BMW CCA FOUNDATION

TIME CAPSULE

LETTER FROM THE BOARD OF TRUSTEES

Dear Future BMW Enthusiast,

This message comes to you from the Board of Trustees for the BMW Car Club of America Foundation. This Time Capsule, which you have just unearthed, was buried on Friday, May 21, 2021 during a dedication ceremony at which we closed our Museum exhibit, *GENESIS: BMW from the Beginning*, launched our Museum Membership Program, and opened the Founders’ Garden where you found this Time Capsule.

We had planned to announce the new name for the BMW CCA Foundation Museum, as well, on that date, but it had not yet been finalized. We hope now to be called “The Ultimate Driving Museum,” which has been tentatively approved and under registration as of this date.

The Foundation is committed to its mission: Saving Lives, Saving History. We were founded in 2002 by the BMW Car Club of America which wanted to add a philanthropic-based outreach of the Club.

To save lives, the Foundation founded Tire Rack Street Survival, which pairs coaches and teens in-car to simulate real-world driving scenarios with the goal of making teens safer drivers. To date, TRSS has instructed over 30,000 teens in this program. During parts of 2020 and 2021, the COVID-19 pandemic prevented Tire Rack Street Survival from conducting in-person driving programs. As of the date of this letter, we are looking forward to resuming the program soon.

To save history, the Foundation maintains a 50,000-item Archive of everything BMW, from car repair manuals and periodicals to racing suits and models.

Our Museum exhibits preserve history by displaying significant vehicles and telling the stories of these cars and their owners. Our BMW community consists of passionate owners, many of whom preserve BMW history by restoring vintage automobiles and motorcycles and keeping them on the road for all to enjoy.

To date, the BMW CCA Museum has hosted the following exhibits:

* *Heroes of Bavaria, 75 Years of BMW in Motorsport* (May 2017 through January 2018)
* *ICON: 50 Years of the 2002* (May 2018 through January 2019)
* *PASSION: 50 Years of BMW and Community*, on the occasion of the 50th anniversary of the BMW Car Club of America (May 2019 through January 2020)
* *GENESIS: BMW from the Beginning,* celebrating BMW’s aero engines, cars and motorcycles from 1916 to 1965 (August 2020 through May 2021)

In 2020–2021 during the pandemic, we added a philanthropic mission by conducting five food drives at our location, often in conjunction with the BMW Car Club of America. Our BMW enthusiasts loaded up their trunks with food, dropped them off in a COVID-safe manner, and supported the Foundation’s newest mission of feeding the needy during the pandemic. These drives collected over five tons of non-perishable food for local food pantries serving the Greenville-Spartanburg community.

This Time Capsule attempts to tie together our past and our future, and it has been created as part of a larger project to establish our Founders’ Garden. The Garden raises funds for Tire Rack Street Survival and the Museum, offering the BMW community an opportunity to donate trees, bushes, flowers, and permanent structures, such as stone bridges and benches. All may be dedicated to honor or memorialize persons and organizations of significance to the donors. In doing so, the Founders’ Garden raises funds and provides an enduring commemoration in a space for reflection and quietude.

The Board hopes that future BMW enthusiasts will carry on our mission of Saving Lives, Saving History by honoring the BMW marque in every project they develop. We are all passionate BMW enthusiasts, and we hope that future generations will honor our passion as well.

Respectfully submitted,

Lance White, President Scott Blazey

Bruce Smith Scott Hughes

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John Eveland, Founder Peter Gleeson

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Erik Wensberg, Consultant

 Dated: May 21, 2021