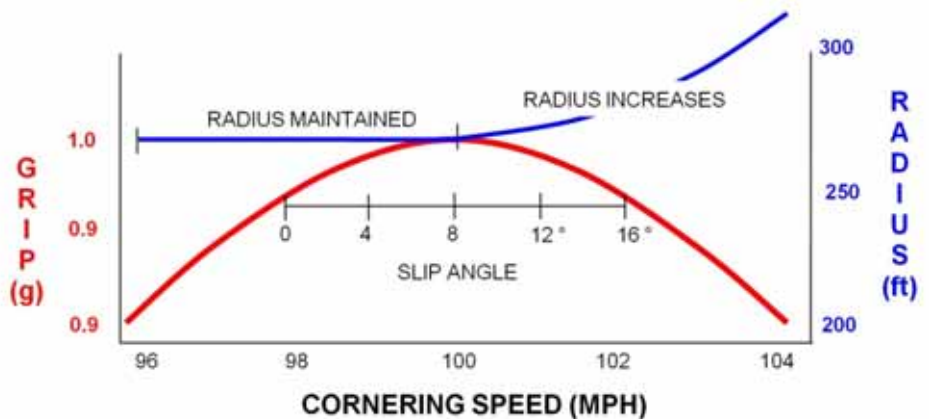
In the "One Lap of NHIS" series published a couple of seasons ago we examined various lines around the soon to be NHMS. (*It can be found at: <http://www.wmc-bmwcca.org/learning.html>*) Integral to this process was the discussion of various techniques used to maximize exit speed and minimize lap times; chief among them being the use of "rotation" in corner entry. A useful – albeit somewhat tardy – sequel to this series might be a closer examination of the subtleties of vehicle dynamics involved in this technique. Most of us can call up the image of a racing car "drifting" through a corner in a visible yet subtle slide. Whether the car is in a balanced four wheel drift, is rotating at corner entry, or has its tail hung out with smoke billowing out of the wheel wells as we see in the currently fashionable form of drifting, the driver is managing something called slip angles. By now, a large number of driving events participants have done at least one ADSS, and therefore many are familiar with the concept of slip angles. For those who haven't attended an ADSS, or may need a refresher, we'll give the concept a closer look.

The illustration below, borrowed from our ADSS lecture, shows two vectors. The vector indicated by the blue arrow is the direction the tire is pointed; the vector indicated by the red arrow is the direction the tire is actually traveling. The difference is called the Slip Angle.

When a car is cornering at "the limit," the tires are no longer firmly planted on the pavement, but instead are beginning to slip laterally toward the outside of the corner. In the wet, the tire may be literally sliding across the pavement. In the dry, however, the "slip" of the tire is caused primarily by the deflection of rubber as it comes in contact with the road, as illustrated in the contact patch at right above. Slip angles should appear and disappear gradually, and will vary constantly throughout a corner. The term "the limit" is therefore a little too simplistic, as maximum grip doesn't represent a point of lateral acceleration beyond which the car simply sails off the track, but instead a range on a curve in which grip gradually increases and then gradually falls off again. The following illustration shows the grip (lateral acceleration) of a tire relative to speed, radius and slip angle when the car is in the vicinity of "the limit."



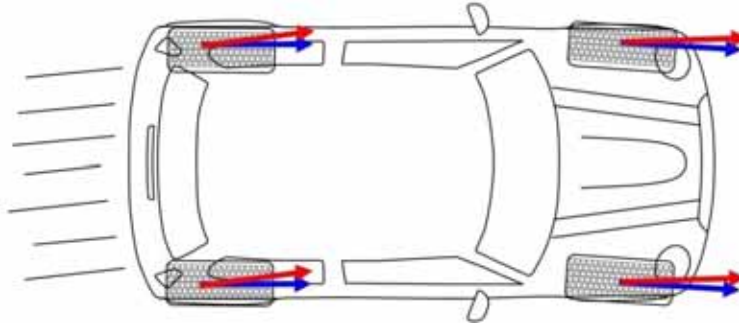
The red line represents the level of grip generated by the tire, which increases along with speed while maintaining a constant radius. As we begin to generate slip angles the tire's grip and our ability to maintain a constant radius begin to converge. Beyond the optimum slip angle, 8° in this example, our grip begins to fall off while our speed continues to increase, resulting in an increased radius. As our slip angle increases we begin actually sliding the tire across the pavement, and if we're



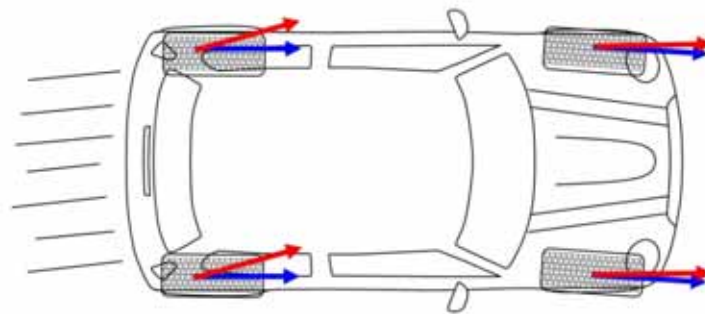


driving on something close to the proper line we'll leave the road (or join the Wall Club) if we keep accelerating. The above illustration would be representative of a corner similar to the south oval at NHIS. In Turn 11, a much tighter corner, the optimum grip might be realized at, say, 50 mph on a 100 ft radius. The numbers on the X,Y, and Z axis may change, but the curves will remain the same. The grip of some tires will fall away more abruptly than others (the curve is shaped slightly different), but a smooth driver can count on the progression illustrated above and will be able to accurately manage the slip angles of any tire.

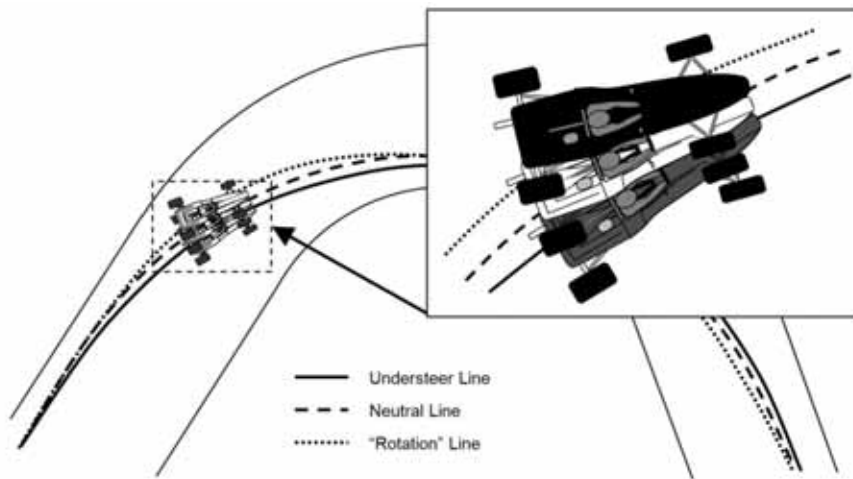
In the classic four wheel drift, the slip angles of all four tires would look like those of the Mini illustrated below.



Note that the direction of travel of the front tires is actually more or less straight ahead. The tires are turned into the corner, but the slip angle effectively cancels this steering input. The car continues to turn, however, because the slip angles of the rear tires are “turning” the car around the front tire contact patches to a degree roughly equal to steering input. This is how a car appears when the front and rear tires are generating similar slip angles. What if, however, the slip angles of the rear tires were larger than those of the front tires? This isn't as unnatural as it sounds, particularly on corner entry where the weight transfer associated with braking gives the front tires greater relative grip. The Mini illustrated below shows this condition, with slip angles of, say, 16° in the rear and 4° in the front. If we recall the curves plotted above, the front tires are driving on a constant radius, while the radius the rear tires are traveling on is growing. Trail-braking allows us to balance this relative loading to put the car in a state of yaw... it is, in other words, rotating into the corner in the beginning stages of spin. If the car is rotated too aggressively, requiring that the driver counter-steer to prevent a spin, the rear tires would be generating extreme slip angles and the front tires would be generating none at all. They would, in fact, be driving themselves to larger radius at the same rate, hopefully, as the rear tires.



So, do the above 16° and 4° slip angles represent optimum cornering force from the tires? No, they don't. Optimum corner force in our example occurs at 8° of slip. The benefit of rotation, however, is that we can, while braking, point the car further through the corner, which in turn will allow us to use a larger and/or increasing radius through the remainder of the corner. Rotation also allows us to transition from braking/cornering to pure cornering more quickly. We can go to throttle sooner and more aggressively than would be possible on a constant radius without rotation, and as weight is transferred from the front to rear tires we balance front/rear grip and equalize the slip angles back to the optimum 8°. So, even though we entered the corner with slightly less than optimum grip, we were using more of the tire's potential for cornering (meaning we give up little or no speed) and we can exit at optimum grip on a larger, faster radius. Recall that in Turn 11 the car that maintained a constant radius was traveling at 50 mph on a 100 ft radius. The car that is rotated properly on corner entry, however, may now exit the corner at, say, 54 mph on a radius of 110 ft, or perhaps on a radius that increases from 93 ft to 115 ft. Whatever the type of radius the driver uses exiting the corner, that extra 4 mph of exit speed will be carried all the way down the front straight and will lower lap times by a few tenths of a second.



UNDERSTEERING CAR	NEUTRAL CAR	ROTATING CAR
Tire Potential: - Braking: 30% - Cornering: 70% - Accelerating: 0%  Front S/A: 14° Rear S/A: 0° Steering Input: 30% Throttle Input: 0% Lateral g: 0.75 Speed: 58mph	Tire Potential: - Braking: 20% - Cornering: 80% - Accelerating: 0%  Front S/A: 10° Rear S/A: 10° Steering Input: 20% Throttle Input: 0% Lateral g: 0.96 Speed: 61mph	Tire Potential: - Braking: 0% - Cornering: 100% - Accelerating: 0%  Front S/A: 4° Rear S/A: 16° Steering Input: 0% Throttle Input: 0% Lateral g: .98 Speed: 62mph

This final illustration gives a snapshot, soon after turn-in, of cars with various handling characteristics. The driver using rotation on corner entry would generally use the line indicated above. Though blocked somewhat by the magnified block, you can see that the dotted line represents a larger exit radius. The numbers are merely representative, but you can see that the rotating car is able to begin using all of the tires potential for cornering sooner than either the understeering or neutral car. So even though the neutral car is maintaining optimum slip angles, it gives up cornering speed because it still needs some braking to maintain its line. The subsequent illustrations (not included here) show the progression of the car through the corner, the last showing a significantly higher exit speed for the car on the "Rotation Line." Something else the above illustration shows us is a limitation that a great many of our participants will confront...

understeer. Production passenger cars are designed to understeer, meaning they may not rotate at all. Even if they do, they may simply start understeering as soon as the driver goes to power following turn-in.

In the next installment of this series, we'll discuss ways of eliminating understeer and "balancing" the handling of the car.

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# tales from the winding road

interesting submissions from the chapter membership

## The TRUE History of the BMW Roundel

submitted by: Dana Sion



Any one watch “Myth Busters”? Here is one for ya.

Many people’s interpretation of the BMW logo is actually incorrect. In honor of celebrating the ninety year anniversary of the BMW “Roundel” as it’s referred, BMW

issued this statement “It was on October 5, 1917, that the BMW trademark was registered...the inner circle featured quadrants in the Bavarian Free State colors of blue and white but in opposed order, as it was illegal to use national symbols in a commercial trademark.”



The question then becomes, where did the myth of it stemming from its aircraft engine origins? BMW cleared this up as well explaining: “The idea that blue and white had anything to do with spinning propellers comes from a 1929 advertisement that featured aircraft with the image of the roundel in the rotating propellers,” ... “This advertisement came at the beginning of the Great Depression, which coincided with BMW acquiring the license to build Pratt & Whitney radial aircraft engines. The advertising department used the Roundel and BMW heritage in an attempt to increase sales of the new radial motors.”



## Finding Those Less-Costly BMW Parts

submitted by: David Harrison



Need a part for your BMW? Already know how to shop and explore the web? This year I learned a new avenue to search for parts and save money via the electronic marketplace. Let me share with you how I

located an automotive part and saved almost \$250 in 30 minutes.

The object of my search was an alternator for a 1999 740i. A quick phone call informed me the local dealership had an asking price of \$777.14 (this is before the BMW CCA discount). They would order a unit remanufactured by the original manufacturer (Robert Bosch Corp.) since none were in stock. All quotes in this article are for the same unit from Bosch. Take my word and stay with Bosch and do not be

tempted by the cheaper independent remanufactured units costing about \$300. FYI, the local retailer in Portsmouth NH quoted me \$714.95.

I turned to my PC to expand my search on the web. I initiated a hunt by finding the manufacturer’s code. The first step was to pull up any common site like overnightautoparts.com. I located the part by using the standard “enter make, year, model, description, etc”.

When I found the correct photo and item I noticed the SKU code W0133-1597683. I now had a key to the online car parts world! Using a search engine I was able to search for “W0133-1597683”. Google gave up 120 sites. The search looked for the manufacturer’s code and relieved me from the

BMW MEMBERS SAVE 10% WITH THIS AD. AND VALID MEMBER ID  
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repeated entry of information about my car every time I entered a new site. I found my part filed on one site for a 2000-2006 X5 (\$561) and another site for a 2001-2003 540i Sport Wagon (\$648). I also located the same alternator listed for a 2003-2005 Land Rover at \$531. Do you remember when the Rover had a German accent? The whole search took less time than the time required to write this article. Give this technique a try the next time you are stalking a part for your ride.

## It's the Drivers that are Unsafe at Any Speed

submitted by: Chris Baker

*Preface: A friend from the "P car club" recently emailed this to me. It's been passed on a while so I don't know where it started from but I liked the author's philosophy and thought it would be good for the newsletter.*

My father-in-law let me take his nicely restored, sunshine yellow 1965 Corvair out for a spin one day last summer. Everything went great until I pulled up to the first stop sign. It was only then I remembered that most cars of that era, including the Corvair, had brakes that were strictly mechanical; no hydraulic assist. Touching the brake pedal back then was more of a suggestion to slow down rather than a command to stop.

I'm sure that hydraulically assisted brakes were billed as a safety feature when they came into wide use. I am equally sure they had little impact on accident statistics. People merely adjusted their driving habits and were more prone to tailgate.

This made me think about all the new "intelligent" features being built into new cars these days. A lot of these features target safety, but if history is a guide, it's doubtful that smart safety features will cut down much on traffic accidents or fatalities. Air bags, antilock brakes, more visible brake lights, and a host of other features have been mandated over the years with expectations they'd reduce accident rates and fatalities. It hasn't happened. For example, when the Insurance Institute for Highway Safety looked at antilock brakes, it found their presence makes no difference in predicting whether cars will be involved in fatal crashes. The federal government figured air bags would cut the risk of dying in a crash by 40% when it mandated their use in the 1970s. The real figure has turned out to be about an 11% reduction in risk. It's clear air bags haven't brought the level of benefits promoters promised. And the same can be said for numerous other safety features.

The irony is despite these mandates, traffic safety in the U.S. has actually declined over the past two decades relative to that of Australia, New Zealand, and several European countries. In the 1960s, the U.S. had the safest traffic in the world whether measured by deaths per registered vehicle or deaths per distance traveled. Now, we've dropped to 16th place. Not because vehicles overseas are safer than ours. The real reason, according to Leonard Evans of Science Serving

One last twist, my favorite parts store and club sponsor in Portsmouth was willing to do a price match at the lowest price of \$531. I also saved over \$50 in shipping of the part and core back and forth to the vendor. It is a win – win situation. They will make up the difference after I purchase some additional parts, antifreeze, and the new E38 Bentley manual which just hit the shelves.

Society, a safety research organization, can be tracked back to lackadaisical attitudes in the U.S. about driver distractions and general driver ineptitude and ignorance.

So I have my own suggestion for making the roads safer, and it doesn't involve even five-cents-worth of additional vehicle hardware: Teach people how to properly drive the cars they already have! Mandate more realistic drivers schools, and make the test for a driver's license orders of magnitude tougher to pass. Simply having a pulse shouldn't entitle anyone to a driver's license. Additionally there should be a national zero-tolerance policy on drunk driving and on the use of cell phones in cars while driving. Hang up, pay attention and learn how to drive!

**the Profile**  
**has ad space available!**  
various sizes and rates

**This Could Be  
Your Ad!**

see page 18 for more details  
or contact...

**Dana Sion**  
WMC MARKETING & SPONSORSHIP  
COORDINATOR  
d.sion@whitemtn-bmwclub.org

# classifieds

Looking to buy or sell a car or parts? Have BMW related items for sale? Try our chapter's classifieds!

## Cars For Sale

### 1991 BMW M5

VIN# WBSHD9318MBK05696,  
5 speed, loaded, black/black, leather,  
160,000 miles. Runs strong. Kept in  
heated garage. New radiator. Known  
work it needs includes brake pads,  
exhaust, self leveling suspension.  
Excellent project car. Est. value range  
of \$7,000 to \$9,000. Will take BRO.  
Call Tom Farrelly at 603.661.4854 or  
e.mail via the WMC website  
classifieds page.

### 1999 M Coupe

VIN#WBSCM9335XLC60071  
Drive a legend! Arktissilber/black-

gray leather, 80k miles, 5-speed  
manual, no mods, S52, all original  
except rear three window tint, 5k  
miles on Yokohama ES100s, very  
clean, great shape inside and out, well  
maintained. No winters, smoke or  
track time. Photos available. \$19,990.  
Call Martin Callahan at 603.493.1703  
or e.mail via the WMC website  
classifieds page.

## Parts For Sale

### Blizzak Snow Tires on Borbet Rims

Blizzak WS50 225/55-16 mounted,  
balanced on Borbet rims. Used only  
last season. I got a new car, these

snows won't fit. Outstanding  
condition. Washed and wheelwaxed  
after season, like new. These were on  
my BMW 540i (E39). Photos  
available. Call Scott Richardson at  
603.821.1700 or e-mail via the WMC  
website classifieds page.

### E46 M3 Wheels

OEM 18" M double spoke alloy  
wheels without tires from 2002 M3.  
Perfect second set for daily, track or  
winter driving. Minor curb rash but no  
accidents. Photos available upon  
request. Call Charles Staab at 603  
557-4772 or e.mail via the WMC  
website classifieds page.

Ads listed in *the Profile* are pulled from the chapter website at the time of publication. To see the most current classifieds selection, check out the chapter website.

Chapter members can request to place an ad, at no cost, which will run for three months.

See the chapter website to submit an ad. The request is subject to approval by the WMC, which cannot guarantee the items in any manner and is not responsible for the accuracy of ad content

ATV's, Auto's, Boats, Campers, Motorcycles, RV's, Snowmobiles  
Trailers, Warehouse space also available

Starting at \$25.00 per month  
Loading Dock and Forklift available

# StorageShed, LLC

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Specialized in Heavy Duty Truck Repair

ASE

Owner: Dick Cadieux

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## camera shots

### "Beauty is in the Eye of the Beholder"

by: Martin Callahan

This is my 1999 M Coupe, affectionately named "Growly Bear". Photographed here this past May on Shapleton Island near Portsmouth, while I was organizing the *Back Roads Rally 2007*. What can I say... I like to drive it, I like to look at it, I like to photograph it now and then. About the only thing I don't like about it is filling its tank with premium gasoline these days.



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Have you taken an interesting BMW or BMW CCA related photograph worth "showing off"?  
If so, send it in!

Submit your favorite BMW or BMW CCA related photo to *the Profile* newsletter editor for "camera shots".

Be sure to include your name and a caption and/or title! For details, see the production information page towards the back of *the Profile*.

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## chapter sponsorship

Following are some of the businesses whom we are thankful to have as sponsors of the chapter. They help fund our driving schools and social events, and provide valuable services for our members. Mention your BMW membership, as some provide additional discounts on goods and services.

Look for their ads in forthcoming issues of *the Profile*, give them your support, and let them know you saw them in *the Profile*!

Might your business be interested in supporting the club?

The Profile has ad space available!

See pages 3 and 18 for more information.

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### AVCOMM TOYS

"The Uncommon Car Lot" has your head turning to take a second look...what was that? An 850csi BMW, wow! Oh look a sweet 83' Vette or a 70's Camaro! In addition to our ever changing car lot we offer a full range of vehicle service including inspections. As a Fuel Catalyst dealer we can help you increase your fuel economy and keep your engine running stronger, cleaner, and leaner! Avcomm is a CAT Equipment Rental house. Be it a dozer, backhoe or excavator, we can help you pick the right machine for your project.

Call 603-798-4869



### BAVARIAN AUTOSPORT

When we first fell in love with BMWs, there were no companies like ours. So we had to invent one. We were enthusiasts like you, so we knew what the company had to look like. Bavarian's High Performance BMW Catalog of Automotive accessories and parts for BMWs.

[www.bavauto.com](http://www.bavauto.com)



## CLUB MOTORSPORTS

Valley Motorsports Park offers driver memberships, like a golf club, and the opportunity to drive their vehicles on a challenging but safe 3.3 mile, 18-turn road course.

[www.clubmotorsports.com](http://www.clubmotorsports.com)



## CONCORD MOTORSPORT

The philosophy of Concord Motorsport is to offer the highest quality pre-owned BMWs in New Hampshire. All vehicles are thoroughly inspected and brought up to factory standards before they are sold. Not only does Concord Motorsport sell some of the best used BMWs, they also service them. Several technicians are always on hand to answer your questions and help you maintain the health of your BMW.

[www.concordmotorsport.com](http://www.concordmotorsport.com)



## SILVER FOX INN

The Silver Fox Inn, located in the majestic White Mountains of New Hampshire is just a few short hour's drive from most major northeastern cities but you'll feel like you're a million miles away. Great service, friendly staff and our location are just a few of the reasons that so many of our guests return to The Silver Fox Inn year after year.

[www.silverfoxinn.com](http://www.silverfoxinn.com)



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# Profile production information

*The Profile* is currently published on a fixed schedule every two months. The below list of dates is intended to help event planners, paying advertisers, and anyone else interested in submitting content for publication. All submissions, including ads, must be received by the Editor by the below listed deadlines or they'll be held for the following issue.

## submissions criteria for general content

All content to be considered for publication, must be in electronic file format - e.mail attachments or files burned to CD. All copyrighted material must be accompanied by written permission to reprint. Photo submissions are encouraged and should be submitted in the highest resolution available. Please include photo credits and captions. Contact the Editor if you have any questions.

## submissions criteria for ads

Contact Dana Sion, the WMC Marketing Coordinator, if you'd like to run an ad in this newsletter. Pre-payment of ads is required, prior to submission for publication. All ads must be in electronic format, be sized to their final publication size, and have a minimum resolution of at least 200dpi (300dpi preferred). Ads must also be "camera ready"; requiring no layout re-work or editing. Graphic design services for "reworking" existing ads, or for new ad creation, are available from *the Profile's* publishing company, *mjc.design.works, LLC at an additional charge.*

## for more information...

...on placing an existing ad, contact Dana Sion, the WMC Marketing Coordinator.

...about design services for editing of existing ads, or for new ad creation, contact the Editor.

### production dates and deadlines for future issues

<u>ISSUE</u>	<u>SUBMISSIONS DEADLINE DATE</u>	<u>TARGET DELIVERY DATE</u>
April - May	Friday, March 7 <sup>th</sup>	April 1 <sup>st</sup>
June - July	Friday, May 1 <sup>st</sup>	June 2 <sup>nd</sup>
August - September	Friday, July 4 <sup>th</sup>	August 1 <sup>st</sup>
October - November	Friday, September 5 <sup>th</sup>	October 1 <sup>st</sup>
December - January '09	Friday, November 7 <sup>th</sup>	December 1 <sup>st</sup>

## send general content submissions...

...as text in the body of, or as files attached to, an e.mail: [editor@whitemtn-bmwclub.org](mailto:editor@whitemtn-bmwclub.org)

...on CD via postal mail: **Martin Callahan, Profile Editor, 195 Little Bay Rd., Newington, NH 03801**

Questions? Contact the Editor.



**White Mountain Chapter  
BMW Car Club of America**  
PBM 175  
855 Hanover Street  
Manchester, NH 03104-5419  
www.whitemtn-bmwclub.org

# the Profile Newsletter

## Advertising Contract & Rate Schedule

The *Profile* newsletter is published every two months – planned 24 pages (~8.5"x11"), coated matte 80# stock, full (four) color process, saddle stitch bound, *USPS Presort Standard* delivery. It is mailed to all chapter members (approx. 800, primarily in New Hampshire and northern New England\*). Additionally, it is distributed to all its advertising sponsors and is regularly made available to their often broad cliental base, in waiting rooms, lobbies, etc.

The newsletter contains a wide range of interesting content, including club news items, event coverage, tech columns, product information, educational and human interest articles, personal stories, classifieds and more. Chapter members value the support of the *Profile's* advertisers and with exposure to *your* ad, could easily become a significant segment of *your customer base*.

\*/ Current demographics by zip code, available upon request from the WMC Marketing Coordinator.

### Ad Specs & Rate Schedule

to select a desired ad for 1, 3 or 6 consecutive issues, clearly check the appropriate rate box

"grayed-out" rates indicate particular ad not currently available

ad type	size dimensions	page number & location	1 issue	3 issues	6 issues
full page	10.5" h x 8.0" w	2 inside front cover	<input type="checkbox"/> \$230	<input type="checkbox"/> \$576	<input type="checkbox"/> \$960
full page	10.5" h x 8.0" w	23 inside back cover	<input type="checkbox"/> \$230	<input type="checkbox"/> \$576	<input type="checkbox"/> \$960
full page	10.5" h x 8.0" w	5-11, 14-21 variable	<input type="checkbox"/> \$192	<input type="checkbox"/> \$480	<input type="checkbox"/> \$800
half page	4.75" h x 7.5" w	24 outside back cover	<input type="checkbox"/> \$115	<input type="checkbox"/> \$288	<input type="checkbox"/> \$480
half page	4.75" h x 7.5" w	3 under table of contents	<input type="checkbox"/> \$115	<input type="checkbox"/> \$288	<input type="checkbox"/> \$480
half page	4.75" h x 7.5" w	5-11, 14-22 variable	<input type="checkbox"/> \$96	<input type="checkbox"/> \$240	<input type="checkbox"/> \$400
quarter page	4.75" h x 3.75" w	4-22 variable	<input type="checkbox"/> \$48	<input type="checkbox"/> \$120	<input type="checkbox"/> \$200
business card (1/8th page)	2.25" h x 3.75" w	4-22 variable	<input type="checkbox"/> \$24	<input type="checkbox"/> \$60	<input type="checkbox"/> \$100

### Publication Schedule

issue	ad submission deadline	target delivery date
Feb - Mar	1st Friday in Jan	Feb 1st
Apr - May	1st Friday in Mar	Apr 1st
Jun - Jul	1st Friday in May	Jun 1st
Aug - Sep	1st Friday in Jul	Aug 1st
Oct - Nov	1st Friday in Sep	Oct 1st
Dec - Jan	1st Friday in Nov	Dec 1st

**Payment Terms:** Due in full at signing; checks to: *White Mountain Chapter, BMW CCA*.

**Copy Requirements:** Ads must be in electronic format (*jpeg* or *tiff* preferred, *pdf* accepted) and sent to the WMC Marketing Coordinator for preliminary approval ([d.sion@whitemtn-bmwclub.org](mailto:d.sion@whitemtn-bmwclub.org)). Ads can be submitted via e.mail, or on CD by postal mail. Ads should be at least 200 dpi (300 dpi preferred) at their final print dimensions. Ads must also be "camera ready", requiring no layout re-work or editing. Ad editing and design services are available from the *Profile's* publishing company, [mjc.design.works, LLC](http://mjc.design.works, LLC) at nominal rates ([editor@whitemtn-bmwclub.org](mailto:editor@whitemtn-bmwclub.org)).

**Inserts & Special Units:** By request *only*, advanced notice kindly requested, rates/specs vary – *many* options available!

**Have questions? Please contact the WMC Marketing Coordinator:**

Dana M. Sion at [d.sion@whitemtn-bmwclub.org](mailto:d.sion@whitemtn-bmwclub.org), or (603) 647-4944 Ext. 1

### Ad Contract Agreement

By checking desired ad rate (for corresponding ad specifications) above, the undersigned expresses intent to advertise in the White Mountain Chapter *Profile* newsletter subject to above terms and conditions. The WMC Board of Coordinators reserves right to change rates upon notice at any time. All contents of advertisements are subject to publisher's approval. Publisher reserves right to reject any ad or insert if for any reason the publisher deems the ad unacceptable for publication. Cancellations or changes in orders may not be made by the advertiser after the ad submission deadline date.

Your Company Name, Address, Contact Phone and E.mail (please print clearly)

**Remit Signed Form and Payment to:**  
White Mountain Chapter, BMW CCA  
Attn: Dana Sion, Marketing Coordinator  
at the above address

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Payment Check No.: \_\_\_\_\_ Payment Check Amount: \_\_\_\_\_





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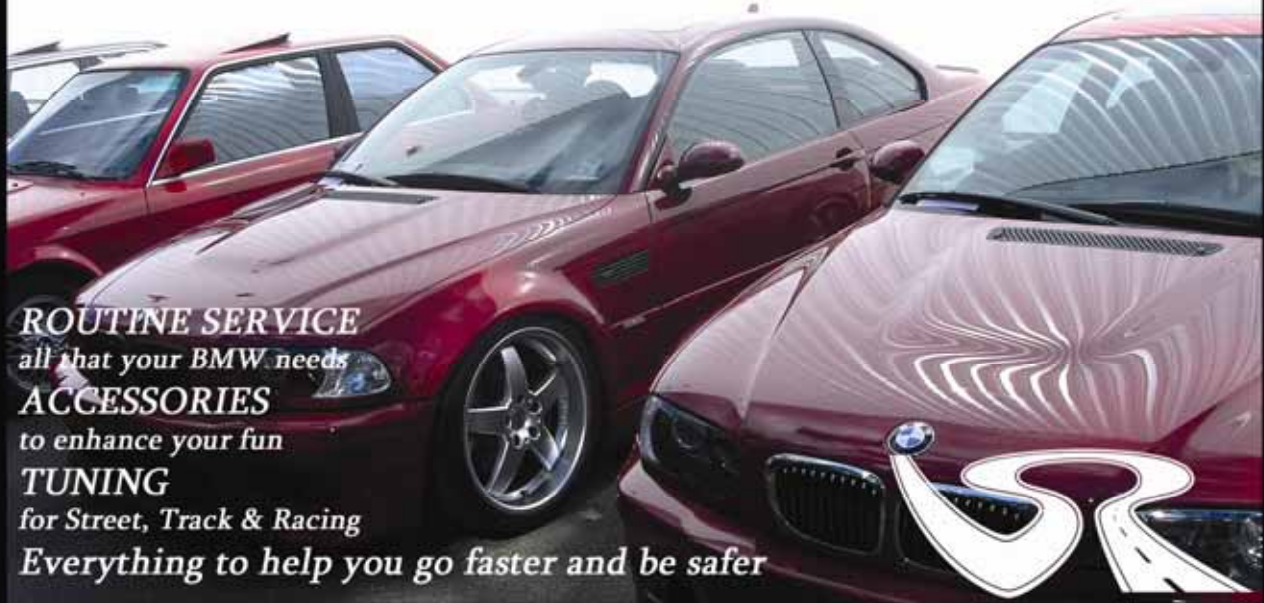


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