



# Bimmer News

DIE LETZTE FAHRBANH – The Ultimate Track

## Choo Choo Bimmers Chapter of the BMW Car Club of America

### *President's Address*

3rd Quarter 2016  
July to September

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### Fall 2016

### Color Theory

In human visual communication, we respond first to color, second to shape and lastly to words / text. With that said, have you ever wondered how things might go differently if the color of a simple object were different? Like maybe you'd get caught less often for speeding if your Bimmer wasn't bright red so the cops wouldn't spot you so easily? Just a hypothetical example, and yes I do own a bright red E46.

Now that more and more traffic circles, or roundabouts, are being installed across Hamilton County, I wonder what would happen if yield signs were yellow instead of red. Instead of slowing while approaching the roundabout to be sure traffic is clear then proceeding through, quite a few Chattanoogaans just stop when they get to the circle regardless of whether or not there's any traffic already in the circle. Then again, there are times when they just stop completely while going through the circle. Sigh...

Is it perhaps the color of the sign that's confusing? Everyone knows to stop for the color red – red lights at intersections, red fire trucks, red lights on ambulances, red stop signs and on and on. Maybe the border around the sign should be yellow with red 'YIELD' text, thus implying slow on approach and stop (yield) if necessary. Maybe this simple change would communicate how to proceed through the interchange more clearly. Maybe.

Motor on, Bimmer friends!

Jennifer

## 2016 Board Members:

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## 2017 BMW “30 Jahre M3” Limited Edition



With the launch of the first generation of the BMW M3 in 1986, the BMW M GmbH, operating under the name BMW Motorsport GmbH at that time, revolutionized the sports car as it was built first and foremost for performance. The original M3 was developed as a homologation special to enter the World, European and German Touring Championship (DTM) racing. It was very successful in its time and is still considered as one of the purest high performance street legal sports coupes. To mark the 30th anniversary of this automotive icon, 500 “30 Jahre M3” (30 Years M3) special editions will be produced, of which 150 units will reach U.S. shores. The limited edition is available with a manual transmission for \$83,250 plus Destination and Handling or with Dual-Clutch transmission for \$86,150 plus Destination and Handling.

So, who’s ready to place their order?!

### **Upcoming Meetings** **All Start At 6:30PM**

**Oct. 11 - Public House**  
**1110 Market Street,**  
**Chattanooga, TN**

**Nov. 8 - Walden Club**  
**633 Chestnut Street,**  
**Chattanooga, TN**

**Dec. 13 – Christmas Party**  
**BMW of Chattanooga**  
**6806 E. Brainerd Road,**  
**Chattanooga, TN**



## New BMW Designed Racing Wheelchair Debuted at Rio 2016 Paralympic Games

BMW designers worked closely with Team USA athletes and coaches to develop a new racing wheelchair that draws upon the aesthetics and engineering of the automaker's signature vehicle design. Encompassing BMW's core competencies and fundamentals, the wheelchair features

modernized aerodynamics, carbon fiber material, a complete chassis redesign and a customized athlete fit.

"Working on this project has been a truly rewarding experience for my team, and we're proud of what we've been able to accomplish in the last year and half with these athletes and their coaches," said Brad Cracchiola, Associate Director, BMW Group DesignWorks.

## Welcome New Club Members!

*Craig Elmendorf, Gregory Bennett, Roger Cagle, Howard Shaffer, Maria Bingham, Phillip Gordon, Otis Coles, Andy Howell, Terry Urbine, Zachary Rand, Bryan Fowler, Alan Trantham, William Carr, Amanda Carr, Ben Fisher, Nathan Santos*

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Please help us to build a strong and active membership by telling other BMW owners and enthusiasts about the benefits of club membership. Not only do we have monthly membership meetings at local restaurants to have fun and discuss club business, other membership benefits are listed below.

**BMW CCA offers the following benefits and services:**

- The single finest automobile publication available: *Roundel*
- Parts at employee pricing at BMW of Chattanooga
- Free classified ads reaching all members plus non-member web surfers
- Reference services via the BMW CCA Foundation
- Help from technical and maintenance experts
- Distinctive club decals
- *Friends of BMW* booklet listing members who will assist you
- Ombudsmen to assist you with BMW dealers or suppliers
- Value Information Coordinator to assist with insurance claims, purchase or sale
- BMW Special Interest Groups (SIG's) listed in the *Roundel*

***For additional membership information, contact BMW CCA National Office:***

Online: [www.bmwcca.org](http://www.bmwcca.org)

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