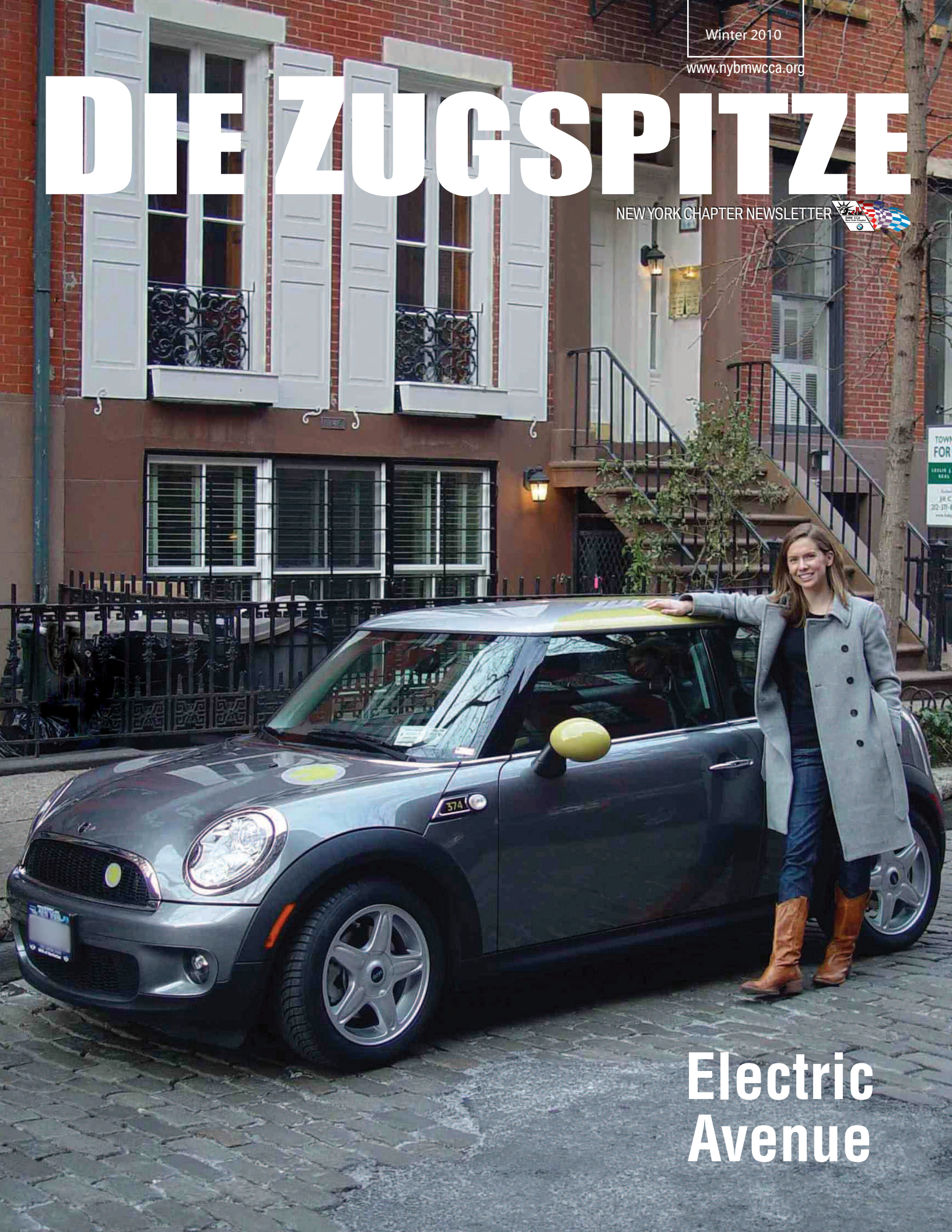


Winter 2010

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# DIE ZUGSPITZE

NEW YORK CHAPTER NEWSLETTER



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# 2010 NEW YORK CHAPTER EVENTS CALENDAR

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<b>February</b>	
20th	17th Annual Beach Party at EuroMeccanica
<b>April</b>	
3rd	New York International Auto Show Presented by Larry Koch, BMW NA
<b>May</b>	
1st	AAA Driver Improvement Program at AAA Headquarters, Garden City
7th	New York Chapter Driving School at Pocono Raceway
<b>June</b>	
14th-15th	New York / Patroon Chapters Driving School at Watkins Glen Raceway
<b>August</b>	
23rd - 29th	41st Annual BMW CCA Oktoberfest Elkhart Lake, WI
<b>September</b>	
26th	Fourth Annual Wine & Shine
<b>December</b>	
4th	Holiday Party and President's Dinner



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## On The Cover:

Enthusiast and Pioneer  
Rebecca Hough with her  
Zero Emissions MINI E in  
Manhattan.

Photo by Garageboy





# PRESIDENT'S PAGE

**André Noël**

Hello BMW fans!

Welcome to the first newsletter of the New Year! I hope 2010 will be a very good year for all of us. The NY Chapter Board has been busy planning our annual calendar with some established events as well as some new ones for our membership:

- Our Annual Beach Party will be held in February at EuroMeccanica. Come on out and see some old friends or make new ones, but please remember to bring your beach chair.
- For those of you experiencing withdrawal from autocross, the 2010 schedule is being perfected as you read this. The dates will be posted on the Chapter website as soon as they are confirmed.
- As the winter starts to thaw, join us along with BMW M Brand Manager Larry Koch at the Javits Center for the noteworthy New York International Auto Show in early April.
- There will also be three drivers school events this year, starting with Pocono Raceway's North Course in mid- April.
- Returning in 2010! In May the AAA Driver Improvement Program will revisit the AAA Headquarters in Garden City, NY. This course is much more fun to participate in with your friends.
- Then in June we head up to historic Watkins Glen Race Track for two days of driving immediately following Father's Day.
- This summer, our Annual Family BBQ will be held. Please check the Chapter website for more details. Plan now to bring the family, enjoy the warmth and have some fun.
- New for 2010! We will venture to Monticello Raceway in late August. Here you can put your skills to learn a new track and test finding the perfect line around the raceway.
- The 4th Annual Wine and Shine will take place in September at an exclusive winery on Long Island. And last but not least,
- Our traditional Holiday Party and President's Dinner will conclude our year in early December.

Mark off the dates on your calendar now. Always check the Chapter website for more up-to-date details and for any new events that might be added.

I hope you enjoy this special issue of Die Zugspitze. We have worked hard to bring you information on the latest technological advances in Electric Drive cars at BMW. Pretty soon many of us will be driving these offerings from our favorite marquee, and here is an up-close view of what's to come.

Wishing you all a happy and healthy New Year!

*André Noël*

## **NY Auto Show 2010**

**Saturday, April 3rd 2010**

**Greater NY Auto Show**

**Special Event for BMW CCA members**

**Presentation by BMW NA from 9-10 am**

**Meet in the Javits Center at 8:30 am**

**Tickets MUST be purchased online in advance at [www.autoshowny.com/tickets](http://www.autoshowny.com/tickets);**

**No freebies Bring tickets, photo ID, and BMW CCA membership card**

**For more information, please email [autoshow@nybmwcca.org](mailto:autoshow@nybmwcca.org)**

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Mike Shiffer - Euro Meccanica  
Office 914-668-1300

### **Safety Advisor**

Victor Gagliano - VAS  
Office 516-908-2180



# 17th Annual Beach Party At EUROMECCANICA INC.



**Date:** Saturday, February 20, 2010      **Time:** 11:00 AM - 3:00 PM

**Place:** EuroMeccanica Inc.  
114 Pearl Street  
Mt. Vernon, NY 10550  
(914) 668-1300

**Theme:** Talk your way out of it!

**Speakers:** Casey Raskob, Esq., Traffic Attorney, 106 Tire & Wheel, and Mike Shiffer from EuroMeccanica

- How to deal with traffic violations
- Tire talk

**Do not forget to bring your beach chairs. Lunch will be provided**

Door prizes will be provided courtesy of the New York Chapter.

For more information, contact Tony Howell – [unclebimmer@hotmail.com](mailto:unclebimmer@hotmail.com)

# New York Chapter BMW CCA Driver School at Pocono Raceway (North)

*Friday, May 7th, 2010*

<p><b>Early Registration Discount</b> Before 4/10/10</p> <ul style="list-style-type: none"><li>• BMW CCA Members \$265</li><li>• Non BMW CCA Members \$280</li></ul> <p><b>Regular Registration</b> After 4/11/10</p> <ul style="list-style-type: none"><li>• BMW CCA Members \$300</li><li>• Non BMW CCA Members \$310</li></ul> <p>. Registration closes on April 24<sup>st</sup>. No-Refund After 4/30/10</p>	<p>Mail completed application with self-addressed stamped envelope, copy of BMW CCA membership card or online Driving event registration At <a href="http://MOTORSPORTREG.COM">MOTORSPORTREG.COM</a> (or mailing label from Roundel)</p> <p>Make check payable to "BMW CCA New York Chapter"</p> <p><b>BMW CCA Driving School</b> <b>C/O Michael Allen</b> <b>1299 Birch Street</b> <b>Uniondale, NY 11553</b></p>
--	--

**Terms/Conditions:** This is not a racing school but rather a high performance driving school on a race circuit under close supervision by instructors. You will be taught the fine art of car control and fundamentals of vehicle dynamics. You will be able to learn the capabilities of your car and improve your driving skills at speeds that are not permitted on public roads. All drivers will be instructed on safety regulations, and general etiquette on the track. In addition to the "Pre-Event Safety Inspection" which the driver is required to have performed, an "On-Site Safety Inspection" will be performed prior to the event. A confirmation notice that explains the Safety Inspection requirements will be sent to you approximately 3 – 4 weeks before the event and after registration and payment are received and accepted. *Please ensure that you provide an accurate E-Mail address.*

## Questions:

- Student/Instructor Registrar: Mike Allen (516) 486-2790 (8:30P –10P) or [JBMIKE@AOL.COM](mailto:JBMIKE@AOL.COM)

**REGISTRATION MUST BE RECEIVED BY April 24th**

**Online Driving registration at: [MOTORSPORTREG.COM](http://MOTORSPORTREG.COM)**





**NY CHAPTER BMWCCA  
DRIVER'S SCHOOL APPLICATION**

<b>Event Location:</b>	<b>Date:</b>
<b>Days Attending:</b>	

**Driver/ Co-Driver Information**

Last Name:		First Name:	
Address:			
City:	State:	Zip:	
Phone (Day):		Phone (Night):	
E-mail:	BMWCCA Membership #		Fax #
Chapter:			Exp Date:

Member Fee: \$	Non Member Fee: \$
----------------	--------------------

**Make Check Payable To: NY Chapter BMWCCA**

**Vehicle Information**

Make:	Model:	Year:	Color:
Car #			
Modifications:			

**Track Experience: Enter the number of days / tracks you've driven at in the last three years:**

Pocono (N)	Pocono (S)	Watkins Glen	Lime Rock
Summit Point			
Others		Others	
Others			

**Check your Experience Level And Last Run Group Assigned**

Novice	Intermediate	Advanced	Instructor/ Solo	Instructor
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**Emergency Information:**

Date of Birth:		
Emergency Contact:	Relation:	Phone #:
Physician:	Physician Phone #	
Medical Condition/ Limitations:	Medication:	Allergies:

**Terms/ Conditions:** This is not a racing school but rather a high performance driving school on a race circuit under close supervision by instructors. You will be taught the fine art of car control and fundamentals of vehicle dynamics. You will be able to learn the capabilities of your car and improve your driving skills at speeds that are not permitted on public roads. All drivers will be instructed on safety regulations, and general etiquette on the track. In addition to the **"Pre-Event Safety Inspection"** which the driver is required to have performed, an **"On-Site Safety Inspection"** will be performed prior to the event. **A confirmation notice that explains the Safety Inspection requirements will be sent to you approximately 3 – 4 weeks before the event and after registration and payment are received and accepted. Please ensure that you provide an accurate E-Mail address.**  
**PLEASE READ THE FOLLOWING INFORMATION CAREFULLY:**

- To participate, each driver must be 18 years of age or older and possess a valid driver's license that is not suspended or revoked. **DRIVER'S LICENSE WILL BE CHECKED DURING TRACK REGISTRATION.**
- Instructors will be assigned to students in all run groups.
- All drivers must have a helmet, which is SNELL rated, 2000, 2005 SA or M.; Loaner helmets will not be provided.
- No Cabriolets and Convertibles allowed unless they are equipped with a fully compliant roll bar.
- Seatbelts: Equivalent restraints must be provided for driver and passenger. Factory seatbelts and 5 or 6 point harnesses are permitted. 4-point harnesses are permitted on the driver and passenger sides, if factory seatbelts are also available for use on the driver and passenger sides, at the Instructor's discretion. All types must use metal to metal buckles, be in sound condition and must be mounted using the factory mounting points and/or be mounted per the SCCA General Competition Rules.
- No SUVs/ SAVs, vans, trucks, limos, open wheeled cars or any inappropriate vehicles permitted.
- Excessive tint on windows is not permitted.
- **All cancellations will be assessed a \$30 fee. NO REFUND for cancellations 14 days or less before the event.**
- The NY Chapter BMW CCA reserves the right to reject any applicant on event day, due to failing safety inspection, inappropriate vehicle (e.g., van, limo, truck, etc.), or for any reason pertinent to the safety of the school and participants of the school.
- The NY Chapter BMW CCA Driver School staff makes all final run group decisions.
- Any incident involving your vehicle, where damage occurs or injury occurs, the New York Chapter BMW CCA, event organizers, event instructors, and/or Pocono's Racetrack shall not be held liable.
- If in doubt request clarification before applying.
- **SUBMISSION OF THIS APPLICATION IS YOUR ACCEPTANCE OF THESE TERMS.**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Questions:**

- Student/ Instructor Registrar: Mike Allen (516) 486-2790 ( 8:30P –10P) **JBMIKE@AOL.COM**

**SUBMIT: SELF ADDRESSED STAMPED ENVELOPE & VERIFICATION OF CCA MEMBERSHIP WITH YOUR REGISTRATION TO:**

**BMW CCA Driving School c/o Michael Allen  
1299 Birch Street  
Uniondale, NY 11553.**



# Demographics of the New York Chapter

by Garageboy


Every month, we receive information from National about the membership. In addition to the traditional contact information, we are provided with a host of other tidbits of information about each member. As data mining and analysis is one of my professional competencies, I enjoy learning things about our chapter. As in any organization, the integrity of its membership information is based on its accuracy and consistency. And its accuracy is based entirely upon you. As members of the BMW CCA, it is in your best interest for your personal information with the club to be up-to-date. Did you sell that 2002 Turbo but never updated the club that you no longer own this car? Did you register the one-of-a-kind E30 M3 you bought last year?

- As of this January 2010, there are 2763 New York Chapter members; 2419 are Full Members, 315 are Associate Members.
- In our chapter, we have 29 Lifetime Members – these are folks who paid once for their membership, and will never pay again as long as they are alive.
- 88 members renewed their membership this month; while 1150 members renewed in the past year. I'm not sure how this compares to the number of members up for renewal that did not renew in the same periods – that's a bit trickier to uncover. These numbers do not include new memberships.
- 225 members (8%) have membership numbers under 100,000; 2538 members' number is over 100000. Our chapter's lowest

member number is #713. Our oldest, continually-renewing member, #1321, joined in May 1971. Member #99907 joined in May 1992. The highest membership number in our chapter is #430019, having joined in January 2010.


- For this issue, we mailed out 2467 newsletters to our lifetime and full members in New York, surrounding states, and internationally. We also distribute our newsletter to all Chapter Presidents and National Board Members, not to mention our website, [www.nybmwcca.org](http://www.nybmwcca.org), where we receive thousands of hits each month. Of the newsletters we send out by mail, 848 go to members from NYC, 901 to our Long Island contingent, 654 to our colleagues in Westchester, Rockland, Putnam, Orange Counties and other parts of New York State, 60 to other states, 2 to Canada, 1 to Hong Kong, and 1 to Singapore.
- Sorry, we're not given any information about your income level or political affiliations! Thank goodness!

Next time we will analyze the most fascinating aspect of our diverse New York Chapter members - the automobiles about which we are so obsessed. So take a moment now to go to the official website of the BMW CCA ([www.bmwcca.org](http://www.bmwcca.org)). Once you're logged in, you can update your information. Make sure your information on file is current and we'll report on it next issue! And don't forget to renew your membership! ❖



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3 Months	\$ 600	\$ 350
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12 Months	\$2,100	\$1,200

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Additional charge will apply for oversize trucks and SUV's.

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- Car cover rentals are available upon request.
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# Electric Avenue

## MINI E and The Pioneers

By Garageboy

### Introduction

When I first heard that The BMW Group was introducing an all-electric car that relied entirely on batteries, I was skeptical. How could our beloved marque stay true to their performance roots while creating an automobile that runs on batteries? How far could this car go? How long would it take to charge? How fast and agile could it really be? All of the questions that plagued the development of electric cars in the 1980s and 1990s seemed just as insurmountable in 2010. We grew up during General Motors' development of the EV1, a car destined to fail from the moment it was conceived. Yet even now, everyone who owns a laptop and a mobile phone knows that we still have not found the Holy Grail of batteries or charging technology. Both are key to the success of electric vehicles, and both remain difficult problems to solve.



Photo courtesy of BMW AG

Electric Drive E30 3 Series Touring Used by the German Post Office.

BMW always has been in the forefront of technology; in addition to refining traditional internal combustion engines, as well as developing highly efficient diesel engines, they have examined other forms of propulsion over the years, including electricity, natural gas and hydrogen. Their effort with electric cars goes all the way back to the 1972 Olympics in Munich, when they developed a group of inka orange "Electro Antrieb" (Electric Drive) 1602s to show off at the Olympics. This car was ground-breaking in a time just before the Oil Embargo of 1973 caused havoc in American gasoline markets. An all-electric vehicle, the rear-wheel drive 1602's engine compartment held a bank of lead-acid batteries to distribute weight evenly and provide power to an electric motor placed where the transmission was normally housed. It had a very short range, but as a "proof of concept" vehicle, it was adequate as a pace car for the marathons in the Olympics.

When I lived in Europe in the 1980s, I attended the 64th International Motor Show in Brussels, Belgium. I had been driving one new E30 320i rental car after another, awaiting the arrival of my E30 316 company car. I loved the E30. At the show, BMW displayed

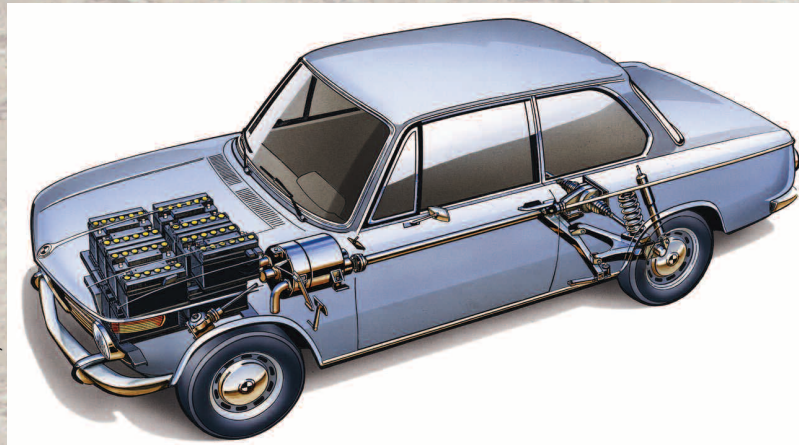


Photo courtesy of BMW AG

Radiographic Image of the BMW 1602 Electric Drive

### Editor's Note:

Welcome to this special feature edition of *Die Zugspitze*. We are highlighting the BMW Group's most environmentally-conscious development work with electric-drive vehicles to date. I am fortunate to have learned more about BMW's from creating this issue than at any other time in my association with the marque, and I thank Nathalie Bauters, Director of Communications at MINI USA and Rich Steinberg, formerly Product Strategy Manager at MINI USA for their encouragement and support. *Project i* is BMW's long-term research and development effort to "create emissions-free mobility independent of fossil fuels". The MINI E project in the US and Europe has been a tremendous success, having formed the groundwork for the first electric BMW for consumers. MINI USA and BMW NA should be applauded for doing the hard work to bring this technology to market now while so many other manufacturers are simply talking about future plans with electric vehicles.

We also thank MINI of Westchester for sponsoring this color center-fold. And finally, we have interviewed three pioneer MINI E enthusiasts who were part of this field test. We are fortunate to have worked with them and grateful that they shared their experiences with the New York BMW enthusiast community.

Feedback is always appreciated; email your comments to [editor@nybmwcca.org](mailto:editor@nybmwcca.org).

an all-electric E30 Touring. It, too, was filled with lead-acid batteries, having a larger capacity due to the car's size. BMW developed these cars for the Deutsche Bundespost (German Post Office), an appropriate proving ground for this type of experimental vehicle.

— continued on p12



— continued from p11

By contrast, when GM created the EV1, they started their design process from the ground up. Not only did they come up with an electric drivetrain -- they decided to use all kinds of lightweight, space-age materials in the car's construction, and they were chartered to create a whole new class of low-power electronic components to be used in the car. To use the most efficient electronic assemblies, they had to create every electro-mechanical device from scratch – fans, power steering pumps, window motors, door locks, instrument clusters, gauges – everything. This was very costly, and ensured that the resulting car never could be produced. No wonder the conspiracy theorists ran amok. It certainly would be hard to argue that, given their failed approach, GM wanted the project to succeed.

Avoiding GM's mistake, BMW accepted from the beginning the need for a major shift in thinking before they could design electric vehicles that a wide audience would adopt. So they did what they do best – take an incremental approach to the problem. BMW started with a chassis they had experience with, and they did not waste their energies on dramatically redesigning the car. Whether from confidence that they already knew how to build cars, or from pragmatism regarding timeframes to complete the project, BMW focused their design efforts on the electric drive train and batteries. And by not turning electric vehicle development into a costly science project (as GM had done), BMW could bring the concept to fruition each time. By



Photo by Garageboy

Under the Hood: MINI E's electric motor from AC Propulsion

making the E30 Touring a fleet vehicle for the German Post Office in the 1980s, they could get real-world experience with these cars without raising a public relations nightmare if such a vehicle were to be released to consumers prematurely.

### EfficientDynamics

BMW's efforts continued into the 1990s with such vehicles as the E1 and electric E36, but the main obstacle to advancement continued to be the batteries. As well, during that time, BMW spent a great deal of effort researching hydrogen-fueled cars. Following an evolutionary approach, they took successive generations of 7 Series

### Interview with a Legal Pioneer – James Van Nostrand

Some people will always be part of the solution, and others will always be part of the problem. I had the privilege to speak with the Executive Director of the Pace Energy and Climate Center at Pace Law School, James Van Nostrand. After an illustrious career in private legal practice, Professor Van Nostrand came to Pace to share his vast experience regarding the laws associated with the production and use of energy. He is a policy advocate for environmental and utility law, and often testifies before the Public Services Commission to help them regulate the energy industry.

In our interview, Professor Van Nostrand taught me a great deal about how energy is sold to the consumer, as well as what the current taxes on our utility bills are used for. Like most of us, I just pay my electric utility bill, make a note of how much I've used compared to a year ago, and not think about it until the following month.



Photo courtesy of Pace ECC.

Executive Director of the Pace Energy And Climate Center, James Van Nostrand with his MINI E

With the introduction of electric vehicles, this kind of thinking will have to change. While most of us pay the same electric rate all hours of the day, individuals can take advantage of the same peak/off-peak rates that many businesses already do. In New York, Con Edison calls this the Time-Of-Use Plan. And as Professor Van Nostrand and

I discussed the optimal time to charge electric vehicles, it became clear that consumers will have to learn new habits in energy usage, whether they drive an electric vehicle or not.

Now that we can buy electricity from many vendors, the rate we pay on our electricity bill is broken down into two areas: the actual electricity used and the delivery of that electricity. According to their website, in Westchester County there is a time-of-use differential for both the delivery and the energy portions of the bill. During the summer months, the peak rate is almost 7 times higher than the off-peak rate. Last August, for example, the peak rate was 33.4¢/kilowatt-hour as compared to the off-peak rate of 4.9¢/kilowatt-hour. During the winter months, the differential is much smaller. For February, for example, the peak rate is 18.8¢/kilowatt-hour while the off-peak rate is 7.4¢/kilowatt-hour.

Currently these plans are voluntary, but as global demand for energy increases, we will develop a greater awareness of when and how we use electricity.

Professor Van Nostrand is a visionary. He envisions a world in which people charge their electric vehicles at night, when the cost of electricity is less expensive. If battery storage capacities increase, these same vehicles could supplement the power grid during the day. Although questions of consumers' selling electricity back to the grid are still in their infancy, it is comforting to know that people like Professor Van Nostrand are looking for the answers. It is through his work and the work of the Pace Energy and Climate Center that consumers will be better protected and better informed. Professor Van Nostrand is definitely part of the solution.





Photo courtesy of Beautiful Earth Group.

Beautiful Earth Group's Solar Charger Station, Overlooking Brooklyn Piers and Downtown Manhattan.

BMW's and made them run on hydrogen. For the most recent 7er, they created internal combustion engines that ran on both gasoline and hydrogen at the flick of a switch. Creating an engine to run on either gas or hydrogen is a brilliant means to build a versatile vehicle that can be marketed during the transition period. Once the hydrogen distribution infrastructure exists, BMW can switch to producing hydrogen-only engines.

### Interview with an Energy Pioneer – Lex Heslin

Lex Heslin is a car enthusiast just like us. He loves his MINI E. When I first discussed meeting him, I could sense his enthusiasm right through the telephone. Mr. Heslin is the President and CEO of Beautiful Earth Group, a sustainable energy company. His firm focuses on utility scale electricity generation that does not emit carbon. They develop and invest only in sustainable energy generation. As the paradigm shifts from inherently dirty and increasingly more expensive forms of energy, such as oil, coal, and nuclear, Mr. Heslin believes that people will become interested in purchasing cleaner forms of energy. And Beautiful Earth Group is poised to become a major supplier of that green energy.

There is no doubt that renewable forms of energy such as solar and wind pose their challenges, and Lex Heslin suffers no illusions about the uphill climb. But he is all about the future. “The ‘smart grid’ is being developed, largely by the need to manage our energy more carefully,” says Heslin. With a smart grid, each home monitors the time and amount of energy usage for all appliances. As this information is monitored, energy supply and demand changes are communicated more quickly. As the smart grid develops, energy generation (supply) is refined to match demand more closely. This is the future of power delivery to our homes and businesses. New construction is already taking advantage of many of the technologies associated with the smart grid. And, when hundreds of thousands of households throughout the United States start plugging in their electric vehicles at night, we will need adequate supply to match the increased demand.

In addition to these experimental vehicles, BMW strived to make their internal combustion engines more efficient and powerful while reducing harmful CO2 emissions. The 2002 Turbo, the first production turbo in Europe, was part of this effort. BMW introduced four-valve technology in the M1, and introduced DME – Digital Motor Electronics – to provide more power using less fuel. The high-torque, low RPM “eta” engine that graced so many E30s and E28s was introduced in the 1980s, and VANOS – variable valve timing – was an innovation which appeared in the 1990s.

Use of sophisticated lightweight materials, whether in the 3.0CSL or more recently in the aluminum engine carriers of the E60 5 Series, affected both the car's fuel efficiency and its handling. Aerodynamic styling both on the body of the cars as well as their undercarriage contributed to their stability and efficiency. Each design consideration that strives to make the cars more efficient and dynamic now falls under a classification that BMW is marketing called *EfficientDynamics*.

### Project i and the MINI E

I had the chance to sit down with Rich Steinberg, then MINI E Product Strategy Manager (he has since shifted back to BMW NA), and Nathalie Bauters, MINI Communications Manager, to discuss this historic effort. We talked about what it took to bring the MINI E to market.

— continued on p15



Photo courtesy of Beautiful Earth Group.

Beautiful Earth Group CEO Lex Heslin Shows Solar Charging Station's Trojan Battery System and Outback Inverters.

From the consumer's perspective, the smart grid will allow customers on the residential level to choose the type of electricity they wish to purchase. Mr. Heslin believes that the same consumers who adopt electric vehicle technology will want to purchase electricity from cleaner sources to power their cars. To prove his point, he built a solar power charging station, the first of its kind in New York City, in an unlikely setting just off the Brooklyn Piers. This elegantly simple solar charger design takes energy from the sun, stores it in batteries, inverts it from DC to AC, and powers the 220V charger that MINI USA installed for his vehicle. There is enough stored energy to charge fully a four MINI E household. As we stood on top of the station, two stories high overlooking Brooklyn, Mr. Heslin described his choices for the project from the different types of solar panels currently in production. And he reminded me that he has only used energy from the sun to power his MINI E. That was when I realized Lex Heslin is definitely an enthusiast... and a pioneer.





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— continued from p13 **Electric Avenue**

BMW has incorporated into its corporate philosophy the continuing search for new forms of propulsion. Most recently, they have responded to the need for progress in introducing electric vehicles, particularly in urban settings. In recent years, all auto manufacturers have been under pressure to reduce their overall emissions across their range of products, in particular in California to meet changing CARB standards. To comply with these stricter regulations, in 2008 BMW announced that they would offer the first all-electric vehicle in select cities in the United States and Europe. As part of *Project i*, BMW is committed to developing mobility solutions for megacities around the world, such as New York, London, Seoul, and Tokyo. When the project began, their hope was that the MINI E would yield valuable information on the challenges associated with electric

vehicles; to that end, the project has been exceptionally successful.

In the United States, out of 1800 people and organizations that applied, BMW selected 450 customers to lease the MINI E for 12 months. Customers had to have no working relationship with a major car company, and they had to have a clean, dry garage space where the car would be regularly stored. MINI USA was also interested in the customer's motivation for owning the car, as well as their willingness to provide feedback about their experiences. As part of the lease, MINI USA would install a "fast charger" that would be the vehicle's primary charging mechanism. Finally, 8 dealerships on the east coast and 8 on the west coast would provide direct service to the MINI E community. Although these arrangements sound pretty standard, it was no small feat to bring this technology to bear. Just

— continued on p18

### Interview with a Technology Pioneer – Rebecca Hough

Car enthusiasts come in all forms. Once in a while, you meet a pioneer whose contagious enthusiasm is evident from the moment she speaks. I was intrigued to learn that there were MINI E lessees in Manhattan charging their cars in *public* garages. New York City is the best proving ground for electric vehicles. MINI E lessee Rebecca Hough was not only well aware of this fact, but also happy to evangelize about this technology's benefits. And as Director of Sales and Marketing at Evatran, a company devoted to building electric vehicle infrastructure, she has the experience to back her enthusiasm up. Before signing the lease for her MINI E, she had driven the Zenn, the Electric City Motors Current, the Myers Motors NmG-1 (a 3-wheeler), and the Tesla sports car. Her company, Evatran, is busy developing a wireless charging system.

Ms. Hough wanted me to drive her MINI E since I had not yet experienced the joy of driving it firsthand. She explained to me that I would go through what she called "The Epiphany". "Everyone experiences the same reaction when driving this electric car for the first time," Ms. Hough explained.

The Epiphany occurs in three phases:

1. In the first minute of the test drive, the driver asks, "Is it on?" Once confirmed, as the new driver starts driving the car, she is very impressed by its performance. It's peppy and fun.
2. In the next minute, usually while sitting at a stoplight, in beautiful silence with no vibration, the driver says, "No gas? Really?"
3. Finally after a few minutes of driving the car, whether in city traffic or on the highway, the driver has the ultimate realization: This is a normal car, just like her usual car. And yes, in some ways, it's better than her usual car. Aside from its having no need for gasoline, it is cheaper to run, quiet around town, and it meets the needs of most drivers in most driving situation.

The facts are clear: 80% of Americans drive less than 60 miles per day (roundtrip), and 50% drive less than 20 miles per day. Whether as a second/commuter car, or a sole car in an urban setting – with renting or carpooling for long trips each year – an electric vehicle



Photo by Garageboy

Rebecca Hough with her MINI E Conquers The Mean Streets of Manhattan

makes sense for well over half the car-driving population.

Though Ms. Hough is a believer, she is also a pragmatist. She is the first to admit that a change in mindset is needed. People will accept electric vehicles if they are open to change. She recalls how Americans rallied around the Space Program in the 1960s and she feels that the transition to electric cars is so important that it will require the same sort of resolve. This effort is huge – it will need the cooperation of not just the companies that manufacture electric vehicles, but also the power utilities, independent electrical contractors, and retail establishments – hotels, restaurants, department stores, and other businesses that can provide temporary charging space.

The proof is simple: every person that has driven her car starts with the thought that electric cars are years away, and every person leaves with the realization that electric cars are here. That shift is profound. And Ms. Hough genuinely enjoys using her MINI E to help educate others about electric cars. "If I could take everybody around in my electric car... it's a mind-changer", she said. So if you are driving around Manhattan and you encounter Ms. Hough and her MINI E, show her your copy of *Die Zugspitze* and she might let you take her electric car for a test drive!





# Holiday Party December 2009 at Seawane Country Club

## Socializing

— more photos on p22.



Photo by Steve Geraci

Adorable Future Autocrossers (before dessert).



Photo by Steve Geraci

Steve and Annalene Seguis.



Photo by Steve Geraci

Mike Bizzarro and fiancée Toni Sollecito.



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Icela Fischthal, Jacki Brod, and Loretta Geraci.

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— continued from p15 **Electric Avenue**

because the MINI E was not a full production car didn't mean that it wasn't required to undergo most of the same rigid testing that full production cars must endure. As with any production vehicle, the MINI E had to be crash-tested for the DOT and pollution-certified (yes, pollution certified) for the EPA; further, a completely separate additional bureaucracy regulated the fast charger in the applicants' homes.

The MINI E went from the assembly line in Britain to Munich, Germany, where an electric engine made by AC Propulsion in California was installed. As you would expect, the car has front-wheel drive. There are 48 laptop-sized banks of lithium-ion batteries instead of the small backseat. These come with a 570-pound price, and they definitely affect the car's handling. The MINI E has a stated range of "100+ miles, depending on driving conditions", but some blogs have reported much better performance. Nevertheless, we've already discovered that battery performance is negatively impacted if we park a MINI E outside overnight in the bone-chilling weather we're currently experiencing in New York. The MINI E comes with a 220V charger that mounts on the wall of your garage. This takes 3-4 hours to charge fully; impressively, you can charge from about 20% to 80% capacity in under an hour. In a pinch, the car comes equipped with a 110V charger – with a disappointing 20+ hours of charge time – just enough to drive out to the Hamptons, plug in, party all night, sleep it off, recover, unplug, and hop in your MINI E back to the city (time in jail not included).

### Range Anxiety

MINI USA has made an exceptional effort to secure feedback from customers. One of its primary concerns was how customers would feel about using the technology. There is a concept called "range anxiety" that is very real and can be very dramatic. Anyone who has run out of gas knows what it feels like. When the reserve light comes on, and you're in an unfamiliar place, and you're driving those last miles, not knowing exactly how accurate your gas

gauge is, a pit develops in your stomach, because even in today's age of mobile phones, you don't want to go through the hassle and indignity of running out of gas. As for batteries, anyone who has experienced a failing laptop battery knows the accompanying anxiety. It's one thing if your laptop shuts down before you are finished using it; it's an entirely different problem when your car runs out of electricity. Fortunately, it has been reported that customers are quite comfortable with the range of their MINI E, and that charging away from home often wasn't necessary. Further, charging becomes a matter of routine, as with your laptop or mobile phone; customers just plug in when they get home. In the future, with wireless charging, as with the system in development at Evatran, they won't even have to remember to plug in.

### BMW's Future with Electric Cars

*Project i* continues with the introduction of the Active E, an electric version of the 1 Series Coupe. As with the MINI E, it will be part of a large field test. Aside from having an electric motor connected directly to the rear axle to make it a rear-wheel drive car, it will embody all of the knowledge acquired from the MINI E project. Multiple forms of charging will be available. The Active E also will have regenerative braking, of course, on the rear wheels. It will seat four passengers and have a modest luggage compartment. One improvement over the current "intelligent battery management system" is that the batteries will be liquid-cooled. In the MINI E, if the battery temperature is too high, as in the summer, the batteries' ability to accept a charge falls, resulting in longer charge times. Worse, in winter, if the battery temperature drops below 30° F, the battery may not accept a charge at all. Significant improvements are being made to the battery system as well as the software that controls it. Technology from the Connected Drive project will enable you to keep in touch with your Active E remotely for a variety of functions, such as climate control and monitoring the energy storage via mobile phone.

— continued on p20

### My Impressions of the MINI E

Ever since I was a child, covertly watching Woody Allen's futuristic movie, "Sleeper," I saw my first "real" electric car, amongst other firsts, and I knew that I wanted one. Thus, I looked forward to my first drive of the MINI E with childlike anticipation. The MINI is not a car I would normally be attracted to, due to its diminutive size. I moved from the 3 Series to the 5 Series fairly quickly in my own love affair with BMWs, and to this day, I prefer the wheelbase of the 5er that seems glued to the ground. Also, I'm not very good with automatic transmissions or continuously variable transmissions, as in the MINI E – I guess no one ever took the time to teach me how to shift with my right foot. To this day, I prefer cars with manual transmissions.

Even though I was aware of The Epiphany, as Ms. Hough had described, I went through the same process, emotionally, that she had suggested I would. The MINI E was fun! It was peppy. It was cool that it was quiet. It was nice that it emitted no harmful pollutants into the atmosphere. I was pleased to jump on the highway and accelerate quickly to cruising speed. It was agile and competent on the streets of Manhattan. And

when charged by a solar station, it was really clean. And from solar energy – \$0/mile! Wow!

There was another unexpected pleasant aspect of driving it. The MINI E has regenerative braking, whereby the motor turns into a generator when you remove your foot from the accelerator pedal. This mechanism extends the range of the car by charging the batteries. When this happens, you feel the engine brake the car, similar to downshifting in a manual transmission. I enjoy this because I like the control that engine braking provides. In fact, there is no off-pedal coasting in the MINI E. If you lift, the car decelerates. I'm sure that, in future models, you will be able to modulate the braking effect in exchange for battery performance, and that refinement will be welcome. When this braking effect is in the electric rear-wheel drive 1 Series, I suspect I will enjoy that familiar feeling of engine braking once again.

Note: The only downside of this experience was with the run-flat tires, taking 2 out of 3 MINI Es out of commission before I could drive them. I look forward to the day when BMW admits that just like dipstick-less motors, run-flat tires are a mistake to be corrected.





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Michael Pops Ron

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EuroMeccanica, Inc. was started by Michael Shiffer in 1991. Michael is a tech advisor for NYBMWCCA and EuroMeccanica hosts their annual Beach Party, where dozens of BMW owners and enthusiasts converge to learn more about their cars. The shop's atmosphere is warm and open. Questions and input from our customers are welcome, and we make every effort to explain what we are doing to your car, and why.



— continued from p18 **Electric Avenue**  
**Conclusions**

It really doesn't matter a great deal how you feel about "climate change", whether you believe the scientific data or not, or whatever your assessment of how severely humans may affect our weather. This isn't about climate change. It's about two things—reducing pollution from automobile emissions, and achieving oil independence. There's broad support for keeping the air clean, and few believe it's good to rely on foreign sources of energy. We can all agree that air pollution is bad, that cars cause air pollution, and that air pollution has been linked to many respiratory ailments in children and adults. So in the interests of staying healthy, particularly in urban settings, it is to our benefit to have cleaner air. Also, whatever your politics, we have all learned the hard way that dependency upon foreign sources of oil can ultimately hurt us.

What we face now is not about making sacrifices to drive electric cars. It is about coming to terms at long last with the warnings of the past four decades about energy usage in the United States. We have no choice but to examine new ways of looking at how we use our renewable and non-renewable resources. Repeated Department of Energy studies since the 1970s have shown that the model of energy usage that we enjoy in the United States is disproportionately large and unsustainable over the long haul. Resources are not infinite, and global demand for these same resources is increasing. Whatever your political perspective on gas prices, the price increases hurts everyone. If you were in New York during the Blackout of 2003, you didn't need a degree

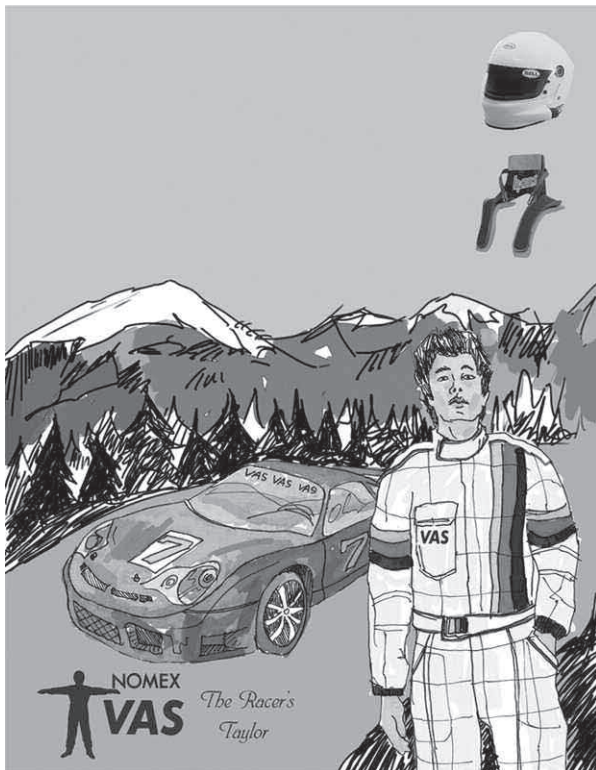
in power generation engineering to recognize that everyone was hurt badly by this event.

Whereas the electric vehicle will not meet everyone's needs, it is conceivable, certainly in BMW families, that the gasoline BMW will occupy a space in the garage for weekend and long trips, while the electric BMW or MINI will be used for commuting and local trips. There is a model that works for even the most ardent car enthusiast. But it will require a change in thinking. BMW enthusiasts have adapted to all sorts of technologies, including ethanol in our gas, airbags and seatbelts, and speed and noise restrictors. Electric vehicles are here, and they will likely remain a portion of the automobile market. Electric motors, battery technology, charging technology, and solar panels all will have to improve for electric vehicles to succeed. If they manage to cross the 300-mile range barrier, which now is out of reach, then they will gain widespread acceptance, and deservedly so. For now, I look forward to the car based on the BMW Concept Active E, as it was recently announced that a long-term trial of these vehicles is intended for everyday use by private and select fleet customers. ❖



Photo courtesy of BMW AG

Active E: The BMW 1er Coupe Electric Will Be Introduced in 2011



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# Holiday Party December 2009 at Seawane Country Club

## Santa Claus Brings Gifts and Awards

—Continued from p16



Photo by Steve Seguis.

Santa (aka Matt Brod) Has the Children Mesmerized Awaiting their Gift.



Photo by Steve Seguis.

Event Organizer Icela Fischthal Distributes all the Toys with Santa Claus.



Photo by Steve Seguis.

The Cutest Child in the World Hugs her Photo/Video Camera.



Photo by Steve Seguis.

Jim Siegel Congratulates Joe Fuchs.



Photo by Steve Geraci.

Seeing Double with the Howell Brothers.



Photo by Steve Geraci.

The Well-Deserved Best Chapter Volunteer Award.



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Mr. Dixon Blows Out His Birthday Candles.



Photo by Steve Geraci.

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