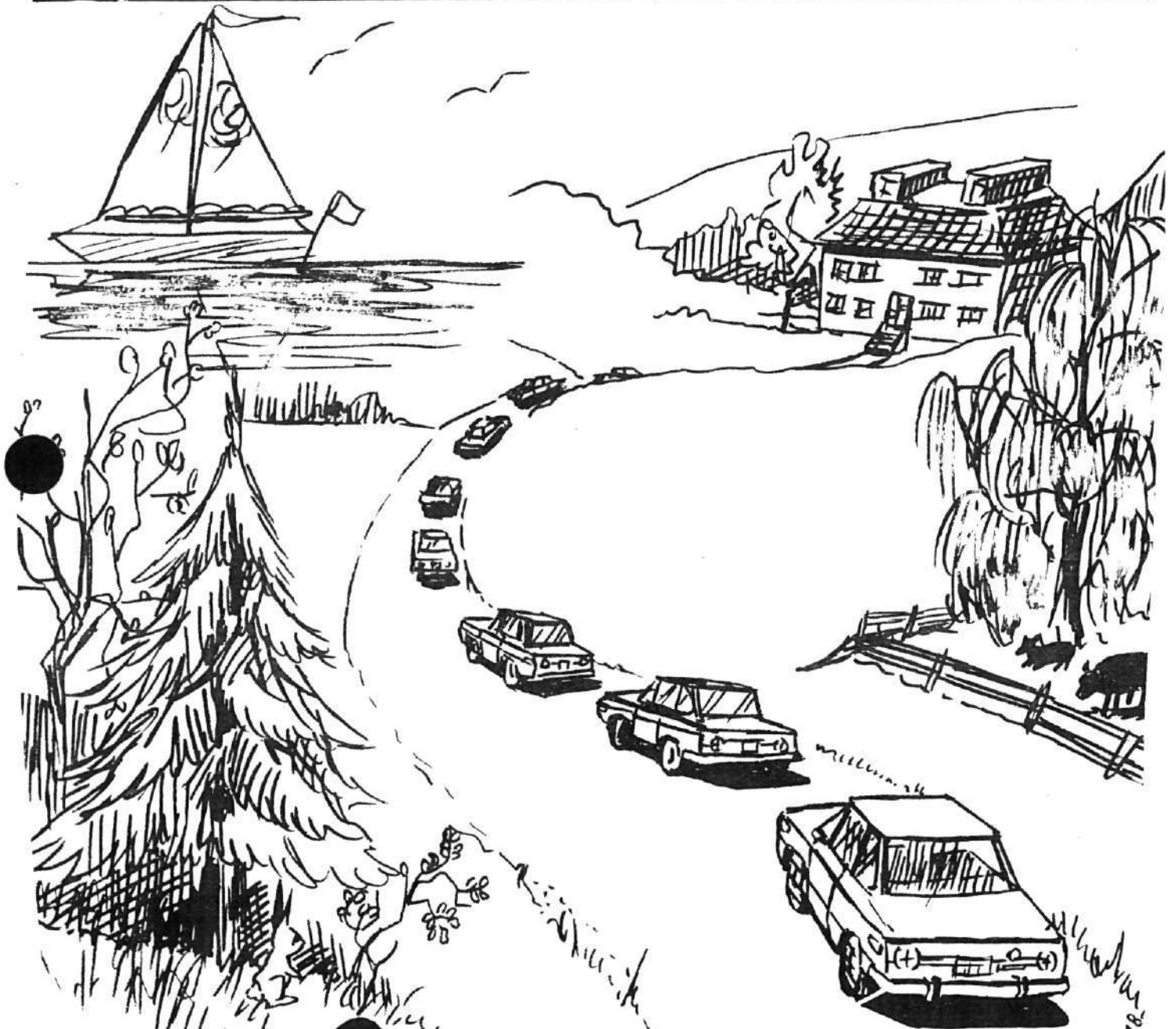


der bayerische

Vol. 8, No. 4

April, 1978



Spring Tour

(See Page 6 for details)

V. CHAMBERLAIN 1978
L. H. M. G. S. T. W.

EDITOR'S NOTE. . .

Greetings all. Sorry to miss last month's meeting, but Barry and I moved to Occoquan at that time, and I need not remind you of the work involved. At any rate, we have a new phone number: (703) 494-6869.

This month's meeting is Tuesday, April 18th, at the Diamond Head Restaurant. As usual, the time is 8:00 p.m. Also this month is Paul Broyles' Special Tech Session at Skoda. See the article for more details.

I would like to congratulate Jane Touzalin for winning second place in the Atlantic Zone for *der bayerische*. For those who may not know, chapter newsletters are judged each year. If we want to win this year, we're going to have to get more articles. With a club the size of ours, we should be able to get much more than we have thus far.

Last month several people did not get their newsletters. This was not a mistake. Those who did not get their newsletters were the ones who have not renewed their membership. Our club cannot afford to send newsletters to non-paying members. It is also unfair to the people who have renewed. So - if anyone should happen to ask you why you got yours and they didn't, please pass this along. We regret any inconveniences this may have caused.

We have many events planned for the rest of this year. Be sure to keep an eye on the calendar. One of the events, coming up in mid-June, is the family picnic. Events include a car show and games for the kids. (yes! kids are invited) We'll provide more details later. If you want to help out with this or any other event (*please!*), let us know. We could certainly use you.

See you at the meeting!

Vicki

CALENDAR. . .

April

- 8-9 SESCA Championships Rally "Go-Go"
- 15-16 WRC Bob Ridges Memorial Rally
- 15-16 IMSA Races, Road Atlanta Raceway, Georgia
Peachtree Chapter will have a corral
- 18 BMWCCA Monthly Meeting: 8 P.M.
Diamond Head Restaurant
6900 Wisconsin Ave., Bethesda
PROGRAM: Bill Scott
- 22-23 SCCA Mid Atlantic Road Race Series, Summit Point,
West Virginia
- 22 PCA Open Club Rally
- 27 DER BAYERISCHE Deadline
 - BMWCCA Spring tour - for details see article

May

- 6 Fuel Injection Tech Session Line, etc.
- 16 BMWCCA Monthly Meeting
- 20-21 SCCA Road Races, Summit Point
- 28 BMWCCA Autocross
- 27-29 IMSA GT & RS races, Lime Rock, Connecticut
- 30 Exec meeting & der Bayerische deadline

June

- 11 BMWCCA picnic
- 20 BMWCCA Monthly Meeting
- 24-25 SCCA road races, Summit Point
- 27 Exec meeting & der Bayerische deadline

der bayerische

is the official publication of the National Capital Chapter of the BMW Car Club of America, Inc. and is not in any way connected with the Bayerische Motoren Werke AG or BMW of North America, Inc. It is provided by and for the club membership only. All ideas, opinions and suggestions expressed in regard to technical or other matters are solely those of the authors and no authentication or factory approval are implied unless specifically stated. The club assumes no liability for any of the information contained herein. Modifications within the warranty period may void the warranty.

der bayerische is published monthly 11 times a year, January through November. The mailing address is Box 685, Arlington, VA. 22216.

Articles submitted are subject to editing and slight revision. Contents may not be reproduced without permission in writing except by the BMWCCA and its chapters.

Editor Vicki Livingston (703) 494-6869
Asst. Editor Barry Livingston (703) 494-6869
Advertising Barry Livingston (703) 494-6869
Graphics Vicki Livingston
Circulation Manager Jane Touzalin

CHAPTER OFFICERS

President Bill Riblett (301) 652-9013
Vice President Jerry Liebes (301) 279-7352
Secretary Chuck Garrish (301) 268-5643
Treasurer Michael C. Greenbaum (703) 525-8835

COMMITTEE CHAIRPERSONS

Activities Chet Kingsbury (301) 464-1946
Autocross Bob Hoey (301) 948-8368
Membership Jane Touzalin (703) 527-9013
Promotions Jerry Hoopert (301) 948-1946
Racing Chet Kingsbury (301) 464-1946
Storekeeper Bill Riblett (301) 652-9013
Technical Paul Broyles (301) 459-2081

FROM BEHIND THE GAVEL...

Well, we go again. Hopefully, if all has gone well for a change, this will have reached all of you before the monthly meeting for a change. We are trying to increase the content, too. Special thanks to Bill Via for two interesting articles he has contributed. I know there are others of you who could contribute something interesting, so send in those articles, tech trips, want ads, calendar items, etc.

The March meeting featured an interesting presentation by Jim Kerrigan of Quicksilver Racengines. They have spent a lot of time developing some special equipment for BMW engines, in addition to doing most of the engine building and rebuilding in the area. If the engine in your car is getting tired, or you want more than the factory could sell (especially in these days of Federal regulations) — give Jim a call (340-2700). I will have some of Quicksilver's brochures at the April meeting if you missed them.

Our April speaker is Bill Scott of Bill Scott Racing, who, among other activities, runs a driving school at Summit Point. I know from past experience that Bill is a very interesting, articulate speaker on driving and racing. He spoke to the Club a couple of seasons ago and also ran the 1976 Oktoberfest Drivers School for us (with Dave Töy), so he is welcomed back as an old friend.

The Club's event for April is the Spring Tour on Saturday, April 29. Details are in the article in this issue — hope we will see you there.

Unfortunately, from my point of view, it seems that it was only a rumor that Oktoberfest in New Orleans this year was only a practical joke. Instead, it will be held near Milwaukee, Wisconsin, October 5-8. You will be seeing and hearing more about this in coming months. It seems that New Orleans has no facility for a Drivers School and no suitable nearby roads for a rally.

Thank you Jerry Hoopert for my new gavel: a machinist's brass hammer!

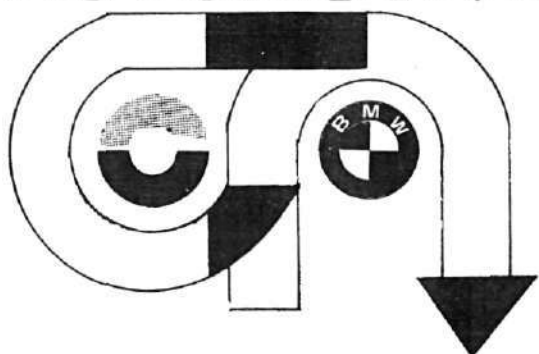
Summit Point kicks off their 1978 season on April 22 and 23 with the first of the MARRS road races. I don't know if any BMW's will be competing this year. Hopefully at least perennial BMW competitor Garth Ullom will be back. Last year Garth ran a 2002 in Showroom Stock with some success. But at any rate, there is always good racing at these SCCA events and Summit Point is a nice nice track from the spectator's standpoint. It is only about 45 minutes from the Beltway, just west of Charlestown, West Virginia. Take along your suntan lotion and some liquid refreshments!

We still need help to run the Club and its activities. We'll be looking for lots of help to run the autocross Memorial Day weekend and the picnic two weeks later on June 11. Right away, we need a council representative. Your primary function will be to attend the Metropolitan Washington Council of Sports Car Clubs' meetings (2nd Monday of each month at the Skyline Restaurant on Suitland Road in Morningside) and act as a liaison for us. Give me a call if you are interested.

Bill



CASCO AUTOMOTIVE



For Information and Prices, Call
Phil Morgan at (703) 971-3449
Evenings from 6-10 P.M.

OR

Larry Luxford, Quality Car Services,
Days at (301) 340-8269

*Bring Your Car Up-To-Date With These
Exciting And Proven Products From
Casco Automotive, Which Offer
Superior-To-Stock Performance And
Reliability And Reduced Maintenance
As Well.*

Turbocharger Kits. (3.0Si, 530i, 320i, 2002ti) Starting at \$1100. Includes instructions and all parts necessary (except exhaust system modifications). Installation available.

Synthetic Lubricants. Complete line including Chemlube 10w 40, Transmission Gear Oil (1147), and Rear Axle Oil (1145). Offer reduced friction, less wear, and improved driveline efficiency, durability, and reduced frequency of maintenance.

Electronic Ignitions. For racing or street applications. Optical triggering to eliminate variability and failure susceptibility of points. Also, Multi-spark capacitive discharge systems by Autotronic Controls Corp. MSD-7A for racing, MSD-6A for street. Both eliminate pitting of points and offer higher output energy (up to 60KV).

Spark Ignition Wires. Radio-suppressed, silicone-jacketed, low-loss, solid wires by MSW. Long life and no resistor losses to diminish intensity of sparks to plugs.

MORE POWERFUL HEADLIGHTS PROPOSED

The Federal standards for motor vehicle headlighting systems are in the process of being revised to increase the maximum allowable candlepower from 75,000 to 150,000. While this is still short of the maximum allowable in Europe, the National Highway Traffic Safety Administration claims that its research has demonstrated that candlepower exceeding 150,000 results in only a marginal increase in visibility, but a significant increase in glare.

The new lights can employ a halogen source but they must be of the sealed beam type and must be susceptible to mechanical aiming. The revised standards apply to all authorized headlamp configurations, whether rectangular or circular, and whether employing four lamp units or two lamp units.

A new marking code, to be embedded in the headlamp lens, is also being established to identify lamps that comply with the new standards. The code marking (which will appear below the letters "DOT") and maximum design wattage (at 12.8 volts) for the new lamps is as follows:

Configuration	Wattage	Code
2 circular lamps, 7"	h 70w/1 65w	2D1
2 rectangular lamps, 142 x 200 mm	h 70w/1 65w	2B1
4 circular lamps, 5 3/4"	h only, 55w	1C1
	h 40w/1 65w	2C1
4 rectangular lamps, 100 x 165 mm	h only, 55w	1A1
	h 40w/1 65w	2A1

It is anticipated that the revised standards will be officially adopted in May. The new lights will be optional, initially at least. Automobile manufacturers can continue to equip their cars with lights conforming to the existing standards if they wish. Lights conforming to the new standards, which will be legal in all fifty states and the District of Columbia, are expected to be available on the aftermarket at roughly one-third the retail cost of European lights that are now sold here. Consideration is being given by Federal authorities to strict enforcement of existing law which precludes the importation of lights that do not comply with Federal standards. According to a reliable source at NHTSA, we can expect these Federal standards to be revised in the future, from time to time, to authorize and require more effective (and safer) headlighting systems.

Bill Via



Dick Chichester

SALES REPRESENTATIVE
AUTO INSURANCE AGENT

HEISHMAN BMW, INC.
3154 JEFFERSON DAVIS HIGHWAY
ARLINGTON, VA 22202

684-8500

MAINTENANCE



GENERAL REPAIRS

ŠKODA USA
BMW

PAUL BROYLES **DICK SCHIAVONE**
Factory Trained—10 Years Combined Experience

9541 Smith Ave.
Lanham, Md. 20801

Open Fri. thru Tue.
Closed Wed. and Thurs.

24-HOUR MESSAGE SERVICE

(301) 459-2080

TEST DRIVE THE LUXURY COUPE THAT'S AS EXCITING TO DRIVE AS IT IS TO SIT IN.

What makes the BMW 630CSi so rare among the world's luxury coupes is that while all affect the racy lines and the trappings of the true GT car, the BMW 630CSi truly is one.

In proclaiming the BMW Coupe the best GT car in the world, Town & Country magazine's automotive authority put it this way: "Before advertising people learned that you can apply any name to any

kind of car, GT stood for Grand Touring, which, simply stated, means a closed, two-door car with considerable style and considerable performance...I can't think of a better expression of the GT idea than this car."

If the thought of owning such a car intrigues you, call us and we'll arrange a thorough test drive for you.



THE ULTIMATE DRIVING MACHINE.
Bavarian Motor Works, Munich, Germany



manhattan
Since 1914 / **auto**

Phone: 560-2300

doug mac donald
BMW sales representative

8427 lee highway
fairfax, virginia 22030

Manhattan Auto Offers Special Consideration to BMWCCA Members

Third Annual "Welcome-to-Spring" Tour

SATURDAY, APRIL 29, 1978

Carolyn Eldred and Bill Riblett

Below average temperatures, snow, and sleet are behind us, and the blistering summer days are yet to come. Washington's loveliest season is at hand, and we invite you to join us in a driving tour through some of the prettiest parts of Southern Maryland and Tidewater Virginia. The tour will be dotted with vistas of rivers and bays (to stimulate thoughts of sailing and swimming and to whet the appetite for the summer months ahead) and will provide opportunities for getting sand in your shoes and — for the hardy — a bit of wading.

We'll also visit some historical, and very pretty, places like the reconstructed statehouse at St. Mary's City, Maryland's first capitol (dating from 1676), which is situated on a lovely hill overlooking the St. Mary's River. We'll also visit Stratford Hall Plantation, the Lee family homestead, which Lewis Perdue, writing in *Country Inns of Maryland, Virginia, and West Virginia* (Washington Books, 1977) describes as a "... magnificent H-shaped home, with its two clusters of four chimneys ..." and "the most interesting and unique of the old Virginia homes." If Mother Nature cooperates, we also plan on enjoying views of myriad varieties of trees and shrubs in full bloom. But mostly we look forward to opening our sunroofs (as applicable) and heading out on the open road in a caravan of Bimmers.

Specifics:

- The tour will be about 200 miles long.
- The start is in Oxon Hill, Maryland, at the fringe parking lot on Oxon Hill Road (Route 414), just west of the intersection with Indian Head Highway (Route 210), which is just outside the Beltway. (Take Exit 37S toward Indian Head onto 210 south, then west on 414).
- Departure time is 9:30. We need to leave on time in order to get to every destination before closing time. We also want to be able to spend a few minutes briefing participants at the beginning of the tour, so we ask that you arrive at the start by 9:15. (If you need to cross the Wilson bridge on 495, keep in mind that it's a drawbridge and could hold you up.)
- Gas is available near the start at Shell, Mobil, and Amoco stations; please try to leave the start with a full tank. There are also some fast food restaurants in the area, where you might want to pick up some food to take along.
- We suggest that you pack a picnic lunch or pick up some carryout food before setting off, as our plan is to stop for lunch and provide an opportunity for walking on the beach at Point Lookout State Park, a lovely setting where the Potomac and Patuxent Rivers run into the Chesapeake Bay. (In the case of less-than-ideal weather, we may modify these plans somewhat, but it's still a good idea to pack a lunch. For those who defy this advice, snacks are available at Stratford Hall, which we'll get to a little after three o'clock.)
- Restroom facilities will be available at the capitol at St. Mary's City, Point Lookout, Stratford Hall, and at the finish of the tour (also along I-95 on the way home).
- Admission to Stratford is two dollars for adults and 50 cents for children, and there is a toll of 75 cents for the Potomac River Bridge.
- The tour will end at the Sheraton Fredericksburg, about 45 minutes south of the Beltway, where you can catch a quick beer before heading home or have dinner. There are also a number of restaurants in town where you might want to have dinner, some of which you may note during the part of the tour which goes through the historic part of town. We plan on reaching Fredericksburg around 6:00.

It will be helpful for us to have a rough idea of the number of people who plan to join us on the tour, so we'd appreciate your calling us at 652-9013 by April 26 if you plan on going. (Please leave a message if the "machine" answers.) But if the urge to take your Bimmer for a drive on a balmy spring day doesn't hit until the morning of the 29th, then throw on some clothes and meet us at the start.



BMW In The Magazines:

From time to time, there are interesting articles and pictures in other automotive publications. Recently there have been quite a few:

April *Car & Driver*: picture of 320i Cabriolet

April *Motor Trend*: test of 733i and a Salon on the Isettas

April *Road and Track*: description of BMW Motorsport and the companies' racing plans

Autoweek: March 17: 733; test

March 31: picture of racing version of the E-26, now called the M-1



**BAP GEON****IMPORTED CAR PARTS**

2737 DORR AVE. (MERRIFIELD SUB-DIVISION)
FAIRFAX, VA. 22030
PHONE: (703) 573-7740

**BAP GEON OFFERS A
COURTESY DISCOUNT TO
BMWCCA CARD HOLDERS**

PRINCIPAL LINES:

AMCO
ARMSTRONG
AUTOBOOKS
BORG & BECK
B&B ACCESSORIES

BOSCH
CHAMPION PLUGS
GEON
GIRLING
TIRES

INTERPART
KONI
LOCHÉED
LUCAS
HITACHI PLUGS

SOLEX
STEBRO
SU
WEBER
ZENITH

PARTIAL LISTING OF INDIVIDUAL ITEMS:

ACCESSORIES
AIR FILTERS
AIR HORNS (SPEC ORDER)
AXLE BOOTS
AXLE SHAFTS
BALL JOINTS
BEARINGS
BATTERIES
BRAKE DISCS
BRAKE CABLES
BRAKE HOSE
BRAKE HYD. KITS
BRAKE HYD. CYL.
BRAKE FLUID
BRAKE SHOES (EXCH)
BRUSHES (GEN & STARTER)
BULBS
CABLES
CLASSIC PRODUCTS
CARBURETORS & KITS
CARPET KITS
CHROME AIR FILTERS
CLEAR FUEL LINE
CLUTCHES (NEW & EXCH)
DRAG LINKS
DRIVING LIGHTS
ELECTRIC FUEL PUMPS
ENGINE BEARINGS
ENGINE MOUNTS
EXHAUST PIPES
FAN BELTS
FLEXIBLE DRIVE JOINTS

FLEXIBLE FUEL LINES
FLOOR MATS
FLYWHEEL RING GEARS
FRONT SUSP. KITS
FUEL PUMPS & KITS
FUSES
GASKETS
GEARSHIFT KNOBS
GEARSHIFT-BOOTS
GENERATORS (NEW & REBUILT)
GREASE FITTINGS
GRILLE GUARDS
HEADLAMP UNITS
HEATER HOSE
IGNITION COMPONENTS
KINGPIN SETS
KNOBS, CHROME & WOOD
KNOBS, VINYL
LUGGAGE RACKS
MASTER CYLINDERS
MIRRORS
MUFFLERS
NUTS & BOLTS
OIL FILTERS
OIL SEALS
PATCHES
PIN BUSHINGS
PISTONS
RADIATOR CAPS
RADIATOR HOSE
REGULATORS (VOLTAGE)
REUPHOLSTERY KITS

RINGS
SHOCK ABSORBERS
SKI RACKS
SPARK PLUGS
SPOKES & NIPPLES
STARTERS (NEW & REBUILT)
STEBRO MUFFLERS
STEERING DAMPERS
STEERING JOINTS
SUN VISORS
TAILPIPES
THERMOSTATS
TIE ROD ENDS
TIMING CHAINS
TIMING GEARS
TONNEAU COVERS
TOOLS
TOPS (AMCO BRAND)
UNIVERSAL JOINTS
VALVES
VALVE SPRINGS
VALVE GUIDES
VOLKSWAGEN REPLACEMENT PARTS
VOLTAGE REGULATORS
WATER PUMPS
WHEELS
WHEEL CYLINDERS
WIPER MOTORS
WIPER BLADES & ARMS
WORKSHOP MANUALS

OUT OF TOWN ACCTS SHIPPED UPS DAILY

CALL US FOR QUOTATION AND AVAILABILITY FOR ANY FOREIGN CAR PART!

FREE DELIVERY TO WHOLESALE ACCOUNTS IN METRO AREA!

BUSINESS HOURS
MONDAY THRU FRIDAY: 8:30 A.M. - 7:00 P.M.
SATURDAY 9:00 A.M. - 1:30 P.M.

Tech Session...

Paul Broyles of Skoda will hold a tech session on Saturday evening at 7:00 at Skoda. Skoda is located at 9541 Smith Avenue, Seabrook, Md. (off Seabrook Road, which is Maryland Route 564) Telephone: 459-2081.

Paul will be discussing theory, operation and trouble shooting of all types of fuel injection systems used in BMW's from Tii to 630Csi. Refreshments will be provided, but bring a seat to sit'on.

Vintage/Classic Meet '78

BMWCCA's fourth annual Vintage/Classic Meet will be held at the headquarters of BMW of North America, Inc., in Montvale, New Jersey, on Sunday, May 21, at 10 a.m. (rain date June 4). The location can be reached via exit 172 of the Garden State Parkway.

As in the past, this event is a low-pressure exhibition of cars from various eras. There will be three classes:

1. Vintage BMWs — prewar cars only.
2. Classic BMWs — postwar V-8s through 1963, and 501s.
3. Special interest BMWs — CSLs, 1600CTs, 600s, 2000CS, etc.

To register your entry or to obtain further details, please contact the New York Chapter, BMWCCA, Box 312, Bayside, N.Y. 11361, or call me at 617-785-1634.

This is also the *only* day in the year on which BMWNA's headquarters are open for tours, films, and refreshments. So come and enjoy the cars, the building, and the good times with BMW friends.

Richard O. Neville
Director, Vintage/Classic Division



Jim Atwell
SALES REPRESENTATIVE

HEISHMAN BMW, INC.
3154 JEFFERSON DAVIS HIGHWAY
ARLINGTON, VA 22202

684-8500

EMERGENCY OIL FILTER WRENCH...

When I finally got around to changing the oil on my wife's car, I suddenly realize that I didn't have oil filter wrench to remove the filter. Also, because of the tightness of the space around the filter I didn't think a regular O.F. wrench would be good anyway. After having just replace some gas line hose and seeing the tubing laying around waiting to be thrown away, the strapping this tube around the filter, as belt around a pulley, seem to me as a good substitute. I work better and faster than any wrench I have ever used. The tube just slips under the filter, you overlap the two end but not quite and by pulling the end in the direction of twist it spins the filter right off. You use the reverse procedure to put it on. Fast and easy and cheap!

Barry Livingston

NEW MEMBERS

Welcome to these new members of BMWCCA and the National Capital Chapter:

Nobel Abi-Fadel
Lee Barnes
Robert A. Butler
John A. Canty
Gary Craver
Jerome L. Fine
Howard Fong
Jay Gouline
William Graff
J. Douglas Hertel
Young C. Hong M.D.
William C. Hutton
Robert L. Jones Jr.
Kenneth Kassabian
Stuart Kennison
Jerry & Sherry Liebes
Thomas Michael Montgomery
Richard Meyer
J. David Nagel M.D.
Douglas Nelson
Michael J. Olichney
Kenneth W. Raup
Richard W. Reber
George E. Renaud
William P. Richardson M.D.
Richard M. Rogers
Richard Schiavone
Thomas P. Short Jr.
Haskell Smallx
Holt V. Surbert
Eugene Sussman M.D.
William G. Tuckes
C. Derek Walker
Bruce D. Wellington
Joseph T. Wheeler

Washington, D.C.
Bethesda, Md.
Fall, Md.
New Windsor, Md.
Falls Church, Va.
Randallstown, Md.
Baltimore, Md.
Ruxton, Md.
Washington, D.C.
Alexandria, Va.
Potomac, Md.
Charlottesville, Va.
Annapolis, Md.
Washington, D.C.
Annapolis, Md.
Rockville, Md.
Washington, D.C.
Arlington, Va.
Baltimore, Md.
Warsaw, Va.
Fredericksburg, Va.
Annapolis, Md.
Alexandria, Va.
Rockville, Md.
Ft. Meade, Md.
Springfield, Va.
Lanham, Md.
Silver Hill, Md.
Washington, D.C.
Suitland, Md.
Potomac, Md.
Clark, Md.
Alexandria, Va.
Herndon, Va.
Cockeysville, Md.



15563 Frederick Road
Rockville, Md. 20850
Telephone: 340-BMW3

Quality BMW Parts and Accessories at Discount Prices

- Bilstein Shocks
- Supersprint Exhausts
- OEM Parts
- Manuals
- Stabilizer Bars
- Springs
- Suspension Kits
- And MANY MORE!

Store Hours:

10 am-7 pm, Monday-Friday
10 am-5 pm, Saturdays
Closed Sundays & Holidays

Original Equipment Manufacturer:
tune-up parts
filters
brake components
clutch components
major and minor engine parts

** WINTER SPECIALS!! Limited Time Only Specials **

AUTOY Sport Springs	1600, 2002	\$92. Set of 4
Boge Front Strut Inserts	1800, 2000	\$39. Pair
OEM Windshield Wiper Motor, 12V	1600, 2002	\$41. Each
BMW 530i Styled Steel Wheels, 6x14	530i, All 6 cyl.	\$15. Ea., \$55./4
PM1027 Purolator Air Filters	All 1 BBL, 4 cyl. & Carb. 6 cyl.	\$7. Pair
Great 40 Channel CB Radio		\$76.
Cobra 23 Channel SSB/AM 12 Watt CB Radio		\$125.
Floor Mat Sets (Sets of 4)	Coco, All Models	\$19.95
	Sisal, All Models	\$29.70

Taking Orders Now For The Following At Tremendous Savings:

- Marchal Quartz Iodine Driving Lamps
- Recaro Seats
- Talbot Mirrors
- Momo Steering Wheels
- ATS, BBS & Momo Alloy Road Wheels

Dealer Inquiries Welcome!



commentary:

The 630CSi: "Legendary GT" or Teutonic Turkey?

By Bill Via

BMW introduced the 630 CSi in 1977 at a list price of \$24,000, which was \$10,000 (or 71.4%) more than the price of a Lexus optioned 530i, the coupe's comparably equipped — and comparably performing — sedan counterpart. This enormous differential elicited mildly derisive comments even from some of our automotive journals, whose dependency on advertising revenues makes them less than ready critics of the industry.

It is interesting to compare the price differential between these two BMWs with the differential between the coupes and sedans of two rivals, Mercedes-Benz and Jaguar. The 1977 Jaguar XJS listed at \$20,250, which was \$3,000 (or 17.4%) more than the XJ12L. The 1977 Mercedes 450 SLC listed at \$26,600, which was \$2,600 (or 10.8%) more than the 450 SEL. While not strictly symmetrical with our comparison because it is a two-seater, it is instructive nonetheless to note that the 450 SL listed at \$21,500, which was \$2,500 (or 10.4%) less than the Mercedes sedan.

Make/Model	'77 Price	Difference	% Difference
BMW 630CSi	\$24,000	\$10,000	71.4%
530i Lexus	14,000		
Jaguar XJS	\$20,250	\$ 3,000	17.4%
XJ12L	17,250		
Mercedes 450 SLC	\$26,600	\$ 2,600	10.8%
450 SEL	24,000		
[450 SL]	[21,500]	[-2,500]	[-10.4%]

The obvious question is, how can Jaguar and Mercedes take the mechanicals form their sedans and produce a relatively limited edition four-place coupe that is priced at about 17% and 11%, respectively, over the sedans, whereas BMW "requires" an increase of more than 70% for the same task? We have no reason to believe it is because BMW is less efficient than its rivals. The most apparent and plausible explanation is that BMW priced its coupe at a figure which it thought the "traffic would bear." Had the car been priced a little more in line with those of its rivals, that is at about \$16,000, or 15% above the 530i Lexus, it probably would have sold rather well. As things have turned out, it has not been a brisk seller, even when discounted by 20%, if dealer advertisements in the *Wall St. Journal*, and other places, are any guide.

A policy of "sock it to them" pricing is admittedly the norm in the automobile industry¹, which is one of the tightest oligopolies in existence today. But BMW's effort with the coupe stands out as blatant, even in this context. And, it is another hurtful disillusionment for those of us who would rely on and defend the integrity of the BMW marque.

¹For example, a GM executive revealed in 1974, no doubt in an unguarded moment, that the difference between the cost of producing a Cadillac de Ville and a comparably equipped Chevrolet Caprice was less than \$300. See *Business Week*, March 16, 1974, p. 78; *Newsweek*, April 1, 1974, pp. 55-56. The Cadillac retailed for about \$4,000 more. If you are interested in the economic significance of that, you may wish to read "Of Capitalism and Cadillacs," 9 *Antitrust Law & Economics Review* (No. 3) 81 (1977).

BMWCCA ANNUAL MEETING

The National Capitol Chapter was well represented at the Annual Meeting, Saturday, March 18. Rob Brooks was present to be confirmed as Vice President. After the dinner following the meeting, Dave Toy, of Autoy, gave a very interesting and informative talk on BMW suspensions.

This year's contested offices were President, where Bench Boelskevny was elected, and Secretary, where Joe Chamberlain was again reelected. Bob Gilchrist will continue as Treasurer and Sam Simm is our new Atlantic Zone Governor. The results of the Chapter Newsletter Contest were also announced and we congratulate Jane Touzalin for *der Bayerische's* 2nd place finish in the Atlantic Zone (and I think overall).

There were three big issues at this year's meeting: budget, insurance, and membership in the International "Verband" of BMW clubs. The Treasurer's report certainly confirmed that BMWCCA is becoming a big operation. The Club had expenses of \$129,276 in 1977 and suffered a net loss of \$17,729, although this occurred partly as a result of a change in the method of accounting. 55% of the Club's expenses cover the costs of producing the *Roundel*.

The only firm information about the Club's insurance situation seems to be that is going to more. Dick Neville's article in the March *Roundel* explains some of the problems. The discussion at the Annual Meeting raised almost as many questions as it answered. However, it appears that we are going to have to pay \$38-75 for each "driving" event the Club puts on, including tours, rallies and autocrosses. In view of our budget, this could have a real dampening effect on our activities schedule.

So far, no one really knows what membership in the International is good for, except perhaps Parker Spooner, publisher of the *Roundel*. He said that the 50¢/member cost would be worthwhile simply for the improved European coverage we'll be seeing in the *Roundel*, beginning with the May issue. Apparently we are now able to deal with the factory public relations department and are afforded much greater access to information than by going through BMWNA.

**BMW CAR CLUB
OF AMERICA, INC.**

Two Brewer St.
Cambridge, MA 02138

**MEMBERSHIP
APPLICATION**

Please accept this application for membership in the BMW Car Club of America and the National Capital Chapter.

Signature: _____

Date: _____

Name: _____

Address: _____

City: _____

State: _____ Zip _____

Model of BMW: _____

Year: _____ Ser. No. _____

Model of BMW: _____

Year: _____ Ser. No. _____

Your check payable to BMWCCA must accompany this application.

Joining during:
December-February \$23.50

This covers your initiation fee of \$2.50 plus both National Capital Chapter and National dues to the end of the current calendar year.



Box 685
Arlington, VA
22216

BUILDING RATE
Underage
Arlington, VA
Permit #2314

NEXT MEETING. . .

DATE: Tuesday, April 18
Time: 8:00 P.M.
Place: Diamond Head Restaurant
6900 Wisconsin Avenue
Chevy Chase, MD
656-3161

Come Early And Dine With Fellow Members!



Diamond Head

**SPECIALIZING IN CHINESE
PEKING & SZE CHUAN CUISINE**
WITH INTERNATIONAL FAVORITES
EXOTIC DRINKS
ROMANTIC ATMOSPHERE
COCKTAILS—LUNCHES—DINNER

**LUAU ROOM SPECIAL
SUNDAY FAMILY SPECIAL
ALL YOU CAN EAT
AT REASONABLE PRICES
3-8 P.M.**

**OPEN 7 DAYS A WEEK
FREE PARKING
CREDIT CARDS
HONORED**

656-3161
6900 WISCONSIN AVE., CHEVY CHASE