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BMW Northwest owner  
Manfred Scharmach  
with the 1939 327/28,  
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# BMW Northwest L.I.F.E.



**MY FATHER TAUGHT ME** the best way to do business: take care of your customers. I've always known he was right and this year, despite a flat car economy, BMW is growing nationwide and so is BMW Northwest.

In 2019, BMW brought out fantastic new products, we launched our concierge and mobile service programs and we added Allstate Insurance offices to our dealerships. In December, we broke ground on the Collision Center Northwest, our certified BMW and MINI autobody repair shop, located on the Northwest MINI site. The Collision Center is expected to open in early summer 2020 and we're expanding our retail offerings to give clients more access to detailing, window tinting, tires and paint chip protection services.

The road ahead is about meeting the needs of our customers at all stages of the car-buying journey, from insurance, purchase and detailing through to maintenance and repairs.

I'm excited about the Collision Center because I hate seeing BMW and MINI owners getting the runaround after an accident. Customers are oftentimes sent to direct repair programs (DRPs) at autobody

shops that don't have certified BMW and MINI technicians. That can be problematic because cars are increasingly complex, and require specialized knowledge and/or equipment to repair. On top of that, technicians need to know how to repair complicated technology including cameras and collision sensors. As a result, repairs often aren't done right, and clients come to us to fix the car they just had fixed elsewhere. With our new Collision Center, BMW and MINI owners will get their damaged cars fixed right—the first time. And our work is guaranteed, which keeps customers (and insurance companies) happy.

Expanding how we help customers also puts our staff on the road ahead. We're hiring 10–15 people for the Collision Center;

Two technicians are already training for BMW body shop certification and another person is training in repair estimating. Additionally one of our office employees is transferring to our new in-house insurance agency.

In November, I went to Germany as a member of the BMW Product Committee. This group influences product design and creation and we share the desires of the North American market with BMW headquarters. We spoke to engineers and designers about future products and talked about issues affecting our business and, the continued desire for the internal combustion engine and autonomous driving.

As a business owner and a lifelong fan of the ultimate driving machine, I'm excited about electrification of cars. Alongside hybrids with great engine technology, we'll see fully electric, high-performance luxury cars late next year.

All of this is the driving force behind the magazine you are holding in your hands. With this issue, our second edition, we celebrate what we stand for—our dedication to our customers and the community at BMW Northwest. We also want to give you a deeper understanding and appreciation for the history, engineering and culture of the driving choice you've made. After all, it's not just business for us—it's our way of L.I.F.E.

## L.I.F.E.

### Loyalty

Passionate team members dedicated to building lasting and impactful relationships.

### Integrity

Exercising the highest ethical values and professionalism.

### Family

Our home is locally owned and grown in the Pacific Northwest, welcoming and supporting our community since 1968.

### Excellence

We take pride in being great today, better tomorrow.

On behalf of everyone at BMW Northwest, I'd like to thank our customers for inspiring us to do our best. I'm proud to continue the legacy of service my dad started 51 years ago.

Manfred Scharmach

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**President and Owner**  
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**Photography**  
Lucien Knuteson, Randy Wells



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# EXCITEMENT FOR YOU

## 2020 BMW 8-Series Gran Coupe

# Family Values

**ALMOST TEN YEARS AGO**, when Manfred and I were dating, he asked if I'd help capture his father Werner Scharmach's (quite interesting) life history. I agreed and called on my sister, Kim Hammer, for her transcribing skills so we could capture the narrative. She graciously agreed, and we began to compile the stories of the Scharmach family, from Werner's time in Germany and his entry into America to the beginning of BMW Northwest in Olympia and subsequent moves and expansions. At that moment, we didn't know how the stories would be shared or that Manfred and I would marry and it would become our family history.

Last year's milestone anniversary seemed to be the ideal time to unpack the past and publish Werner's story (if you missed it, you can still read it at [bmwnorthwest.com/aboutus/history](http://bmwnorthwest.com/aboutus/history)). The 50th anniversary was the focus of last year's issue of this magazine and the response was incredibly positive. A sincere thank you to every client, vendor and friend who contacted us with



with comments, praise and acknowledgement. It meant so much to the family and staff at BMW Northwest.

Here we are a year later. So much has happened since we turned 50—including the great honor of being named the family business of the year by *Seattle Business Magazine*. This wasn't a recognition only in the Puget Sound—it was across Washington State in the large company category. *Large company. Wow!*

At the ceremony where we accepted the award, my father-in-law, Werner—now

88-years-old—joined us along with two tables of team members. Werner's acceptance remarks about the appreciation of the life he was able to build in America ignited the audience and brought the room to their feet (and put tears in our eyes.) It was exhilarating and meaningful.

It remains a real honor for me to caretake the family history. In this year's magazine, our second edition, we continue to build on that history by looking forward and sharing our initiatives for growth and the steps we're taking to be your complete automotive partner. After all, we know that your BMW is more than a high-performance means to get from point A to B.

In the pages ahead, we share a favorite travel destination, charitable causes we love and celebrate the talented and dedicated staff who work hard to excel and demonstrate the values around which Werner built the company.

I hope you enjoy this issue. Feel free to drop me a note with your thoughts and ideas on what you'd like to see in future issues.

Cheers,

Lori Randall Scharmach  
Publisher and Editor,  
*BMW Northwest Life*

Connect with me:  
[Lori.randall@randallpr.com](mailto:Lori.randall@randallpr.com)



Lori Randall, Randall PR

## Contributors



### Andrea Bassett

Owner of Red Sail Writers, an executive ghostwriting and content marketing company

based in Toronto, Andrea Bassett ("Family Matters," p. 9) specializes in corporate wellness, benefits, and helping executives get the big ideas out of their heads and into the world.



### Jackie Jouret

San Francisco-based freelance automotive journalist and historian Jackie Jouret ("Performance Art" p. 6

and "Display Models" p. 16) is the author of *The BMW 2002: The Real Story Behind the Legend*, plus *Heroes of Bavaria: 75 Years of BMW Motorsport*, *The ICON: 50 Years of the 2002*, and *Passion: 50 Years of BMW Cars and Community*. [jackiejouret.com](http://jackiejouret.com).



### Lucien Knuteson

Seattle-based commercial photographer Lucien Knuteson, who shot the cover, Maddie Scharmach (p. 9),

and the Auto Spa (p. 10), specializes in striking conceptual and environmental portraits for editorial, advertising, and corporate clients including Microsoft, Amazon and The NBA. [lucienknuteson.com](http://lucienknuteson.com).



### Randy Wells

As a photographer, Randy is focused on the moment. As a writer, he immerses himself in

an authentic story. As a filmmaker, he adds music and motion to convey an emotional experience. Randy, who splits his time between Seattle and Santa Barbara, has traveled the world extensively and won multiple awards. He photographed the Z1 Alpina and ALL327/27 for "Display Models" (p. 16). [randywells.com](http://randywells.com)





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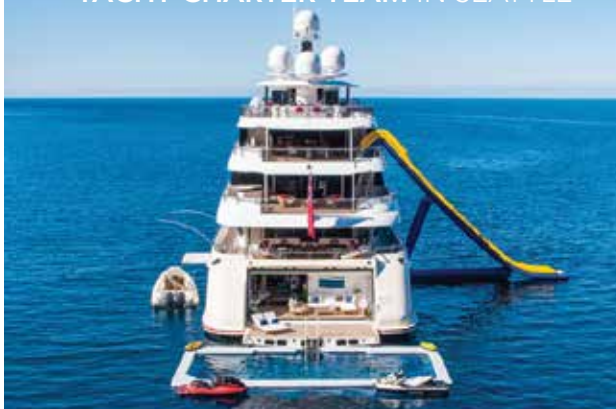
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# Dashboard

Rev Up to Get Out and Drive

○○ Feature Show

Learn how to handle BMWs at high speeds on the Performance Center track as part of the BMW Performance Drive Away delivery program

## Special Delivery

Buying a new BMW? Add on-track excitement and adventure with Performance Drive Away Delivery at the BMW Performance Center in Spartanburg, South Carolina

By Jackie Jouret

**BUYING A NEW BMW IS ALWAYS SPECIAL**, and it's even more thrilling when you choose BMW Performance Center Delivery. In addition to a half a day on the Performance Center track, you'll get a personalized introduction to your new car that takes customer service to another level. Here's how it works:

After you configure the car of your dreams at BMW Northwest, BMW will build it just for you, with every option tailored to your exact specifications. Once it's finished, it will be delivered to the BMW Performance Center in Spartanburg, South Carolina—just across the street from BMW Manufacturing, the worldwide center of production for BMW's popular X-vehicles.  
*(continued)*



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**ANDY MAHRE**  
Eddie Bauer ski athlete  
Silverton, CO

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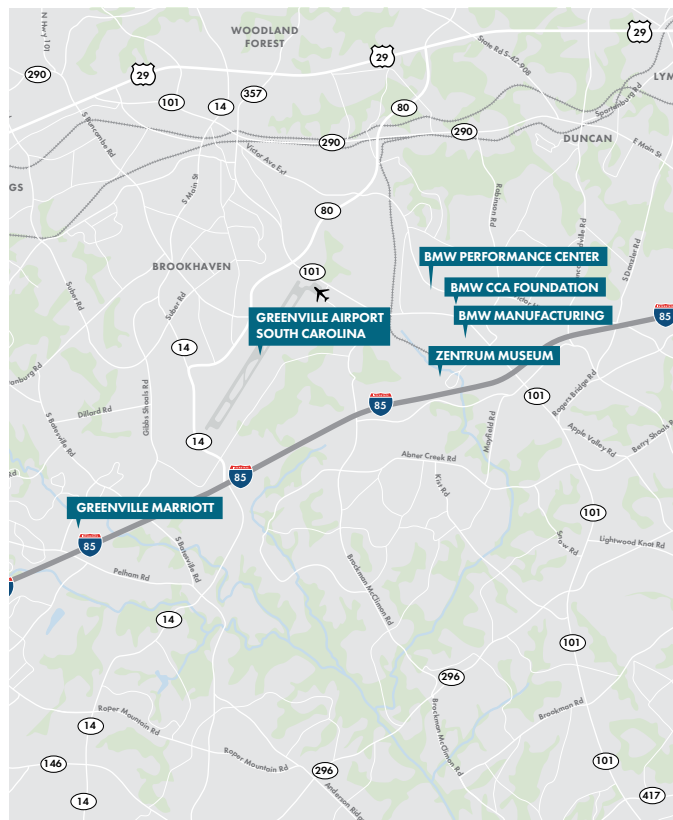


Fly to Greenville-Spartanburg and spend a night at the Greenville Marriott with our compliments, enjoying dinner and breakfast for two before you're driven to the Performance Center nearby. After a brief classroom session on basic car-control techniques, you'll get onto the track in the latest BMWs. Learn how to brake at the limit using ABS, and use Dynamic Stability Control to manage traction on the wet skid pad. Experi-



ence the precision handling and high performance of a new BMW on our fast, flowing road course—and ride along as one of the Performance Center instructors shows what a BMW can do in the hands of a pro—a thrill ride that you will never forget!

The experience also includes a tour of BMW Manufacturing, the company's largest plant worldwide. BMW Manufacturing builds 1,500 X-vehicles a day for export to 26 countries, and seeing these vehicles being assembled will



only enhance your appreciation of the precise and passionate engineering in every BMW. You can see BMW's history on display at the Zentrum Museum, or at the BMW CCA

Foundation, which stages fascinating exhibits of BMW's 100-year history right next door to the Performance Center.

Performance Center Delivery concludes with the encounter

**The BMW Performance Center in Spartanburg, South Carolina, where new car deliveries and on-track driving takes place**

you've been waiting for. A Product specialist will explain each and every feature of the BMW that's been prepared just for you, including driver interface, and will also help you select every setting to your liking before you head onto the road. Drive it home on a cross-country road trip, or enjoy your new BMW around Greenville before shipping it to BMW Northwest for pickup in Tacoma.

BMW Northwest is pleased to offer Performance Center Delivery to our customers. It's the most exciting way to purchase a new BMW—and if you're not already an owner, it will make you a BMW driver for life! ■

*To schedule BMW Performance Center delivery, contact Allen Deen 253.922.8700  
Allen@bmwnorthwest.com*



# In Good Company

More than a familiar face on television, Maddie Scharmach represents the third generation working at the family-owned BMW Northwest

By Andrea Bassett



**FOR MADDIE SCHARMACH,** family and business are one and the same. The granddaughter of founder Werner Scharmach and daughter of owner Manfred Scharmach, she's worked in the family business for almost half her life. For the past several years, Maddie has been the special project manager for BMW Northwest, but you might recognize her more from her latest role, as the new spokesperson in television ads for BMW Northwest.

Like her dad, Maddie started

working at the dealership early on. At 16-years-old, she learned what quality and customer service means at BMW Northwest by spending her summers answering phones, making appointments, contributing to social media and working in the parts department.

In 2013, she graduated from Western Washington University with her psychology degree, cum laude. But a career in psychology wasn't the right fit for her at that time. She started full-time at BMW Northwest in the

Business Development Center, and it felt like home.

Now, at age 28, she oversees new projects and manages employee satisfaction programs. While she's most visible for her television commercials, much of her work is behind the scenes. "The best thing about my expanded role is I'm more integrated into the dealership," Maddie says. "It's allowed me to get to know employees I've never had the opportunity to work with before."

In fact, she knows 95% of BMW Northwest's 258 employees. The other 5% are brand new. "We say we're a family and we practice what we preach" she adds. "We bring everybody on board with the assumption they'll have a long and prosperous career with us. We have such a wonderful management team and we work hard to help everyone feel like part of the family and have the resources they need to succeed."

If that sounds familiar, it's because the Scharmach business philosophy hasn't changed in over 50 years. About working for her father, Maddie says, "I have so much respect for my dad. After all these years, he's still looking for ways to make the business stronger. I've learned so much working with him and I'm lucky to

have a great role model."

While business and family are one for Maddie, she's not just about work. Maddie is married to William McEntyre, a respiratory therapist, is active in the local equestrian community, and loves animals, including her two dogs, three cats and her horse, Snowy.

—  
"We're a family and we practice what we preach. We bring everybody on board with the assumption they'll have a long career with us."  
—

Yet even with everything she has going on, she's enjoying her latest special project with the BMW Northwest ad campaign. "Maddie has done an outstanding job as the new spokesperson for BMW Northwest," says Gary Spinnell, partner at Spinnell and Stwan Marketing and Media, the advertising agency that produced the BMW's new television spots. "She wants her work to look professional and in a very short time, she's succeeded." ■

# Complete Car Care

Going beyond sales and service, Scharmach Automotive Group rolls out in-house insurance, a new collision repair center and auto spa service

By Sheila Cain

## WHILE THE SCHARMACH AUTOMOTIVE GROUP

has never been a company to rest on its laurels, that fact has never been more true than now. This past year, their dealerships, BMW Northwest, Northwest MINI and Seattle MINI, began offering additional new services that take care of most every aspect of customers' car needs—and more is to come in 2020. Complete Car Care offers customers convenience, value and a seamless one-stop automotive partner.

## Auto Spa

### Treat Your Car

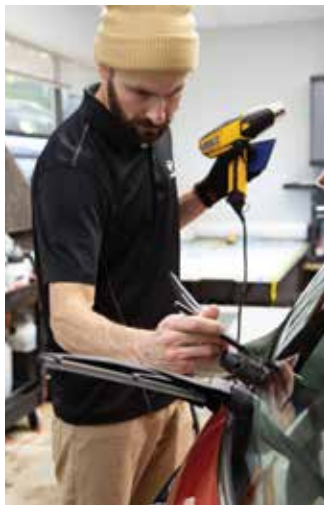
**Scharmach Automotive Group's detail services expand**

With the recent acquisition of a 9,500-sq-ft space adjacent to Seattle MINI in Lake City this year, Scharmach Auto Group expanded its detail business—and now offers a full range of auto spa services to a variety of cars and their owners.

"We've always offered auto detailing," says Kyle Canalizo, director of parts and service for the group. "Now we're offering more, and we're open to everyone—not just MINI Coopers."

The acquisition has more than tripled the auto detailing business capacity. In addition to window tinting and Stone Guard protective film, they will offer vinyl customization—including vinyl wrap, striping, chrome covering and in-vehicle color accents—to allow owners to customize their cars to their specifications. "The customization and wrap possibilities are endless," adds Canalizo. "We can black-out/color most chrome on all vehicles, perform custom striping, color changes and add interior accents."

**The new Auto Spa Northwest offers custom striping, interior accents and more—all in house**



PHOTOS: OPPOSITE PAGE, TOP COURTESY OF BMW NORTHWEST. TOP PHOTO AND THIS PAGE: LUCIEN KNUTESON



Another huge advantage? Overflow work that was previously outsourced will now be performed in-house, which means all detail work will be expedited—and meet Scharmach Auto Group's high standards. Those standards begin with using the best products and a well-trained staff. Technicians receive training from suppliers and use only high-end Griot's Garage products, which are known and respected throughout auto enthusiast circles—and the company happens to be headquartered not far from the BMW Northwest dealership in Tacoma, Washington.

## Auto Coverage

### Instant Insurance

**Scharmach opens full service insurance agency inside BMW Northwest**

One of the first tasks on your to-do list as a new car owner is to revisit insurance coverage to protect your purchase. But comparing rates and picking a policy is not usually top-of-mind when a new ride is calling your name.

Now it's easy to take care of your auto coverage before you even leave the dealership. Having an insurance agency office located inside BMW Northwest means you can update your coverage before you even drive away.

Even though most drivers already have auto insurance, policies need to be fine-tuned when a new car is added, explains Manfred



**From top: Andrew Hobden (left) manages the new insurance services provided by Allstate with Celestine Gates (from the head office), Danielle Canalizo and Rebecca Hendricks (not pictured: Neiva Aguirre). Manfred Scharmach, owner Scharmach Insurance**

Scharmach, Scharmach Automotive Group's president.

"There are some adjustments you'll need to make," says Scharmach. "Why not take a look at your policy at the same time you're dealing with the rest of your paperwork?"

The experienced staff at the in-house agency at BMW Northwest (satellite offices are also located at BMW Pre-owned and Northwest MINI) is led by Andrew Hobden, whose background with Allstate began in 2004. At the new agency, customers are able to shop rates, compare options and consult with an agent—and even obtain coverage for additional cars at home. And because the office offers the full line of Allstate products, customers can consider bundling their auto insurance with home, boat, RV and life policies as well, driving down total insurance costs. "Working with Allstate is a good fit for us," says Kyle Canalizo, director of parts and service for Scharmach Automotive Group. "We have some great features for our clients when they purchase new cars. Being inside our dealership, we are able to make sure our customer's insurance is right for them and personalize the protection to their needs. Should there be an accident, we are there when they need us to expedite the claim, provide a rental car, towing, car repair and replacement if necessary."

*The Scharmach Insurance Agency hours are the same as the dealership, open 7 days a week: Monday through Friday 9 a.m. to 7 p.m. Saturday 9 a.m. to 6 p.m. Sunday 11 a.m. to 5 p.m.*

## COLLISION CENTER NORTHWEST

### Crash Course

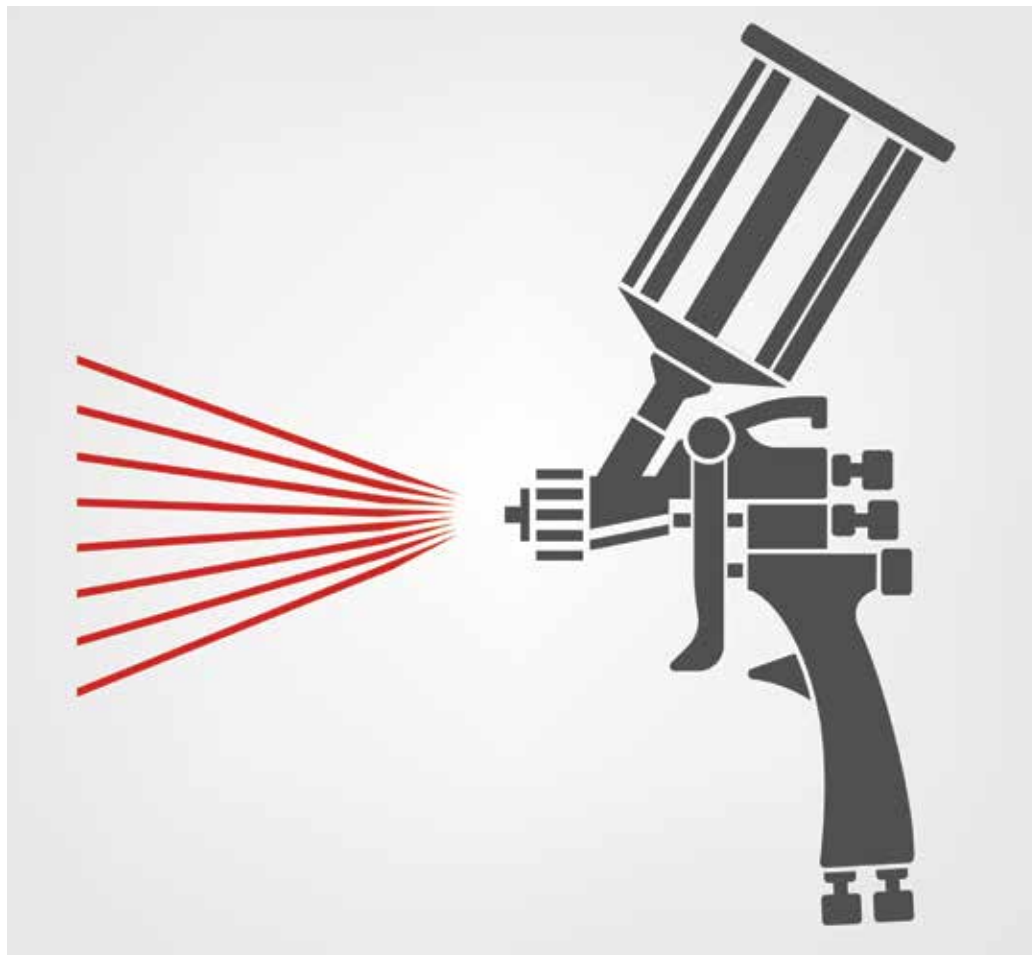
*Autobody center to open  
in 2020*

While it's not unusual for car dealerships to offer in-house engine repair and other mechanical services for their customers, autobody services have historically been contracted out to shops that specialize in exterior painting, bumper replacement and dent repair.

But as technology has become more and more integrated with car bodies, vehicles have become more complicated to fix.

"Changes are coming at a fast pace," says BMW Northwest president Manfred Scharmach. Materials such as carbon fiber, aluminum and light-weight steel are quickly replacing the conventional car body materials that have been used for decades, and high-tech sensors, cameras and transmitters interface closely with tires, doors and windshields. No longer is a dented bumper a straight-forward fix. "Repaired parts must be correctly aligned and reintegrated with the car," adds Scharmach. "This is not simple."

To keep pace with the changing autobody repair landscape, Scharmach is opening Collision Center Northwest, an on-campus autobody repair facility in Tacoma. Construction for the 18,000-sq-ft facility is planned for this winter, with the opening anticipated in spring 2020. The facility will be a MINI- and BMW-certified shop, says Director of Parts and Services Kyle Canalizo.



—

**Collision Center Northwest will be the first autobody center in the Northwest to have state-of-the-art Astra painting equipment tailor-made for the facility.**

—

"This means we're held to very high standards. The shop will undergo thorough inspections with manufacturers to ensure proper training and tool use is followed before receiving certification."

The Collision Center Northwest will also be the first autobody center in the Northwest to have state-of-the-art Astra painting equipment tailor-made for the facility. The paint booths are designed in Italy and manufactured in Spain specifically to accommodate the use of BMW's eco-friendly water-based paint, which is lower in chlorofluorocarbons than traditional solvent-based paints. "This equipment has the highest-standard

filtration and higher air flow than anything else available. That means it is extremely efficient in both energy consumption and heat cycles." Due to higher air flow, and because there are less contaminants in the booths, Astra equipment produces a higher-quality paint repair and delivers faster overall repair times. Eliminating the dealership's role as a middleman also means we can ensure the use of original equipment parts and expedite and complete repairs faster than ever before.

"But the best part," says Canalizo, "is that our customers will get to do business with people they've known and trusted for the last 51 years." ■





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# Accolades and Honors

Celebrating the impact of our Family Business Award, introducing our Product Geniuses and Platinum Winners and looking back on an outstanding two years

## Family Business of the Year

*One year later*

Last year, as Scharmach Enterprises celebrated its 50th anniversary, *Seattle Business* magazine presented the company with the 2018 Family Business of the Year award. The award was the cherry on top of an American success story.

In 1956, Werner Scharmach left Germany to work as a car mechanic in the United States. Twelve years later, he opened BMW's first dealership in Western Washington, BMW Northwest.

In 2002, Werner's son, Manfred—who started at BMW Northwest washing cars—bought the business and expanded it to include Northwest MINI in 2003 and Seattle MINI in 2009. Manfred's daughter, Maddie, started working at the dealerships when she was a teenager and is now the TV spokesperson and Special Projects Manager.

"We've grown from a small auto repair shop in Olympia to include four thriving dealerships and are proud to operate one of the oldest family-owned BMW dealerships in the nation," says Manfred Scharmach, CEO and President of Scharmach Automotive Group.

And now, on the one-year anniversary of their Family



—  
 “We’re terrifically honored ... this is the only country in the world where something like my achievement can be done. To this day, I appreciate the fact that I ended up here.”  
 —

Business of the Year award, they’re growing again.

The team at Scharmach Automotive—which includes a staff of 258—has their sights set on expanding client service even further with Collision Center Northwest, scheduled to open in summer 2020 (read more on page 12).

None of this would be possible without their customers who have a real understanding of what it means to be a family business. “Many of our customers make a point of supporting local family businesses,” says Scharmach.

“We appreciate that. We have customers who drive long distances to do business with us and continue to do business with us over the years. We’re very respectful of that.”

As Werner Scharmach said at the award ceremony last year, “We’re terrifically honored over this and all I can say is this is the only country in the world where something like my achievement can be done. To this day, I appreciate the fact that I ended up here.”

—Andrea Bassett



## 2018 Awards and Contest Winners

*It's time to flash our high beams on staff achievements!*

At BMW, there's a lot of opportunity for employees to learn, excel and be recognized. In 2018, our staff won many awards and contests, including the highest honor, the Profiles in Achievement (PIA) Awards, which are awarded at the store, regional and national levels. The award criteria and prizes vary across departments, but they're all based on key performance indicators and a balanced scorecard.

Awards are given at four levels—Platinum, Gold, Silver and Bronze—and in 2018, six of our team members were awarded the Platinum PIA award. Plus, our BMW Product Geniuses—customer service masters trained in BMW's advanced technology—were ranked first, second, third and fourth in the nation—for the second year in a row. On top of that, our teams won national contests for service and retention and educational client videos. Prizes included plaques, trips, iPads, gift cards and drones.

Congratulations to our staff who were recognized for excelling in their area of expertise:

### Alan Sluka

Product Genius. *Profiles in Achievement Award: Platinum.* Number one Product Genius in America!

### Annie Arnhold

Product Genius. *Profiles in Achievement Award: Platinum.* Number two Product Genius in America.

### Aaron Schrenk

Lead Product Genius. *Profiles in Achievement Award: Platinum.* Number three Product Genius in America.

### Olivia Levandusky

Product Genius. *Profiles in Achievement Award: Platinum.* Number four Product Genius in America.

### Glen Williamson

Technician. *Profiles in Achievement Award: Platinum*

### Larry Williams

Client Advisor. *Profiles in Achievement Award: Platinum.*

### Kyle Canalizo

Director of Parts and Service, and the entire Parts and Service team. *BMW Service Retention and Accessories Sales Challenge: First place.*

### Award-winning client educational videos:

#### Casey James

In-house videographer for BMW Northwest, Northwest MINI and Seattle MINI *While You're Waiting Courtesy Car Wash*



## Big Trips

*Some of the national awards come with big trips. Let's see what our trip winners had to say about them!*

"The trip to **Portugal** was fantastic! BMW rolled out the red carpet and filled every moment with tours, activities, food and wine. The highlight was driving the entire M lineup on Circuito do Estoril. I'm truly thankful to work with such an amazing team!"

—Kyle Canalizo,  
Director of Parts and Service

"The trip to **Greece** was amazing! Even more amazing was that I was able to bring my girlfriend, Savannah. Being recognized by BMW NW for my efforts in 2018 is an incredible feeling. We stopped

at four different islands; departing from Athens, we went to Santorini, Crete, Rhodes, and Mykonos. The cruise ship was truly a white glove and red-carpet experience, and the food was exceptional! The hospitality that BMW provided was far above what we were expecting. Santorini is by far one of the most beautiful places I've ever been to. Being able to check this off my bucket list courtesy of BMW is something I'll never forget."

—Alan Sluka, Product Genius

"BMW awarded my efforts at work with a trip to **Jackson Hole, Wyoming**. It was

a truly personalized experience. We stayed at the Four Seasons Ski Resort and got to take a gondola up to the top of a mountain to celebrate Oktoberfest. They also took us on a ride to see the beautiful scenery and wildlife (moose, bear, antelope, owls, etc.) through Grand Teton National Park. Overall, it was an incredible experience and I greatly appreciated the opportunity!"

—Annie Arnhold, Product Genius ■

**Above, from left: Kyle (center) in Portugal. Alan and Savannah in Greece. Annie and Bob in Jackson Hole**

## The Collection

**Manfred Scharmach  
with the 1939 327/28  
that will make its  
way to BMW U.S.  
Headquarters in  
South Carolina for  
an exhibit in 2020**





# Display Models

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An early masterpiece of speed and a showpiece in the impressive BMW Northwest car collection, the 1939 327/28 travels to South Carolina for “GENESIS: BMW From the Beginning,” at the BMW CCA Foundation

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**By Jackie Jouret**

BMW Northwest is proud to display high-performance BMWs from every era of the company's history in our showroom, and in 2020 we'll be sharing the showpiece of the collection with an even wider audience. When “GENESIS: BMW From the Beginning” opens at the BMW Car Clubs of America (CCA) Foundation museum in Greer, South Carolina in May 2020, the BMW Northwest 327/28 coupe will be one of 26 significant prewar and early postwar BMW automobiles and motorcycles on display.

Built in March 1939, 327/28 #75409 is a genuine example of BMW's sporty coupe, equipped from the factory with the high-revving 2.0-liter six-cylinder engine sourced from the race-ready 328 roadster. With 80 horsepower at 5,000 rpm rather than the 55 horsepower of the standard 327 coupe, the /28 version was also genuinely quick for the time, able to reach a top speed of 87 mph. It's also rare: BMW built

just 86 examples of this stylish hardtop, which sold for 8,100 Reichmarks when new, the equivalent of \$3,253 in 1939.

After its delivery on April 1, 1939, to a dealership in Berlin run by a gentleman named Dr. Brenner, the car was sold to an unknown buyer who was surely both affluent and well-connected, as private cars were already in short supply at that time. #75409 managed to survive World War II, but it wasn't treated kindly in the decades that followed. By the time it landed in the Mainburg, Bavaria, storehouse of ex-BMW employee and vintage parts dealer Heinz Landzettel, it was in very poor condition. Fortunately, it was rescued by a German collector in 2001 and treated to a frame-off restoration, during which its original engine was replaced by an identical unit rebuilt to suit. In 2007, shortly after the restoration was completed, the car went to Latvian collector Mark Meerov, and from there to the RM Techno-Classical restoration shop in New York.

In 2014, #75409 was offered by RM Auctions in Scottsdale, where it was purchased by BMW Northwest principal Manfred Scharmach for the dealership collection. “It's not the usual sort of car I'd be chasing, but I was intrigued by the higher-output motor, and by the hardtop. You see a lot more convertibles than coupes, but I really like the lines of the hardtop.”

As for the driving experience, Scharmach says he appreciates the fact that it's an old car, and that it is unlike the more modern vehicles in his collection of rare BMWs. “The steering is hard, and the front end is a bit shaky. When you hit the brakes, you're not sure which way it's going to go. But the car drives quite well, and it's very solid. It also has good power for a car its age.”

The car will be on display through January 2, 2021, at the BMW CCA Foundation, of course, where viewers will have the opportunity to examine it up close, and

to see it in the company of 20+ cars and several motorcycles built by BMW from 1923 to 1959. GENESIS will take viewers on a journey from BMW's beginnings as an aero engine manufacturer in 1916 through its first motorcycles in 1923 and on to its emergence as a carmaker in 1928. Cars built as early as 1930 will be on display, and the BMW Northwest 327/28 will be joined by one of its cabriolet counterparts: 327/28 #74206, which was delivered when new to BMW racing legend Schorsch Meier. A trio of prewar sports roadsters will be on display, as well: the 315/1 that represented BMW's entry into the category, followed by a 319/1, and finally a 328, the last word in race-winning roadsters from the 1930s. At the luxury end of the spectrum, a beautifully restored 1939 321 cabriolet with rare Drauz bodywork will sit alongside a 1940 335 cabriolet, a fine example of BMW's last prewar car that took third in class at Pebble Beach in 2016.

World War II interrupted BMW's automotive progress, but it didn't stop enthusiasts from enjoying their BMWs, and from using the 328 as the basis for successful race cars. GENESIS will feature a rare Veritas sports-racer from the late 1940s, the car that represented where BMW might have gone had it continued to develop its cars along 328 lines. Instead, BMW turned in the luxury direction when it began building cars again in 1952, and GENESIS will feature a beautiful succession of postwar V8-powered BMWs. A stunning pair of 502 "Baroque Angels"—one a convertible, the other a sedan—will be joined by a 503 cabriolet and coupe, and a stunning example

"I think it enhances the appreciation of new BMWs to see where BMW's roots lie, what they've done and where they are today. These cars are fun!"

of the 507 roadster designed by Albrecht Graf von Goertz in 1956. GENESIS will conclude with a succession of microcars that bookended the V8s: an Isetta, 600, and 700, the latter a fine example of the cars as raced in Europe and the US.

GENESIS is the fourth annual exhibit staged by the BMW CCA Foundation, a 501(c)3 nonprofit chartered in 2002. The foundation has two missions: preserving BMW history through its archive and museum, and promoting teen driving safety through its TireRack Street Survival program. BMW Northwest is proud to participate in both aspects of the foundation's work. In addition to contributing the 327/28 to the next exhibit, BMW Northwest is a proud sponsor of local Street Survival schools, which help Washington teens become safer, more confident drivers.

GENESIS won't be the first BMW CCA Foundation exhibit to feature a significant BMW with local provenance. For the foundation's 2017 exhibit, "Heroes of Bavaria: 75 Years of BMW motorsport," the British-born Seattle businessman Peter Gleeson lent his 1972 BMW 3.0 CSL Group 2 rally car, the only E9 CSL built by BMW Motorsport for rally

competition and piloted by the legendary Rauno Aaltonen. Recognized as the 2016 Master Collector by America's Car Museum, Gleeson, is a BMW CCA Foundation trustee as well as a friend to BMW Northwest, and he was delighted to invite BMW Northwest to participate in GENESIS with the 327/28.

"As foundation trustees, we rely on the generosity of others to help us achieve our lofty aims," says Gleeson. "Lori and Manfred have always stepped up whenever asked to help locally, and I've no doubt that many in the Pacific Northwest have already benefitted from their philanthropic efforts, perhaps without knowing that BMW Northwest had given its support."

"For those of us on the selection committee for GENESIS, it was tough to narrow our initial wish list down to 22 automobiles, but we agreed unanimously that we would love to have the BMW Northwest 327/28 in the exhibit. Asking someone to send a car to the other side of the country for an extended period of time, and at their own expense, can be difficult, but this call turned out to be the easiest one I made. Manfred and Lori simply said, 'Yes! Let's work out the logistics!' Time and again, they've shown their kindness to our local community, and they've also helped us raise money nationally to support Street Survival, which helps thousands of young Americans stay a little safer on the road. I know I speak for all the Trustees and members of the BMW CCA Foundation in saying a very large 'Thank You' to everyone at BMW Northwest, and especially to Lori and Manfred."

## Visit the Exhibit

GENESIS: BMW From the Beginning  
May 15, 2020 through January 2021

BMW Car Clubs of America Foundation Museum  
190 Manatee Court, Greer, South Carolina, 29651  
[Bmwccafoundation.org](http://Bmwccafoundation.org)

If you're buying a new car from BMW Northwest, why not take Performance Center delivery and plan a trip to the BMW CCA Foundation Museum at the same time? Delivery includes a high-speed drive on the BMW track and a tour of the factory where BMW builds all their X vehicles.

The current museum exhibit, PASSION: 50 Years of BMW Cars and Community will close on January 18, 2020, and reopens with GENESIS on May 15, 2020.

GENESIS will run through January 2021, and will be open every weekday from 9 a.m. to 5 p.m. Most major airlines fly from Seattle to Greenville-Spartanburg (GSP), and all of the BMW-related attractions as well as a number of hotels are within a few miles of the airport. The BMW CCA Foundation museum is located just down the street from the BMW Performance Center and BMW manufacturing.





## Behind the Wheels 1939 327/28 Coupe #74509

The oldest car in the BMW Northwest collection is a 327/28 from 1939. It's one of just 86 Grand Touring coupes built with BMW's race-bred 2.0-liter engine, creating BMW's first premium performance model.

Introduced in October, 1938, the 327 coupe and cabriolet featured a body designed in cooperation with Autenrieth, the Darmstadt coachbuilder who pioneered the integration of the headlights into the front fenders. The body was installed atop BMW's most modern box-section chassis, the low-slung box-frame design that debuted on the 326 in 1936. The 327 used the short-wheelbase (108.3-inch) version of that chassis, which reduced the

distance between axles by 5 inches for exceptional agility. With independent front suspension and four-wheel hydraulic drum brakes, the 327 offered superlative handling and braking as well as exemplary comfort on long drives.

Standard 327s were powered by a 55-hp 2.0-liter six-cylinder engine, but a select few (485 cabriolets and 86 coupes) were upgraded with the 80-hp engine borrowed from BMW's race-winning 328 roadster. The 327 weighed in at 2,425 lbs., about 400 more than its roadster counterpart, but it could nonetheless hit a top speed of 87 mph, not far off the 328's 93 mph but with protection from the rain

and a roomier cockpit.

When new, this 327/28 carried a retail price of RM 8,100 in 1939, equivalent to \$3,253. Expensive for its time, the 327/28 was advertised by BMW as "an ideal touring car for the discerning driver looking to enjoy the thrill of speed and the pleasure of sporty driving." In that sense, it's a lot like today's M6 coupe, marrying a sophisticated Grand Touring chassis to a race-bred engine.

BMW Northwest acquired this car in 2014, 11 years after the car was restored in Germany. "It's not a recent restoration," says owner and president and CEO Manfred Scharmach, "but it was a nice one." —J.J.



### New to the Collection

## 1991 Alpina Z1 Roadster Limited Edition #C2600063

The latest addition to the BMW Northwest collection is an Alpina Z1 Roadster Limited Edition (RLE), based on the BMW Z1 roadster offered from 1988 to 1991. While BMW built some 8,012 examples of its futuristic Z1—the Z stands for Zukunft, German for “future”—Alpina turned just 66 of them into RLE roadsters from August 1990 to September 1991. Of those, 33 remained in Europe while the other 33, including #C260063 now owned by BMW Northwest, were sent to Japan. Japan has been a strong export market for Alpina since 1980, even though the company doesn’t build cars with right-hand drive. That only makes the cars more exotic and alluring, especially when they’re already rare models

like the RLE.

The Z1 wasn’t slated for production when it debuted at the 1987 Frankfurt motor show, but the public’s ecstatic response saw BMW rethink that strategy. Designed by Ulrich Bez, the Z1 was built to demonstrate new technologies like thermoplastic bodywork, a galvanized steel space frame and a composite underbody panel. It also featured a new multilink rear suspension in place of the venerable semi-trailing arm used by BMW since 1957, and it located its 2,494cc six-cylinder engine behind the front axle for a true front mid-engine layout. The Z1’s most notable feature, of course, were its drop-down doors, which could be left open while driving for

a wide-open feeling that was more go-kart than traditional sports car. Distinctive as they were, those doors meant that the Z1 wouldn’t meet US safety standards when the car went into production in 1988. The few Z1s that did arrive in this country would do so as private imports rather than through BMW of North America.

As exciting and innovative as the Z1 was, its M20 six-cylinder was decidedly ordinary. With only 170 horsepower, it was no more powerful than the same engine in a workaday E30 325i sedan. Alpina rectified that by installing its C2 six-cylinder engine, which displaced 2,693cc and delivered 200 horsepower at 6,000 rpm and 192 lb-ft of torque at 4,900 rpm while also



burning cleaner than the BMW thanks to six EMITEC catalytic converters. With its newfound power and the standard 5-speed transmission, the RLE could accelerate from zero to 62 mph in just 7.1 seconds, notably quicker than the 9.0 required by an ordinary Z1. Top speed increased, too, with the RLE maxing out at 143 mph rather than 136.

Beyond the engine bay, Alpina replaced the Z1's 7.5 x 16-inch wheels with its signature multi-spoke alloys measuring 8 x 17 inches and shod with 235/40ZR-17 Michelin MXX3 tires. The company fitted its own steering wheel and shift knob, but otherwise it left the interior of the Z1 alone unless the customer specified additional changes to the upholstery or instruments. Alpina's Deko Set stripes were optional, too, and they add a dash of Alpina flair to this car's Top Red plastic bodywork. This particular car, the RLE #C260063, sold new in Japan in 1991 for even more than the new 1991s in Germany, which were retailing for DM 116,000 (about \$71,600).

The 63rd RLE built by Alpina, #C260063 was driven by its first Japanese owner(s) a mere 12,000 kilometers before it was imported to the US in 2018 and sold to collector Hideki Akiba. That August, Akiba showed the car at Legends of the Autobahn

in Carmel Valley, California, where it won the Michelin Choice Award for its stand-out presentation. In January 2019, Akiba consigned #C260063 at Bonhams' Scottsdale auction, where Manfred Scharmach bought the car in January 2019, for the BMW Northwest collection.

"I was delighted to find such a nice, clean, low-mileage example of a rare Alpina Z1," Scharmach says. "Z1s were relatively common in Germany, but Alpina only built 66 RLEs. As an Alpina, it's got some cool performance improvements, and the visual enhancements are just right. Everything Alpina does is high quality, and the Alpina version is really rare, too."

Here in Tacoma, it joins another Alpina, a 2003 V8 Roadster, the Z8-based flagship that represented Alpina's first official offering in the US. The RLE may be smaller and less powerful than that roadster, but it's no less exotic, and it still looks futuristic nearly 30 years after it was built.

"The styling's got a cool wedge shape, and the doors make it a real conversation piece," Scharmach says. "I drove it home from Scottsdale with the top and the doors down, and a car doesn't get much more open than that!" —J.J. ■

## The BMW Northwest Collection

*75 years of performance-oriented BMWs*

BMW Northwest has been serving the Tacoma area for 50 years, but the dealership's permanent collection of classic BMWs illuminates nearly the full span of BMW's 100-year history, and its 80 years as an automaker. From a 1939 327/28 coupe to a 2013 M3, the cars collected by dealer principal Manfred Scharmach reflect not only the company's history but his passion for the brand's high-performance machines.

"I'm proud to be able to show these cars to other people," Scharmach says of his cars that are on rotating display at the BMW Northwest Pre-Owned Center. Most people remember the 2002 and the CS coupes, but a lot of people aren't familiar with the BMWs of the 1930s, or the 700. To see where BMW's roots lie enhances the appreciation of the new BMWs and where they are today. These cars are fun!" —J.J.



PHOTOS: RANDY WELLS





Every fall 1,500 sheep migrate from the hills outside of Sun Valley to farms during the Trailing of the Sheep Festival



# COUNTING SHEEP

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Discover the lesser-known side of Sun Valley and Ketchum, Idaho, with a spirited weekend road trip celebrating the resort towns' rich agricultural history, food, art and heritage at the Trailing of the Sheep Festival

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By Lori Randall Scharmach







John Peavey (left) of Flat Top Sheep Ranch with his wife Diane (lower left). Twenty-three years ago, they engaged the community (and Lori and Manfred, above right) in this tradition. Ranchers live in wagon-like trailers in the fields; the sheep parade straight down Main Street in Ketchum on their way back to the farm.



# In October,

if schedules allow, Manfred and I like to take a fall trip to Sun Valley, Idaho. The lure? Fifteen hundred struttin' mutton.

This ultimate road trip takes you and your BMW from Seattle, 650 miles along I-84 against a backdrop of pine-covered mountains and golden aspens on the way to Sun Valley, Idaho, for the annual Trailing of the Sheep festival. Held the third weekend of October each year, 'Trailing' is one of most unique festivals in North America, and happens at various locations in Sun Valley, Hailey and Ketchum, a town that was once home to more sheep than any place in the world except for Sydney, Australia.

But the festival is not a reenactment of a time before Sun Valley emerged as one of America's top destination ski resorts. This is the real deal—and residents participate in the town tradition that celebrates the sheep that still move through Ketchum's Main Street as part of their annual migration to winter pastures. It's also a celebration of the Basque heritage and culture of the herding and ranching families.

From spring to fall, hundreds of sheep owned by local ranchers roam the hills just outside the town. Sheep herders live in wagons alongside watching over them, their trusty sheepdogs keeping the herd together as they move to greener pastures. Come fall, they bring the sheep down before winter sets in, and the cycle repeats in spring, after the snow melts.

Manfred and I love the history and the culture, and it comes with five days of colorful folk dancing and music, sheep shearing demonstrations, felting and wool workshops, cooking classes, and chances to talk people who have spent their lives caring for the animals on the range.

Though sheep ranching has been part of the town's history since the 1860s, the Trailing of the Sheep Festival got its start 24 years ago. A 22-mile bike trail had just been built on the historic sheep trail and railroad bed that used to ferry sheep out of the valley and bring skiers to Sun Valley. But bicyclists were not happy about having to ride over the little brown souvenirs the sheep left behind.

"Our phone started ringing off the hook with people calling, saying, 'Your sheep are on our bike path,'" says Diane Peavey, who owns the Flat Top Sheep Ranch with her husband John.

John, who was running for a seat in the state legislature, knew he had to quell the firestorm. So, he educated the community on the historic traditions of the trailing of the sheep and invited residents to join his herders as they directed the animals past multimillion-dollar homes, across the sheep counting bridge, over the Big Wood River and into a sheep camp between Ketchum and Hailey.

A few dozen people came out the first year, and a few dozen more the next year. As interest ramped up, Sun Valley Chamber director Carol Waller sensed the makings of a festival.

It now attracts 25,000 visitors from as far away as Wales and India, and has received accolades around the world, including recognition as one of the Top Ten Fall Festivals in the World by USA Today; Seven Best Fall Festivals in the US by *National Geographic*; A Fall Festival Worth Traveling For by Forbes.com and The Travel Channel's Ten Amazing Fall Festivals Worth a Road Trip. It's even been called one of America's Wackiest Fall Festivals by Huffington Post.

**W**hile many of the events are free, including the Sheep Folklife Fair on Saturday, workshops and classes and diners require paid admission. Popular ticketed events include Sheep Jam dinner and dance and the Sheep Tales Gathering, which has featured speakers such as Mark Kurlansky, author of "Salt," "Cod," and "The Basque History of the World." The dinners sell out ahead of time, so purchase your tickets online in advance and try to arrive on Thursday, a day early to pick up event tickets for the weekend.

A 'must-do' on Friday night is For the

Love of Lamb, a restaurant walkabout, held at various participating restaurants in downtown Ketchum. A \$20 passport provides the opportunity to sample small plates of lamb served up umpteen different ways—from a Lamb & Carrot Stew with Mint and Walnut Pesto and Pomegranate Seeds to Lamb Samosas, Lamb Curry, Lamb Sausage, Lamb Barbacoa, Lamb Kafta, Lamb Chili and Lamb Meatballs with Grilled Pita, Tzatziki Sauce and Greek Salad.

Even if you don't think you like lamb, give it a try. Guaranteed you'll change your mind! Pick up your passport ahead of time so you can figure out which restaurants you want to hit up first. The 7 passport samples are enough to satisfy an appetite, so when the event ends, we head to the Limelight Hotel, which offers free live music, and the perfect place to nurse a Sage Gimlet.

Then, it's across the street to Ketchum's new state-of-the-art Argyros Performing Arts Center for an evening of sheep tales from ranchers and celebrity speakers. On Saturday we head to the park in Hailey to watch music and dancing featuring the Oinkari Basque Dancers, Peruvian Dancers, Boise Highlanders Pipe Band and even the Polish Highlanders—all reflective of the cultures of those who have herded sheep in the mountains of central Idaho.

Come prepared to shop and have lunch. We get a jump on Christmas gift shopping by visiting the 80-some vendors there who offer everything from cheese made from sheep's milk to beautiful shawls made from alpaca wool. This is not your typical festival food. Should we have braised leg of lamb with heirloom tomatoes, mushrooms and eggplant or an incredibly delicious lamb burger? And, we never pass up the sheer madness of watching sheep shearers give ewes a buzz cut.

After lunch, we grab our lawn chairs and binoculars and head to a nearby canyon to watch in awe as sheepdogs work to pen feisty sheep who want no part of being corralled after roaming free for five months.

The Championship Sheepdog Trials features some of the West's most talented border collies and their handlers vying for points to qualify for national competition. But they typically meet their match in these sheep.

Returning to Ketchum, we check out the spirited Taste and Craft event that showcases local Idaho food and beverage artisans. Unique products like jalapeno and chipotle-flavored wine, pumpkin stout, raspberry-flavored potato vodka and other beer, wine and spirits are sampled and many are for sale.

Before ending the night at Whiskey Jacques' annual music event with live music from fan favorite bands like Dusty 45s and The Hot Club of Cowtown, we set out a couple lawn chairs on Main Street for the Sheep Parade on Sunday and have a casual dinner at Sawtooth Club next door.

In the fall, when this festival is held, you can expect crisp air and sunny blue skies that are a spectacular backdrop for the red maple leaves. To capture an incredible photograph, we walk into the hills north of Ketchum for a shot of the sheep as they make their way down to Highway 75 for their debut back into civilization.

Then we take our place in our parade chairs among thousands of others and watch colorful Basque dancers' twirling down the street to the music of an accordion, flute and tamboril drum followed by their sheep wagons.

Then the sheep appear. You never know what you're going to get when 1,500 sheep that have seen no one but their herder for months are suddenly confronted by hundreds of people cheering them on as they march down Main Street in Ketchum. One year some bolted, leading chasers on a wild sheep chase through town before returning to the flock. Another year they simply baaaa-liked, refusing to move.

These sheep keep their cool, moving like an amoeba down the street and parting ever so slightly for two priests and a rabbi (seriously) who stand in the center exhorting them to "Go and be the best sheep you can be."

Of course, I take plenty of pictures. I love sharing them with friends—they can't get over it. And it is hard to believe until you see it.

The Big Sheep Parade over, it's time to sit back and relax. We can accompany ranchers to a nearby aspen grove to see pictures of churches and horse riders that lonely shepherders have carved into the aspen bark. Or, we can tackle one of the hundreds of miles of hiking and mountain biking trails surrounding the area.

Whatever we do, we're never disappointed.

"Those of us who live and work in the valley know we have an extraordinary life, and that's what we try to share," says Flat Top Sheep Ranch's Diane Peavey. And, I invite you to come along for the ride next year, too. ■

## SAVE THE DATE

### 2020 TRAILING OF THE SHEEP FESTIVAL

Oct. 7-11, 2020

Visit [trailingofthesheep.org](http://trailingofthesheep.org) for information and to purchase tickets to paid events in advance.

#### Getting there

Set your GPS: I-90 east to I-82 E/US-97 S to WA 221 to I-84 and follow signs to Sun Valley/Ketchum.

#### Restaurant Recommendations

While the Trailing of the Sheep Festival trots out plenty of great lamb dishes, you can find plenty more at Ketchum restaurants. The locals swear by the **Ketchum Grill** ([ketchumgrill.com](http://ketchumgrill.com)), and you can find assorted lamb dishes at its sister restaurant the **Town Square Tavern** ([ketchumtavern.com](http://ketchumtavern.com)), as well. The **Pioneer Saloon** ([pioneersaloon.com](http://pioneersaloon.com)) has long been a must-visit, with its prime rib, Idaho trout and giant Idaho potatoes. And **Grumpy's** ([grumpysunvalley.com](http://grumpysunvalley.com)), known for its "Sorry, we're open" sign out front, has been featured on the Rachael Ray show for its giant schooners of beer and Grumpy burgers.

#### Lodging

The **Limelight Hotel** ([limelighthotels.com/ketchum](http://limelighthotels.com/ketchum)), **Knob Hill Inn** ([knobhillinn.com](http://knobhillinn.com)), and **Sun Valley Resort** ([sunvalley.com/lodging/sun-valley-lodge](http://sunvalley.com/lodging/sun-valley-lodge)) boasts its storied lodge where Ernest Hemingway finished "For Whom the Bell Tolls" and pictures of celebrity guests line the hallway.

#### Extend your stay

The Trailing of the Sheep leads into the **Sun Valley Jazz & Music Festival** the following weekend, which features five days of jazz,

doo-wop, Cajun, zydeco and country music, along with dazzling piano duets, energetic dance competitions, dance hits through the decades and even performances by the Yale Whiffenpoofs. We're talking 40 bands and 200 musicians taking their turns on several stages. Visit [sunvalleyjazz.com](http://sunvalleyjazz.com) for more information.

#### Fall leaves

If you visit in late September or October, the colors of autumn accent the Wood River Valley at every turn. You can catch the color on the Proctor Loop trail accessible from the Hemingway Memorial on Sun Valley Road. Or, take the Boundary Trail a mile further down Trail Creek Road, crossing the bridge and following the Corral Creek Trail to Uncle John's sheep corrals.

Or, head just north of Ketchum to the Lake Creek trailhead. Cross the bridge and head through the woods for some dazzling displays of yellows, oranges, reds and even magenta splashed across the backdrop of the Smoky mountains.

#### Wine tasting

This being a resort community, it's not difficult to find good wine selections at every turn. Enjoy a glass with caprese in a casual setting at the **Sun Valley Wine Company** (360 Leadville Ave.) in Ketchum. Or, stop at **Base Camp** (600 N Main St., Hailey, ID) on your drive into town for a surprisingly good variety of well-priced retail wine—and you can fuel up at the same time.

#### Sun Valley—beyond the ski slopes

Sun Valley is widely regarded as one of the

best ski resort towns in North America, repeatedly landing in the top five in *SKI* magazine's Reader Resort Survey. Come late June, you'll find speakers like Deepak Chopra, Ariel Huffington and Marianne Williamson at the **Sun Valley Wellness Festival and Conference** (June 26-29, 2020 [sunvalleywellness.org/](http://sunvalleywellness.org/)).

Sun Valley Resort brings out Olympic figure skaters at its weekend ice shows, which kick off July Fourth weekend.

**Sun Valley Wine Auction Weekend** (July 16-18, 2020, [sunvalleycenter.org/wineauction/](http://sunvalleycenter.org/wineauction/)) is regarded a premier event complete with vintner dinners, wine tastings and a wine picnic with live music.

The **Sun Valley Writers Conference** (Saturday, July 18-21, 2020 [svwc.com/](http://svwc.com/)) pulls in authors like David McCullough, Salman Rushdie and Sandra Day O'Connor. The **Sun Valley Music Festival** (July 26-August 20 [svmusicfestival.org](http://svmusicfestival.org)) offers three weeks of free symphony music in the outdoor pavilion in late July and August. And Labor Day Weekend's **Wagon Days** (September 3-6, 2020, [wagondays.net/](http://wagondays.net/)) rolls out historic carriages, water wagons, stagecoaches and the towering ore wagons that ferried gold and silver from the mines around Ketchum in the Big Hitch Parade.

**Opposite: All things sheep—and the Basque heritage of the shepherds who traditionally watch over the flocks—are celebrated at this quirky fun festival that includes a "blessing" of the sheep by two priests and a rabbi**







# Going the Extra Mile

Celebrating milestone work anniversaries of our loyal dedicated staff



## 10 Years

### Allen Deen General Sales Manager

**Hometown:**

Lake Tahoe, California

**Favorite BMW:**

Right now, the M550, until I pick out my next one.

**Favorite thing about working at BMW Northwest:**

The comfortable family feeling.

**How do you like to spend time when you're not working?**

Trying to find the sun and golf.

**How did you plan to spend your extra week of vacation?**

I get an extra week vacation?? I don't think Manfred will go for that.

**Favorite scenic drive:**

Driving down the coast of Oregon through the Redwood forest.

**Favorite roadside attraction:**

Driving thru the big redwood tree (I don't think you can do that anymore).

**Most fun (G-rated) you've had in your BMW:**

Getting a speeding ticket on the off-ramp of the freeway (I was actually slowing down... good thing he didn't clock me two minutes earlier!).

**Most important drive you've taken in a BMW:**

Hmmmm... They're all important if I'm in the car.



## 10 Years

### Mary Simonson Human Resources Manager

**Hometown:**

Tacoma, Washington

**Favorite BMW:**

X5

**Favorite thing about working at BMW Northwest:**

The amazing staff we have. We as employees are truly lucky to have an owner who cares about his employees and treats everyone with the utmost respect and kindness.

**How do you like to spend time when you're not working?**

I love to watch movies and sports or just hang out with friends.

**How did you plan to spend your extra week of vacation?**

I haven't decided what to do yet. There are so many places I want to see.

**Favorite scenic drive:**

Pacific Coast Highway

**Most fun (G-rated) you've had in your BMW:**

I love to drive in the winter when it is freezing cold but the sun is out. I turn the heat up, put on good music, and pretend it is summer.

**Most important drive you've taken in a BMW:**

My drive home to my family each night.

**Favorite BMW TV or movie scene:**

The police chase scene with Jason Statham in *The Transporter*.





**15 Years**

## Jorguen "Jay" Senon

**BMW Northwest  
Service Manager**

**Hometown:**  
Lakewood, Washington

**Favorite BMW:**  
Manfred's M4 GTS  
and the 3.0 CSL

**Favorite thing about working  
at BMW Northwest:**  
Our People.

**How do you like to spend time  
when you're not working?**  
With my wife and kids or fishing.

**How did you plan to spend your  
extra week of vacation?**  
I'll probably take a week off  
during the summer and fish  
every day.

**Favorite scenic drive:**  
Up/Down the West Coast.

**Most fun (G-rated) you've  
had in your BMW:**  
My favorite driving experience  
in a BMW was at Thermal  
Raceway in California.



**15 Years**

## Gary Miller

**Reconditioning Coordinator**

**Hometown:**  
Statesboro, Georgia

**Favorite BMW:**  
5 series

**Favorite thing about working  
at BMW Northwest:**  
I love the family atmosphere and  
the company's commitment to  
customer service.

**How do you like to spend time  
when you're not working?**  
Cooking.

**How did you plan to spend your  
extra week of vacation?**  
A trip to Hawaii sounds pretty  
good...

**Favorite scenic drive:**  
The Pacific Coast Highway.

**Favorite roadside attraction:**  
It may not qualify as a roadside  
attraction but I really enjoy  
visiting the shops, restaurants  
and walking at Point Ruston.

**Most fun (G-rated) you've  
had in your BMW:**  
Watching other driver's shocked  
expressions as I accelerate away  
from them when the light turns  
green in my i3.

**Favorite BMW TV or movie scene:**  
BMW films' *The Hire* starring  
Clive Owen and Madonna.



**15 Years**

## Richard Knoll Jr.

**Service Advisor**

**Hometown:**  
Fircrest, Washington

**Favorite BMW:**  
1987-1988 535is

**Favorite thing about working  
at BMW Northwest:**  
Being a part of the NW family  
business for 15 years.

**How do you like to spend time  
when you're not working?**  
Enjoying my time with my three  
teenage daughters and wife of  
almost 24 years. I love my hobbies  
as well, which are guitars, cars,  
fishing, and playing golf.

**How did you plan to spend your  
extra week of vacation?**  
An extra camping trip with the  
family.

**Favorite scenic drive:**  
Summer time South-bound  
highway 101 through Oregon and  
California.

**Most important drive or  
event with your BMW:**  
Handing over my 1988 BMW 735i  
to my oldest daughter to drive for  
her first car.

**Favorite BMW TV or movie scene:**  
The E34 M5 car chase in *Ronin*.

# Gold Member

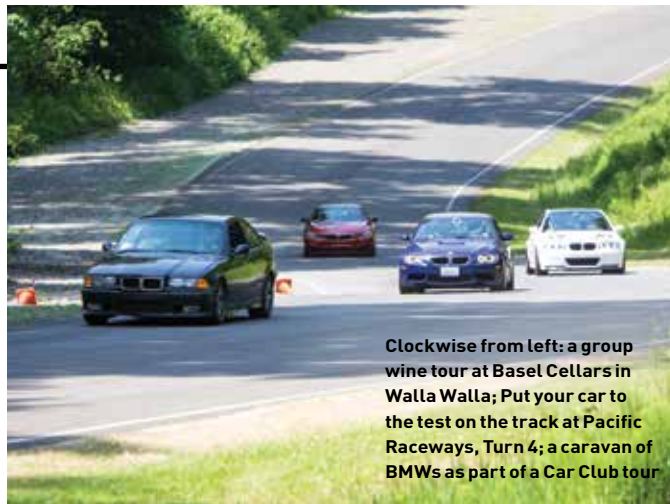
Zündfolge editor **David Lightfoot** invites you to celebrate 50 Years of the Puget Sound Region BMW Car Club of America



The annual E30 Weekend Picnic each May at the LeMay Family Foundation

**IT WAS MAY OF 1970, WHEN A FEW ENTHUSIASTS** of the BMW 2002 met in a Chinese restaurant in Bellevue to form a club devoted to the cars of the Bavarian Motor Works. For 30 years, the local club was an independent organization of community-minded BMW enthusiasts. Over the years, the club—and enthusiasm for the marque—grew, and in 1999, the club officially become the local chapter of BMW Car Club of America, one of the largest single-marque clubs in the world. With over 2,000 members in Western Washington, the club, which is proudly celebrating 50 years in 2020, is active year-round with activities.





Clockwise from left: a group wine tour at Basel Cellars in Walla Walla; Put your car to the test on the track at Pacific Raceways, Turn 4; a caravan of BMWs as part of a Car Club tour

## MARK YOUR CALENDAR

### Annual Banquet

March 7, 2020

This year's annual banquet will be held at the Museum of Flight at Boeing Field. Our dinner speaker will talk about the development the Aerocar, a car that was developed locally in the 1960s that successfully drove and flew. The Museum has an Aerocar we'll be able to see.

### Burgers & BMWs

May 2020 (Date TBA)

Every May, we meet at the Triple X Drive-In in Issaquah for a casual meet-up of BMW enthusiasts. Everyone is welcome.

### E30 Weekend

June 27, 2020

Devoted to the E30 3 Series from the 1980s, this is the biggest E30 event on the planet. The Picnic on Sunday, the weekend's culminating event, is held at the Lemay Family Foundation in Tacoma, and brings together about 200 of these cars and their fans.

### Deutsche Marque

July 25, 2020

This event is held on the last Sunday of July at Renton River Park and features all German car marques. We'll mark our 50th anniversary at this event, with car club collectible swag like hats and window stickers.

### M Car Day

September 12, 2020

BMW M Cars and their drivers gather every September at Griot's Garage in Tacoma to celebrate just what makes these cars special.



## RECURRING EVENTS

### Driving Tours

The club does about six driving tours each year. These range in location, but past tours have traveled to the Cascade Foothills, the Olympic Peninsula, the wine country of the Yakima Valley and other scenic places. Group meals are usually planned, and if trips are overnight, there's generally a block of rooms at a hotel that members book on their own.

### Track Programs

The club has a robust high-performance driving program for those who want to get the most out of their Ultimate Driving Machine. During 2020, we will host six days at Pacific Raceways in Kent and one day at The Ridge in Shelton. These events are essentially a "driving school" that focuses on instruction and safety. However, you will be able to drive your BMW at high speed.

## Join the Club!

To enjoy all this BMW goodness, sign up to become a member at our national website: [www.bmwca.org](http://www.bmwca.org). A one-year membership is \$48. Buy a three-year membership for \$134 and you will qualify for a discount on the purchase of a new BMW. (Memberships also make a great gift!)

With an address in the Puget Sound Region, you will be assigned to our local chapter, part of the national club that has over 70,000 members.

Not sure if membership is for you? Most of our events are open to non-members. The exception is the Track Program, which requires membership to participate. For the latest information on events, visit the website at [bmwpugetsound.com](http://bmwpugetsound.com)

*David Lightfoot is the editor in chief of Zündfolge, the publication of the Puget Sound Region of BMW Car Club of America.*

# Giving Spotlight

BMW Northwest proudly supports Washington Premier Football Club and RPM Foundation

## Just the Ticket

This past November, Washington Premier Football Club and BMW Northwest presented the Echternkamp family with the ultimate raffle prize: a brand-new BMW 330i.

Each year Washington Premier Football Club (WPFC), a 501 (c) (3) non-profit organization, provides soccer opportunities for players ages 4 and up.

And each year, they hold a raffle for a new BMW from BMW Northwest—league players sell \$20 raffle tickets in May to neighbors, friends and family members at summer tournaments. Proceeds from the raffle benefit WPFC, and go towards improvements to the sports complex to ensure



**WPFC has played in nine National Championships, 31 Regional Championships, and won almost every major event in youth soccer competitions**



**Manfred and the girls' soccer team BMW Northwest supports**

Washington Premier's Complex is a top-tier facility in the Pacific Northwest.

"The car raffle is our biggest single fundraiser and we could not do it without help from BMW Northwest," says Pete Eckblad from WPFC. "The partnership with Manfred and the family dealership has allowed WPFC the financial stability to improve the complex, while providing players with financial needs so they have the opportunity to play."

The drawing for the BMW 330i was held on October 12, at the 9th annual WPFC

member dinner. The lucky winner? Mark and Tara Echternkamp, whose daughter Isabella started playing with WPFC in 2016. When asked what it meant to win the car, Mark responded, "This is incredible, I've never won any contest. This could not have come at better time for my family. We have two kids in college and were expecting to have to purchase a new vehicle within the next two years. I was dreading that day on the near horizon and never imagined this is how it would happen. What a blessing this is for our family, and we'll

now be able to continue assisting our kids in fulfilling their goals and aspirations. To win a new BMW, it's a dream come true."

BMW Northwest has been Washington Premier Football Club's premier sponsor since 2016, and it's one of the top ways the company shows its passion and dedication to the people they serve. "Giving back to the community and helping local non-profit organizations is our privilege," says Manfred Scharmach, president and owner of BMW Northwest.



## Talking Shop

*How the RPM Foundation prepares skilled automotive technicians of tomorrow*

While BMW Northwest has enjoyed looking back at its 51 years in business, the company is also seeding the future with their support of the RPM Foundation and its mission to promote education in the automotive skilled trades.

As a board member for America's Automotive Trust (AAT) and the RPM Foundation—the national nonprofits charged with the promotion, preservation and education of America's automotive heritage—BMW Northwest president Manfred Scharmach became acutely aware of the challenges facing the automotive industry in recruiting, training and retaining the automotive technicians of tomorrow.

"We face an unprecedented shortage of qualified workers in the automotive sector as a result of years of cultural emphasis on young people attaining a four-year college degree," says RPM Foundation president Diane Fitzgerald. "Part of RPM's mission is to de-stigmatize the skilled trades and inform young people about the high-paying, stable and rewarding careers within the automotive industry."

"As high school shop classes are cut throughout the nation," Fitzgerald continues, "it becomes harder to find qualified students with the entry level skills necessary to work in a dealership. More funding is needed for this education, because the jobs are there and waiting."

To help address this situation,



**Clockwise from far left: A student learning automotive skills trade. Manfred and Lori Scharmach meet RPM students, including this group of interns from Oregon, Michigan and Illinois, during Arizona Car Week. Indy Racer Lyn St. James discusses "Young People & Old Cars: The Future of Restoration" at an Up Close with RPM Program. Participants included RPM donors, AAT Board Members, RPM Ambassadors and Friends of RPM.**

BMW Northwest—through the RPM Foundation (the acronym stands for (Restoration, Preservation, Mentorship)—funds scholarships for automotive tech students at Clover Park Technical College.

One of the recipients, Levi

McFarland, attained an Associate's Degree in automotive and went on to open his own automotive business.

"I don't like to ask for help," says McFarland. "I like to make my own way. But I'm really grateful to BMW Northwest

and the RPM Foundation for helping me pursue my dreams and getting me a foothold in the industry."

*To donate to, volunteer for, or get more information about the RPM foundation, visit [rpm.foundation](http://rpm.foundation)*

## In the Spotlight



**Seattle Hope Gala, September, 2019**

Manfred and Lori Scharmach pictured with BMW Northwest customers and Seattle Hope Gala event chair Lori Eastes (center back) who, with friends, family, guest and sponsors raised an outstanding \$567,000 for the American Cancer Society and set a record with \$225,000 going to fund a research grant.



**MGI BMW Golf Outing, October, 2019**

Allen Deen of BMW Northwest pictured with Tacoma Golf & Country Club Pro Rob Hardbottle (right) and 2019 MGI winners Dennis Bloom and Zach Johnson (left) at Pinehurst Golf Course before competing in the 2019 BMW Golf Cup International US Final. Invitation to this tournament is gratis BMW Northwest—a spectacular prize for winning the Tacoma Golf and Country Club Member Guest Golf tournament in July.

# Scharmach Automotive Group

Your Indispensable Guide to the Scharmach Automotive Group Family of Dealerships and Services

## BMW Northwest

4011 20th Street East, Tacoma, Washington

(253) 922-8700

[bmwnorthwest.com](http://bmwnorthwest.com)

Family owned and operated since 1968, BMW Northwest began in Olympia before moving to Tacoma in 1979. In 2014, we remodeled the facility, and two years later we expanded to include the BMW Certified Pre-Owned Center next door. As the largest dealership in the Scharmach Automotive Group, BMW Northwest is staffed by over 140 experienced, dedicated employees. In 2017, their hard work earned BMW Northwest its sixth commendation as a BMW Center of Excellence, which is one of the highest honors bestowed to a dealership by BMW of North America.



## Northwest MINI

3901 20th Street East, Tacoma, Washington

(253) 284-6464

[northwestmini.com](http://northwestmini.com)

In 2003, Northwest MINI opened in Fife, and is one of the nation's first stand-alone MINI dealerships. The popularity of MINI's unconventional compact cars in the greater Seattle area resulted in rapid growth for Northwest MINI, including two major expansions of the facility. Northwest MINI is home to more than 40 employees, and the location also houses the corporate offices of the Scharmach Auto Group.



## Seattle MINI

11550 Lake City Way, Seattle, Washington

(206) 588-4250

[seattlemini.com](http://seattlemini.com)

The success of the MINI brand in the Puget Sound area led to the opening of Seattle MINI in 2009. The staff grew quickly from a small crew to over 65 employees. Since then, we acquired several buildings along Lake City Way, including our new Auto Spa Northwest (see page 36 and page 10) to accommodate the increase in both personnel and inventory. Thanks to the enthusiasm of our staff, Seattle MINI has earned repeated recognition as one of the nation's highest-ranking MINI dealerships.





## The Northwest Pre-Owned Center

1902 Goldau Road, Fife, Washington

(253) 517-2682

[northwestpreownedcenter.com](http://northwestpreownedcenter.com)

The Northwest Pre-Owned Center opened in 2011 to offer vehicles acquired as trade-ins at BMW Northwest, Northwest MINI, and Seattle MINI. The Pre-Owned Center provides a new avenue for customers to shop beyond the BMW and MINI nameplates while doing business with the Scharmach Automotive Group. Our smallest dealership, the Northwest Pre-Owned Center has just four employees, giving customers the opportunity to purchase pre-owned vehicles in a friendly, low-key environment.



## BMW PARTS AND ACCESSORIES

SHOP FOR LIFESTYLE APPAREL, BMW ACCESORIES, M PERFORMANCE PARTS AND MORE!



**MONDAY-FRIDAY 7:30-5:00 | SATURDAY 8:00-4:00**

**253-922-9161**



## Scharmach Insurance

4011 20th Street East  
Tacoma, Washington  
(253) 300-9500  
allstate.bmwnorthwest.com

Hours: Monday–Friday 8 a.m.–7 p.m. Saturday: 9 a.m.–6 p.m.  
Sunday 11 a.m.–5 p.m.

In 2019, Scharmach Automotive Group announced the addition of an Allstate Insurance branch to the BMW Northwest location (see page 11). This decision was made with our customers in mind as we want to help encompass all aspects of auto-shopping needs—insurance included. Adding this step to our process will be seamless and provide car buyers a quote on a new insurance policy while at the dealership. In fact, you don't have to be a customer of ours to come in for a quote. In addition to auto insurance, we will be able to provide the full spectrum of insurance quotes including homeowner, renter, life and more. Be sure to stop by the next time you're in for service or buying parts and let us help save money on your insurance today.

## COLLISION CENTER NORTHWEST

## Collision Center Northwest

(opening 2020)  
3801 20th Street East  
Tacoma, Washington

Always looking for ways to create seamless ownership and repair experiences for their customers, Scharmach Automotive Group broke ground on a new 18,000-sq-ft collision center facility, with an anticipated opening in spring 2020. The facility will be a MINI- and BMW-certified shop, and the first autobody center in the Northwest to have state-of-the-art Astra painting equipment tailor-made for the facility (see page 12), resulting in higher quality repairs and faster repair times overall.



## Auto Spa Northwest

11536 Lake City Way North East  
Seattle, Washington

The growing demand for vehicle details has led to the newest addition to our northern location. Auto Spa Northwest is a full-scale detail shop conveniently located right on Lake City Way (see page 10). In addition to complete interior and exterior services, Auto Spa Northwest will be able to complete custom vinyl wrap jobs. We offer a wide variety of colors, textures and styles. We can color change some interior and most exterior body panels and cut custom stripes. You can work with our staff to create the perfect piece to show each driver's unique style. We also have a full selection of window tint with clear film paint protection by Llumar. Next time you're in the market for a detail or have the itch to personalize your vehicle come see us.



# CHOOSE HOW YOU SERVICE



## BMW MOBILE SERVICE

We come to your home or work place and perform select recall work or simple repairs.

## AFTER HOURS DROP OFF

Early morning or late night, drop your keys off in our drop box and get your vehicle serviced here at the dealership.



## BMW CONCIERGE

One of our concierge drivers will pick up your vehicle from home or work, have it serviced, and returned to you.

**CALL AND SCHEDULE TODAY: 253.922.9330**  
4011 20TH ST E TACOMA, WA 98424



TACOMA COUNTRY & GOLF CLUB



Golf  
Business  
Junior  
Social

## Become A Member

Limited number of memberships now available. If you are interested in becoming a member, please contact us or complete a Membership Inquiry Form online to request additional information.

(253) 588-2161 | [GOLFTCGC.COM](http://GOLFTCGC.COM)