



BMWNorthwest

Life

Celebrating 56 Years of Loyalty, Integrity, Family, Excellence and Drive

POWERING FORWARD

HOW BMW IS
ELECTRIFYING
THE ULTIMATE
DRIVING
EXPERIENCE

PLUS:

**ECO-LUXURY
INTERIORS REV UP
SUSTAINABILITY**

**THE ULTIMATE
ROAD TRIP TO
WALLA WALLA
WINE COUNTRY**

**THE LASTING
INFLUENCE OF
LEGENDARY
FOUNDER WERNER
SCHARMACH**

**BMW MOTORCYCLES
HITS THE ROAD**

**THE DETAIL
DEPARTMENT
GETS A BUFF
AND SHINE**

Manfred Scharmach
with the i5 M60 at
Pacific Raceways
in Kent, Washington



GO ELECTRIC. GO ANYWHERE.

The gold standard of electric driving continues with the 2024 BMW iX. When you can get this far on a single charge, you'll take on short commutes or road trips with complete confidence.



2024 BMW
iX

ENJOY LESS ROUTINE MAINTENANCE.

All-electric BMWs require less routine maintenance over their lifespan because there are fewer moving parts and fluids to replace. This adds up to even more time and money saved.

NO MORE GAS STATIONS.

Save time by charging up overnight at home with the BMW Wallbox. You'll never have to stop at a gas station again.



BMW Northwest
Tacoma | Experience the Best | Since 1968





**MY INVOLVEMENT AT
SCHARMACH AUTOMOTIVE**

Group began at a very young age, working alongside my father, Werner Scharmach. I started sweeping floors, washing cars, and helping around the dealership where I could. This hands-on path took me through the whole experience of BMW, working on cars as a mechanic, in the parts department, and finally in sales. It provided me with a thorough understanding of the intricacies involved in running a successful dealership.

These early experiences, especially in sales, are where I found my roots in the business. I enjoyed meeting people. I was excited about the product. Customers sensed that, and that's how I would connect with them, ultimately selling them a BMW. Despite pursuing further education in accounting and business, my focus has always remained on working with customers. With this client-focused philosophy and, as a result of working closely with my

father, we expanded our operations from Olympia to Lakewood, Fife, and ultimately Seattle, creating a interconnected network of dealerships.

The automotive industry has seen significant advancements during this time. Obviously, cars have become more sophisticated. With electrification, autonomous driving, and so many computer systems these days, I certainly can't pop the hood and start repairing them, but I understand the challenge of diagnosing, fixing, and even washing the cars, because I've been there. In more recent years, my experience on BMW's product committee in Munich has given me even more perspective on the brand's commitment to quality and technological innovation.

With this latest issue (our third) of *BMW Northwest Life* magazine, we look at how the Scharmach Automotive Group—and the ultimate driving machine—is evolving while still maintaining our way of doing business. For example, this issue's cover photo was taken at Pacific Raceways in Kent, where BMW Northwest has a private motorsport garage in the Pacific Motorsports Park and Innovation Center. The center is a hub for the transportation industry's research and development laboratories and prototype manufacturing facilities, and our presence here will

only give BMW Northwest customers more opportunities to be part of our community. And, as we embrace new technologies and expand our offerings, including electric and plug-in hybrid vehicles (see pages 4 and 12), I am also excited to welcome a new generation of BMW enthusiasts. Sure, we live off our history because these are great brands, but I've been humbled by our dedicated customers like you who, from BMW to MINI to Motorrad, want to grow with the brand.

But I'm most proud of owning a family-run business, which allows us to take care of you without the restraints of a publicly traded company. We often talk about the foundational principles of our business, our L.I.F.E. Statement (see right), in meetings and training. Our independence empowers my team to make decisions that best serve you and ensures that you receive the highest level of service and a comprehensive range of services.

Thank you for your continued support. I look forward to serving you with the same dedication that has defined our business from the beginning.

Sincerely,
Manfred Scharmach
Owner and president,
Scharmach Automotive Group

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.

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Lucien Knuteson

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Published by
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Owner and President
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Dashboard

Rev Up to Get Out and Drive

○○ Showroom

Sustainable Luxury

SUSTAINABILITY

has been at the core of BMW's design and manufacturing processes long before its first electric cars debuted in 2013. The 7 Series, especially—available in full electric, hybrid or all-gasoline models—exemplifies this ethos, representing a milestone in sustainable luxury through the innovative use of eco-friendly materials and production processes (see page 15). The interior features, which are available in many other BMW models, are a testament to the brand's dedication to combining luxury with cutting-edge innovations. ■

1

TAKING THE SEAT

Luxurious cashmere and merino leather seats, in either Smoke White/Light Grey and Black/Dark Grey, are available exclusively as an optional feature with the 7 Series, offering unparalleled elegance and comfort. BMW collaborates with ethical suppliers who follow sustainable sourcing practices. The cashmere is procured from farms that adhere to high standards for animal welfare and sustainable land management, ensuring an eco-friendly supply chain.

PHOTO COURTESY OF BMW

2

CLEANER CARPET

Econyl nylon, a revolutionary material made from recycled ocean waste such as fishing nets, is found in all BMWs. This material is used in the 7 Series' carpets and other interior parts. By incorporating Econyl, BMW not only reduces ocean pollution, but also minimizes reliance on virgin materials, significantly benefiting the environment.



3

INTERIOR MOTIVES

BMW's use of sustainable materials like hemp, kenaf, and flax in the interior structures of the 7 Series and other models enhances both performance and sustainability. These materials, sourced from farms following sustainable agricultural practices, are lighter, stronger, and make a lower environmental impact compared to traditional options.



4

REINVENTING THE WHEEL

This year, BMW introduced an innovative non-leather steering wheel as part of its 100% vegan interior option, a first for the brand. These high-quality leather alternatives, such as MIRUM™ (made from rubber, plant oils, and minerals) and Deserttux (cactus-based), significantly reduce CO2 emissions compared to traditional leather, providing a sustainable and ethical choice for customers.



5

POWERED BY NATURE

BMW Group obtains electricity required for operations entirely from renewable energy sources. With a goal to reduce carbon dioxide emissions by 40% by 2030, this commitment—and the use of innovative, sustainable materials for interior cabins—has BMW on the right path.

Driving Legacy

Marveling over the lasting influence of legendary BMW Northwest founder and patriarch Werner Scharmach

By Ryan Morris



WERNER SCHARMACH'S JOURNEY

from a German immigrant to a pioneering figure in the world of BMW embodies the American Dream. His hard work and dedication built a legacy that continues to thrive through Scharmach Automotive. Now settled in Scottsdale, Werner is making the most of his retirement. He greatly values his time with family, enjoying their frequent visits, and looks forward to catching up with Manfred to discuss business, BMWs, and updates on long-time employees.

In a heartwarming return to his roots, Werner visited BMW Northwest for an all-employee luncheon held in his honor this past year. The event celebrated his lasting influence, and the turnout demonstrated the high

esteem in which he is held by the BMW Northwest family. During the luncheon, Werner shared experiences and insights from his storied career, offering a living link to the dealership's rich history.

Werner's story began in 1942 when his parents fled Prussia amidst WWII chaos, eventually settling in Germany. There, he trained as a mechanic, a skill that would become his gateway to a new life. In 1956, with his wife, Ida, and their first child on the way, Werner immigrated to the United States, settling in Tacoma, Washington. His expertise in automotive repair was recognized, leading him to open European Motor Service in 1963. This business transformed into BMW

Northwest in 1968, when BMW approached him to become its first retailer in Western Washington.

Werner's hands-on approach and dedication resulted in numerous milestones. Establishing one of the first BMW dealerships was a groundbreaking achievement. His vision also inspired Manfred to expand the business, further solidifying the Scharmach family's impact on the automotive market.

His vision and dedication continue to shape Scharmach Automotive Group into a thriving business that continues to grow and innovate.

Under his leadership, guidance, and inspiration, the Scharmach Automotive Group grew into a respected and successful enterprise, known for its commitment to family, quality, and customer service.

Today, Scharmach Automotive continues to thrive under the leadership of Manfred Scharmach.

Since 2002, Manfred has driven the company's growth and modernization, expanding the business with the launch of Tacoma MINI and Seattle MINI and other services, from insurance to collision repair. New initiatives focused on developing employees, customer service, and community engagement have also been implemented, reflecting the company's ongoing commitment to innovation and excellence. These efforts ensure that Scharmach Automotive remains a leader in the industry, adapting to evolving market demands while staying true to the values established by Werner.

Werner's enduring legacy is a testament to his love of the brand and decades-long commitment to Scharmach Automotive Group employees and customers. ■

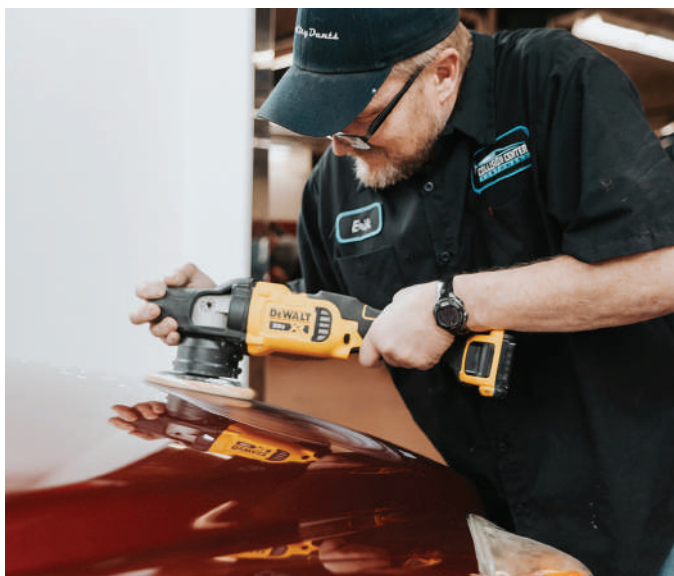
This page: Manfred and Werner celebrate the big 90. Opposite page, clockwise from top left: East Prussian refugees like the Scharmachs fled the Soviet army in 1944; the Scharmachs arrive in Tacoma (1956); Werner (left) worked as a mechanic's apprentice in Germany (1948); and then as a mechanic; the BMW Inner Circle Dealership Award in 1988; the BMW Northwest location in Tacoma today; the original Olympia location (1967).





can now enjoy faster body repair turnaround times, ready in hours instead of days. Additionally, our latest molecular bonding XPEL Fusion Plus™ V2 ceramic paint protection ensures higher satisfaction by maintaining your vehicle's pristine condition. The facility, accessed through Tacoma MINI's entrance, also utilizes the most advanced industry-standard diagnostic tools and eco-friendly repair practices, such as water-based paints, further enhancing overall quality.

Savinetti's approach includes rigorous staff training programs to stay current and deliver top-notch services. This comprehensive upgrade underscores CCNW's commitment to delivering unparalleled service. "We look forward to assisting you with your full-service body and paint needs," says Chris. "And not just with BMW or MINI, but with any other make and model as well."



Collision Center Northwest

Crash Course

Under the leadership of new manager Chris Savinetti, Collision Center Northwest (CCNW), one of the few BMW factory-certified collision centers in the Northwest, is set to achieve new heights. Chris' vision focuses on maintaining high standards of quality and service excellence, while introducing future enhancements. With our advanced UV-cured paints, customers

This page (from top): Taking care in repair, the Collision Center team makes a final check to ensure there are no paint or clear coat cracks; buffing for an immaculate shine

BMW Northwest Detail Department

Details, Details

The experienced team at the BMW Northwest Detail Department has undergone transformative changes under the leadership of new manager Clark Kamens. Clark joined BMW Northwest in 2023, and has introduced the latest detailing techniques, enhancing the focus on vehicle quality and care. “It’s a change that has elevated the level of care for every vehicle that passes through the shop,” says General Sales Manager Mike Deckert. With access to cutting-edge equipment like “dry ice” blasters (eco-friendly cleaning tools used for removing stubborn dirt, rust, and coatings without damaging the car’s features) and the latest paint prep products,



BMW Northwest Detail Department is focused on meticulous attention to detail, ensuring each vehicle is treated with the utmost care and precision.

Above: The Detail Department is focused on meticulous attention to care and precision. Below: Bikes, gear and enviable apparel at BMW Motorcycles of Seattle

BMW Motorcycles of Seattle

Full-Throttle Adventure

The Scharmach Automotive Group proudly announces the addition of BMW Motorcycles of Seattle to the family. This new venture offers a comprehensive range of services, including new

and pre-owned motorcycle sales, financing options, and maintenance services. Dedicated to providing exceptional service, BMW Motorcycles of Seattle has become the premier destination for motorcycle enthusiasts in the Seattle area. The dealership features a wide selection of the latest BMW motorcycle models, including the newest version of its iconic off-roader, the R 1300 GS, and innovative all-electric models like the CE 02. The knowledgeable and passionate staff is ready to assist customers in finding their perfect ride because staff members don’t just love the brand, they live it by riding themselves. They understand the importance of community to riders: BMW Motorcycles sponsors numerous customer product events, rides, and group gatherings throughout the year. ■

Setting New Standards



New Detail Department manager **Clark Kamens** (above) brings extensive experience in auto detailing and an excellent leadership style to this popular department. He was the first to adopt comprehensive performance review and development processes, setting new standards for quality and customer satisfaction for his team. He’s a true example of excellence in our organization, so say hello next time you’re in.





MINI Wins Big #1 Dealership of the Year

Bravo to Caleb Schramer and his team at Seattle MINI for achieving an impressive milestone: recognition as the #1 MINI dealer in the western region and the entire U.S. market for 2023!

Spanning both new and pre-owned vehicle sales, this honor showcases the team's adaptability and customer-centric approach. The recent expansion of the electric vehicle market has driven significant growth in both gas-powered and electric vehicles by matching customers to the right MINI (both equally fun to drive!). The all-electric MINI SE's iconic design and zero-emission performance is becoming a favorite among eco-conscious drivers, and

the John Cooper Works remains the go-to model of choice for the performance-minded "MINIac."

In addition to this honor, the Seattle MINI service department team, now under the leadership of new Service Manager Michael Long, have implemented new processes to improve efficiency and customer satisfaction. From streamlined appointment scheduling to enhanced communication, including

service techs sending customers a video recapping the work completed, these changes ensure that every customer receives top-notch care and attention.

But there's even more for Seattle MINI's sales team: Seattle MINI Motoring Advisors, as they are known, have further distinguished themselves by winning the most MINI "Achievements in

Motoring" awards in the western region for 2023. And, Seattle MINI won the dealership award for 15 years of Brand Excellence from MINI, showing the organization's overarching commitment to customer experience.

Seattle MINI's continued success is a testament to the hard work and dedication of its entire team. Keep driving forward, Seattle MINI!

The Seattle MINI team, led by manager Caleb Schramer (center left, in sportcoat), are 2023 winners of the #1 MINI dealer in Western Washington and the U.S., as well as the 15-year winner of the Brand Excellence award from MINI

Seattle MINI Motoring Advisors, as they are known, have further distinguished themselves by winning the most MINI "Achievements in Motoring" awards in the western region for 2023.

Bubbling Up

At the heart of Scharmach Automotive Group's success are individuals who embody commitment, passion—and a drive for growth. Many got their start in our humble wash bay, and their journeys remind us that every role is a stepping stone to greater achievements, and that every individual has the potential to make a significant impact.



1. RYAN MORRIS Wash bay 1987 → BMW corporate product training → BMW Northwest training and special projects manager, Scharmach Automotive Group

2. JUSTIN CLEMENT Wash bay 2010 → Lube tech → Fast Track graduate (with honors!) → master tech → service production manager of BMW Northwest

3. MORGAN CHUNN Wash bay 2013 → car auction buyer → MINI inventory manager → inventory manager of Scharmach Automotive Group

4. NICK PHAISAN Wash bay 2020 → shop tech → IT specialist of Scharmach Automotive Group



Trophy Case

Staff recognition and awards for a job well done

BMW Northwest's Service Production Manager **Justin Clement** was awarded a trip to **Spartanburg, South Carolina**, for his work in the service department. During his visit, Justin experienced the renowned M Performance Driving School and toured the impressive BMW Group Plant Spartanburg factory, gaining unique insights into the production of BMW X vehicles.

Sales managers **Mike Deckert** and **Jerry Fortner** both won Profiles in Achievement awards from BMW of North America in 2023, which recognized their exceptional contributions to sales and customer satisfaction.

In April 2024, BMW Northwest Master Technician **Rich Able** was one of 12 U.S. technicians selected for an all-expenses-paid "pit crew" weekend at Sonoma Raceway in California, in recognition of his exceptional skills and dedication. This prestigious honor offers a unique, once-in-a-lifetime experience with BMW's elite technicians. ■



The BMW i5 is the electric evolution of the 5 Series, blending Bavarian luxury with modern innovation

CHARGING AHEAD

BMW's latest
powerhouse lineup of
electric vehicles
delivers the ultimate
driving experience
with electrified
performance

By Ryan Morris

You may not associate high-performance vehicles like BMW's with electric cars, but BMW has been at the forefront of the genre since it developed the first electric BMW prototype, the "1602 Elektro-Antrieb," for the 1972 Olympics. With its newest series of electric vehicles (EVs), BMW's innovation is turbocharged. BMW's investment of over \$700 million in its first EV-only factory in Munich underscores its commitment to innovation and sustainability, highlighting the brand's vision for a future-focused approach to mobility.

Combining luxury, performance, and environmental responsibility—each of these cars gets between 250 and 325 miles on a charge—BMW's electric lineup redefines driving for the modern era. BMW Northwest Owner and President Manfred Scharmach recalls early test drives in the i8 and i3, launched in 2013, marveling at their seamless integration of power and eco-friendliness.

"Electric vehicles represent a fundamental shift in how we think about mobility," says Scharmach, highlighting that BMW's EV lineup caters to the demands of Pacific Northwest consumers. "Our customers want vehicles that deliver on all fronts—performance, luxury, and a reduced environmental footprint. BMW's electric models are designed to exceed these expectations. We're excited to be part of this journey towards a more sustainable future."

THE BMW ELECTRIC AND HYBRID LINEUP

BMW i4



BMW i5



BMW X5 xDrive 50e



BMW i4

THE SPORTY ELECTRIC COUPE

Merging sporty elegance with cutting-edge, eco-friendly, all-electric technology, the i4 offers a thrilling ride that is quintessentially BMW. It is versatile enough for both daily commutes and long drives. Dynamic performance in the i4 is enhanced by advanced features such as the iDrive 8.5 operating system with the BMW Intelligent Personal Assistant, featuring voice commands. The i4 M50 variant, boasting 536 horsepower, accelerates from 0 to 60 mph in just 3.7 seconds, and delivers the exhilarating BMW performance expected. The cockpit-like interior of every i4 model has 4K display screens and an optional head-up display on the windshield, providing key information clearly in view of the driver.

BMW i5

THE ALL-ELECTRIC 5 SERIES

This is the electric evolution of the 5 Series which blends timeless Bavarian luxury and sleek aesthetic lines with modern innovation. Offering approximately 280 miles of range, the i5 combines autobahn-ready electric performance with a new take on BMW comfort and sophistication. The interior is designed with the new BMW philosophy—numerous “shy tech” controls that are seamlessly blended into the driving experience, sophisticated sustainable material surfaces—and ample legroom and headroom. The i5 features the state-of-the-art iDrive 8.5 infotainment system, which offers new premium digital services, allowing drivers (and passengers) to stay connected on the go.

BMW X5 xDrive 50e

THE PLUG-IN HYBRID SUV

The BMW X5 xDrive 50e is a versatile plug-in hybrid SUV that combines electric efficiency with the power and flexibility of a traditional SUV. It offers a purely electric range of around 50 miles, making it ideal for daily commutes, while its hybrid system maximizes fuel efficiency for longer trips with an EPA average of 58 MPGe. The interior is both luxurious and practical, featuring beautiful wood veneers, 4K curved displays, and spacious seating. Its hybrid system allows for seamless transitions between electric and gasoline power, all the while maintaining traction with xDrive, BMW's full-time, all-wheel drive system, ensuring a safe, smooth, and efficient driving experience. It's a perfect choice for families and adventurers seeking a sustainable and powerful vehicle.

Charge!

Your electric car requires a special charger, just like your mobile phone does. With the charger that comes with the car, you can effortlessly power up your electric vehicle (EV) using just a regular 110-volt outlet, or a 220-volt outlet for even quicker charging. Here's your checklist for at-home charging needs:

STEP 1:

Choose Your Charging Solution and Prepare Your Outlet:

→ **Flexible Fast Charger:** This versatile charger comes with your car, adapts to various charging needs, and only requires a regular, household 110-volt or 220-volt outlet.

→ **BMW Wallbox:** Amp up with this faster charger. Note: This requires a direct 220-volt outlet, and you may need assistance installing.

STEP 2:

Install the Equipment:

→ The Flexible Fast Charger is plug and play.

→ For the Wallbox, advanced-level electrical DIY-ers can follow the installation instructions provided by BMW, or better yet, contact BMW install support provided by Qmerit for professional assistance.

BMW iX



BMW iX

This is the flagship electric sports activity vehicle (SAV) for BMW, providing both utility and smooth driving performance, a blend of everything BMW has learned over more than 100 years. Featuring a newly developed carbon fiber reinforced frame, BMW dual eDrive electric motors, and an in-house fifth-generation battery pack, the iX is state-of-the-art BMW. Its bold design is functional, aerodynamic, efficient, and high performing. Inside, it offers a luxurious and future-forward environment with a transforming electro-polychromatic dimmable panoramic sunroof, advanced 5G connectivity, and a premium audio system. It is spacious, innovative, and crafted with a blend of carbon, steel, and aluminum, providing class-leading safety, technology, and style. And advanced safety features and assistance systems deliver a secure driving experience in all conditions, making it an excellent choice for families and adventurers alike.

BMW i7



BMW i7

THE PINNACLE OF ELECTRIC LUXURY

The BMW i7 sets new standards in luxury electric vehicles. Boasting best-in-class entertainment options when equipped with the BMW 8K Theatre Screen and Bowers & Wilkins Diamond Surround Sound System, the i7 is the ultimate choice for those seeking comfort, innovation, and driving pleasure. The i7's interior is a sanctuary of luxury, handcrafted materials, bespoke individual options, and features found nowhere else, such as touch screen controls integrated into the interior door handles. In true 7 Series fashion, the i7 even boasts a new Autobahn Package with Active Comfort Drive and Road Preview, which adapts the suspension in real time to every bump in the roadway, just like a magic carpet ride. Luxurious amenities like these make even everyday errands an indulgent experience.

WHAT'S NEXT

for EVs at BMW? The company is set to introduce the Neue Klasse, an upcoming generation of electric vehicles that promises to further redefine electric excellence. Slated for launch late in 2025, the Neue Klasse will feature revolutionary advancements in electric powertrains, battery technology, and sustainable materials, setting new benchmarks for efficiency and environmental responsibility. With enhanced digitalization and connectivity, these models will offer an unprecedented driving experience, seamlessly integrating into the digital lifestyles of drivers. ■

STEP 3:

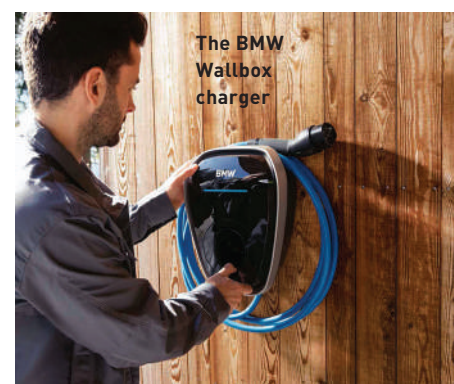
Charge Your EV:

- Plug in overnight: Take advantage of lower electricity rates during off-peak hours.
- Monitor charging: Use BMW's app or onboard display to keep track of your vehicle's charging status.
- If your electricity rates vary by time of day, set up a preconditioning schedule to match your daily routine.

STEP 4:

Study Your Driving Habits:

- Keep a log to learn how many miles you get from a charge. On average, U.S. drivers cover about 37 miles per day. Home charging can cover 90% of those trips.
- Choose routes in BMW navigation to improve efficiency.
- When you're on the road, BMW collaborates with Electrify America to offer no-cost public charging.



ALL PHOTOS COURTESY OF BMW

Road Trip



Roll into Walla Walla wine country in the comfort of a BMW X5. Don't miss the gorgeous drive at Figgins Estate Vineyard in the Mill Creek district, at the foot of the Blue Mountains, just five minutes away from Abeja

COUNTRY ROAD

Buckle in for the ultimate road trip
to Walla Walla wine country, BMW-style

By Lori Randall Scharmach



©RICHARD DUVAL IMAGES



The lush grounds at Va Piano Vineyards. Below, from left: The tasting room at The Walls; refresh and refuel at Saffron Mediterranean Kitchen; Woodward Canyon's Darcey and Rick Small in their research and development tasting room.



Every first weekend of May,

Manfred and I take our annual BMW road trip to Walla Walla. It's part of an auction package for two couples (plus us!) that BMW Northwest donates for the Wheels and Heels Annual Gala benefiting America's Car Museum in Tacoma. Our trip is timed with Spring Release Weekend in Walla Walla, when winemakers showcase the first release of their new vintages. The auction trip tradition began in 2020 through a partnership with event planner extraordinaire Suzanne Hight and several participating wineries. Since then, Suzanne has carefully curated our stops, and our auction winners always help fine-tune the fun! Whether you're planning to bid on this auction item or are looking for a curated itinerary for Walla Walla any time of year, we invite you to follow in our footsteps for your own road trip, and hope these tips provide you with unforgettable wine experiences, just as they have for us.

Setting Off in Style

We kick off our adventure at BMW Northwest in Tacoma, where our guests get to choose their BMW for the trip as part of the auction package. This year, they picked a sleek black 7 Series and a sophisticated X7 for their wine country journey. Everyone is equipped in BMW style and comfort, and ready to hit the road for our Walla Walla excursion.

Day 1

Red Mountain

From French Elegance to Tuscan Flair

Our first stop is always the **Hedges Family Estate** on Red Mountain in Benton City. Upon arrival, we feel transported to the French countryside as Tom and Anne-Marie Hedges greet us to their estate with a glass of chilled Champagne—it's a stunning vineyard setting. Hedges winemaker Sarah Goedhart, who is also Tom and

Anne-Marie's daughter, joins us—and the table is set for an impressive lunch by chef Dante Vega, and everything is paired with aged library wines that are extraordinary. After three hours of sharing stories, laughter, and savoring every bite, we reluctantly tear ourselves away for our next stop.

FUN FACT: Hedges Family Estate is a pioneer of biodynamic farming (a sustainable and holistic ecosystem approach to agriculture) in Washington state and one of the founding members of the Washington State Wine Commission.

TIP: Hedges Chateau Club members are entitled to one private lunch reservation per year, which includes a complimentary glass of wine upon arrival.

Tom Hedges sends us off via a shortcut through the vineyard, and we arrive at the **Col Solare winery** in less than five minutes. The shift in scenery is striking; from a French-inspired setting to a modern building set on a hill with a grand staircase and sweeping views of the valley below. At Col Solare, a partnership between Chateau Ste. Michelle and Tuscany's Marchesi Antinori winery, we are treated to a private wine and cheese pairing in its immaculate barrel room. The world-class Red Mountain Cabernets are exceptional. Next, we head to the Marriott Walla Walla downtown, our home for the next three nights, for a quick refresh.

FUN FACT: Col Solare combines the winemaking expertise of two world-renowned producers, creating wines that blend Old World and New World styles.

TIP: Col Solare's barrel room tour offers a private tour of the winemaking facility followed by a seated tasting that includes a flight paired with small bites. \$85 per person, by appointment only; or it's included with club membership.

Day 2

Exploring Walla Walla

By noon, we are ready for our VIP tasting at **The Walls**. The winery, located downtown, has a chic, warm, and sleek design, with great indoor and outdoor tasting spaces. We settle in at a long table set with seemingly endless glassware for our tasting. The winery has a variety of intriguing and eclectic wines, each with its own unique character.

FUN FACT: The Walls Vineyards is named after the historic prison in Walla Walla, symbolizing the winery's goal to break through traditional boundaries with its winemaking.

TIP: Book the private Balsamroot Room for a comparative tasting of wines from the Rock District, a niche grape-growing region within the Walla Walla AVA, and learn about characteristics that define their sister brand, PÁŠXA Wines (\$50)—or reserve a comparative tasting of current releases from The Walls on the patio, where it serves pizza from an outdoor oven (\$35).

After a fantastic lunch, we make our way to **Woodward Canyon**. Founders Rick and Darcey Small welcome us for a private tasting tour. Rick, one of the founding fathers of Walla Walla wine country, shares fascinating stories about the winery's history and their bold dreams. Tasting Woodward Canyon wines in the cellar surrounded by over 40 years of winemaking legacy is awe-inspiring. The passion and dedication of the Smalls make this experience truly special.

FUN FACT: Woodward Canyon was the second winery to be established in the Walla Walla Valley and has been producing premium, sustainable wines since 1981.

TIP: Bring a picnic lunch to enjoy on the patio or at tables in the garden.

Tastings are \$25, and refundable with a \$50 minimum purchase.

The day wraps up with a Spring Release Wine Club party at **Dunham Cellars** in the Airport District, hosted by Joanne Dunham. This much-anticipated event is filled with new wine releases, delicious food, and live music. The casual and fun vibe, sweeping ceilings and colorful art by the late Eric Dunham make it easy to mingle and enjoy the evening.

FUN FACT: Dunham Cellars is housed in a remodeled World War II airplane hangar, adding a unique historical charm to the winery.

TIP: The Spring Release at Dunham is a popular event. If you are a wine club member, you are on the invite list!

Later, we head to dinner at **T-Post** just outside downtown. Hard to believe we are hungry, but we are—and T-Post is a real country bar, the perfect place for a casual BBQ dinner after wine tasting. Owner Dan Thiessen tells us the story of his family ranch, his return to Walla Walla after several successful restaurants in Seattle, and the inspiration for T-Post: his father, who was a cowboy and rancher all his life. Dan, also a chef partner at Walla Walla Steak Co., continues the family beef business at the nearby Thiessen Ranch. With live music playing in the background, Dan encourages us to ride the mechanical bull after dinner. A few challenges are exchanged, and the first victim takes a boost on the bull. After the fun, we pick up some Thiessen Ranch steaks for tomorrow's dinner at Suzanne and her husband Rich Cardell's home.

Day 3

Going Old School

We begin at **Va Piano Vineyards**, located on the south side of Walla Walla with stunning views of the Blue Mountains. We enjoy a relaxed tasting in one of its cozy cabanas amid the

vineyard. Owner Justin Wylie shares his love for Italy and how it influenced his winemaking style. The serene setting invites us to slow down and appreciate the beauty of Walla Walla. Justin's stories about his travels and experiences in Italy add a rich layer to our understanding of the wines we taste.

FUN FACT: Va Piano Vineyards' name means "go slowly" in Italian, reflecting the winery's philosophy of taking time to appreciate the finer things in life.

TIP: Reserve a pergola/cabana for a relaxed and scenic tasting of the vineyard from custom-made lounges and swings. Charcuterie boards are complimentary for wine club members and served upon your arrival.

Our next stop is **L'Ecole No 41**, one of Walla Walla's original wineries. Winemaker Marcus Rafanelli gives us an in-depth tour of the production facility and a private tasting. His unique perspective as a graduate and former instructor at the Walla Walla Community College Institute of Enology and Viticulture adds deep insight to our experience. Marcus' passion for winemaking is evident in every sip, as he shares detailed explanations of the winemaking process and the history of L'Ecole No 41.

FUN FACT: L'Ecole No 41 is in a historic schoolhouse, adding a charming educational twist to the winery's winemaking approach.

TIP: Schedule the winery's Legacy Cellar Experience (\$75 per person/\$60 for club members), for an exclusive tasting in the original cellar. You'll savor current releases alongside its meticulously aged wines.

That evening, we gather for a BBQ at Suzanne and Rich's home, set on a picturesque tree-lined street near Whitman College. Guests arrive with wine offerings from their cellars to

share with our group, including wine-makers, friends, and our auction group. The guest list now numbers over 20! Suzanne prepares the fresh asparagus, which is in prime season, and Lori Eastes, who volunteers her time every year, grills Thiessen Ranch steaks to perfection. We share stories and wines from the weekend's adventures—we've grown close over the past few days and it feels like a family reunion. Suzanne and Rich's hospitality is heartwarming, and the BBQ is the perfect way to conclude our wine adventures.

Day 4

A Scenic Farewell

Sunday comes too soon, but to make the most of your final day, you may decide to take the scenic route over Canyon scenic byway (State Route 821) and enjoy the beautiful landscapes and stops along the way. The drive is breathtaking, with rolling hills, lush vineyards, and picturesque farmlands. Stop for lunch at the **Canyon River Ranch** in Ellensburg, where the Yakima River flows nearby and the canyon walls create a dramatic backdrop. Soak in the views over a meal at River Ranch Grill, where chef Kevin Davis (formerly of Seattle's beloved Steelhead Diner) helms the kitchen.

Alternatively, head back via I-90 and stop in Cle Elum for a bite before returning home. We are already looking forward to reuniting for future road trips and wine tastings. Until next year—cheers!

Photos on opposite page, clockwise from upper left: Dan Thiessen in his restaurant, T-Post; nibbles at Brasserie Four; the historic L'Ecole No 41 Winery; Manfred Scharmach at Brasserie Four; Lori and Manfred Scharmach (far right) and winning bidders for the 2023 Wheels and Heels Annual Gala wine trip; the dining room at the Marcus Whitman Hotel

OPPOSITE PAGE, CLOCKWISE FROM UPPER LEFT: DAN THIESSEN, BRASSERIE FOUR, AND L'ECOLE NO 41 WINERY: STEPH FORRER. MARCUS WHITMAN HOTEL: COURTESY VISIT WALLA WALLA.



The Wheels and Heels Annual Gala The Wheels and Heels Annual Gala is a spectacular event that brings together car enthusiasts, philanthropists, and community members alike to support America's Car Museum in Tacoma. Held every fall, it's an elegant evening of fine dining, live entertainment, and, of course, an impressive display of automobiles. The live auction features exclusive items such as luxury car experiences, like the trip BMW Northwest sponsors, and travel packages. Guests dress to impress, adding to the evening's sophistication. Tickets for the 2025 gala on September 7 can be purchased at americascarmuseum.org/event/gala



AUCTION LOT STOPS & SCHARMACH FAVORITES

Auction Trip Wineries to Visit

Hedges Family Estate: Experience the French countryside vibe and taste their exceptional estate wines. hedgesfamilyestate.com

Col Solare: Four distinct wines produced at this Washington-Tuscany collaboration. colsolare.com

The Walls: Pours the entire wine flight at once to compare, contrast, and revisit. thewallsvineyards.com and its sister brand, paxwines.com

Woodward Canyon: One of the most revered wineries, led by the passionate Rick and Darcey Small. woodwardcanyon.com

Dunham Cellars: Known for its pull-up-a-chair-and-stay-a-while feel. dunhamcellars.com

Va Piano Vineyards: Offers private tasting cabanas and Italian-inspired wines. vapianovineyards.com

L'Ecole No 41: A historic winery with deep roots in the Walla Walla wine scene. lecole.com

Have more time? Visit these wineries

Abeja: Known for its charming setting and excellent Bordeaux-style wines. abeja.net

Avennia: A boutique winery focused on Old World winemaking traditions with a modern twist. avennia.com

Dillon Cellars: Marc Leahy's winery is renowned for its small-batch, high-quality wines and intimate tasting experiences. dilloncellars.com

Devona: John Abbott's handcrafted wines focus on the unique character of Washington state vineyards. devona.net

Dossier: For sophisticated wines and tasting room experience. dossierwine.com

Long Shadows: Features a collection of ultrapremium wines created by internationally acclaimed winemakers. longshadows.com

Dining

T-Post Tavern: A casual spot for a BBQ dinner with live music and mechanical bull riding. tposttavern.com

Passatempo Taverna: Historic building in which rustic Italian fare is served. Excellent house-made pasta and pizza. passatempowallawalla.com

Walla Walla Steak Co.: Renowned for its premium steaks and lively atmosphere. wwsteakco.com

Colville Street Patisserie: Ideal for morning pastries and espresso. colvillestreetpatisserie.com

Brasserie Four: Some of the best French cuisine in the Pacific Northwest—don't miss the frites. brasseriefour.com

Saffron Mediterranean Kitchen: Famously hard to get a reservation and totally worth the effort. saffronmediterraneankitchen.com

Bacon and Eggs: A local favorite for its hearty breakfast options and farm-fresh dishes. baconandeggswallawalla.com

Thiessen Ranch: Dan Thiessen's high-quality beef from the family ranch delivered direct to your home. thiessenranch.com

Canyon River Grill (Ellensburg): Excellent food and scenic views of the Yakima River Canyon. canyonrivergrill.com

Lodging

Marriott Walla Walla: Comfortable and convenient downtown accommodations. marriott.com/en-us/hotels/alwcy-courtyard-walla-walla/overview/

The GG: Historic boutique inn offering personalized service and charming amenities. theggwallawalla.com

Marcus Whitman Hotel: Historic hotel with a prime location in downtown Walla Walla. marcuswhitmanhotel.com

Apparel

Walla Walla Clothing Co. Because no wine trip is complete without shopping! wallawallaclothing.com ■

Going the Extra Mile

Get to know our stellar staff members celebrating exceptional milestone anniversaries. Over their years (decades!) at Scharmach Automotive Group, they have delivered outstanding experiences. Their passion and commitment embody the spirit of our ethos, and we're grateful for their service.



36 Years

Rob Mellinger
BMW Northwest Assistant
Parts Manager

Hometown:
Landstuhl, Germany

Favorite BMW:
1994 525i Touring

Favorite thing about working at BMW Northwest:
Helping clients with their parts needs and answering questions

How do you spend time when you're not working?
Tinkering on my 1936 Ford hot rod and helping at my friend's vintage boat shop

Favorite scenic drive:
Pacific Coast Highway 101

Favorite roadside attraction:
The old Bomber Gas Station restaurant in Milwaukee, Oregon (now closed)

Favorite BMW movie scene:
The iconic car high-speed chase scenes in the movie *Ronin*, featuring the E34 M5

How do you plan to spend your vacation?
Spirited drives on back roads



35 Years

James Barlow
Parts Manager, BMW Northwest
and Collision Center Northwest

Hometown:
Kihei, Hawaii (on Maui)

Favorite BMW:
1974 2002

Favorite thing about working at BMW Northwest:
The cars and employees

How do you spend time when you're not working?
Golfing or playing in the Oregon dunes

Favorite scenic drive:
Highway 101 along the Oregon coast

Favorite roadside attraction:
Daffodil farms in Sumner

Most (G-rated) fun you've had in your BMW:
Going 135 mph on the Piilani Highway (Hawaii)

Favorite BMW TV or movie scene:
The classic TV show *Moonlighting* with Bruce Willis and Cybill Shepard included some memorable BMW scenes.



33 Years

Thomas Welt

BMW Northwest Shop Foreman

Hometown:

Mount Shasta, California

Favorite BMW:

2001 M5

Favorite thing about working at BMW Northwest:

The opportunity to drive and work on all BMW models without making a car payment

How do you spend time when you're not working?

Traveling

Favorite scenic drive:

The drive around Lake Tahoe

Favorite roadside attraction:

The redwoods in California

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

2005 Kitsap County Burnout Champion (1993 525i automatic trans with some old and hard Michelin TRX tires from 1983)

Favorite BMW TV or movie scene:

Scenes with the Euro E28 in *Mission: Impossible – Fallout*



24 Years

Terry Soumis

**MINI Sales Manager,
Tacoma MINI**

Hometown:

Tacoma, Washington

Favorite BMW or MINI:

I really like the 8 Series bodies for BMW. If we're talking MINI, I like the Countryman best.

Favorite thing about working at BMW Northwest:

We tend to look out for each other, and make the job easier on the next person by taking initiative to help each other out.

How do you spend time when you're not working?

Working.

Favorite scenic drive:

I absolutely love Highway 1 North along the California coast.

Favorite roadside attraction:

Any place that involves a beach.

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

I love taking corners at speed and showing passengers what the cars can do.

Favorite BMW TV or movie scene:

All the fast ones, LOL

How do you plan to spend your vacation?

Working



22 Years

Melissa Hudson

**CFO, Scharmach
Automotive Group**

Hometown:

University Place, Washington

Favorite BMW:

X7

Favorite thing about working at BMW Northwest:

The camaraderie with co-workers

How do you spend time when you're not working?

Spending time with my grandchildren

Favorite scenic drive:

Along the Oregon coast

Favorite roadside attraction:

Snoqualmie Falls

Favorite BMW TV or movie scene:

Our commercials with the Scharmach family, which highlight the close-knit and familial nature of the business

How do you plan to spend your vacation?

Taking my dogs to Leavenworth

Giving Spotlight

Shining the light on some of the charitable Initiatives that BMW Northwest proudly supports

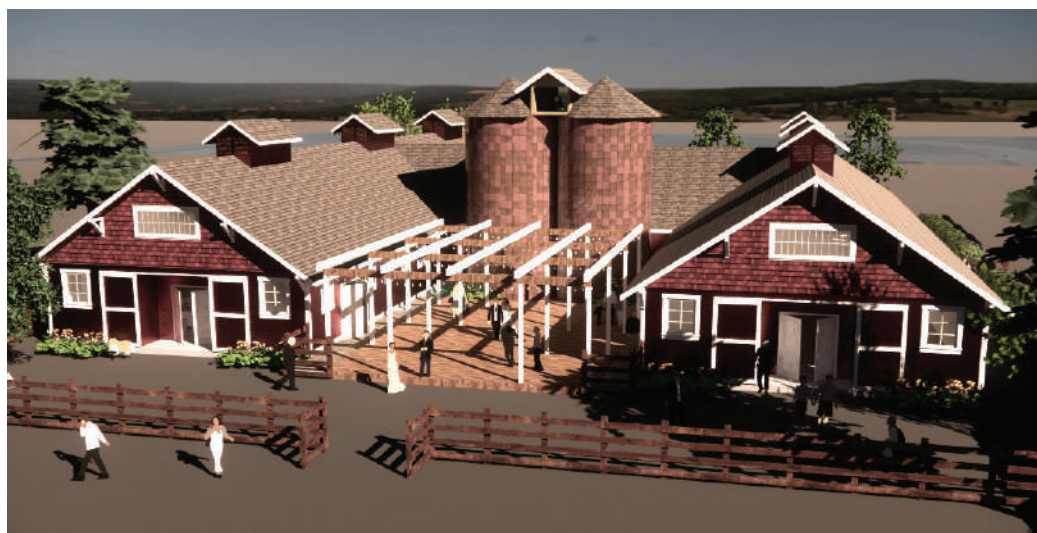


From top: The 100-plus-year-old dilapidated H-Barn in Fort Steilacoom Park in Lakewood. Named after its shape, the \$7 million renovation and preservation efforts will create a community space for all.

Barn Raising

They say it takes a village, and that has never been truer than with the historic **H-Barn at Fort Steilacoom Park**. In support of Partners for Parks, BMW Northwest's Manfred Scharmach and his wife, Lori, are the corporate champions for the campaign to raise \$500,000 from the business community to help preserve the H-Barn and convert it into a modern event space for the entire community.

The site has a rich history, from its origin as the native land of the Coast Salish tribes to its years as a working farm supporting settlers and later supplying food for the local hospital. Partners for Parks has already raised \$2 million, with a



total goal of \$7 million.

"I am personally committed to the H-Barn complex," says BMW Northwest's Manfred Scharmach. "It's exciting to be a part of an impactful project like this and to give back to our community that has supported our business for over 50 years."

The Scharmachs invite you

to join the effort through volunteering, donations, or spreading the word. To get involved, contact Shelley Dahle at shelley@redbarncommunications.com. Your participation can make a real difference in preserving this important piece of our community's heritage.



Read more and donate



Garden Party

On July 28, **Lakewold Gardens** hosted its **Summer Garden Party**, which paid tribute to the late family member, board member, and donor Judy Wagner, and introduced the garden's new Executive Director, Justin Henderson. "It was an honor to be the chair and one of the sponsors of the event," remarks Lori Scharmach. The gathering, held outdoors, celebrated the beauty of the gardens and the spirit of the community, raising \$250,000 to support the community programs and ongoing care of the gardens. The successful event set a high bar for future celebrations: Plans for next year's Summer Garden



Party, on Sunday, July 27, 2025, are already underway. lakewoldgardens.org/summer-garden-party/

Summer Garden Party, clockwise from top left: Raising the paddle; Title Sponsors Gwen and Doug Gill of Trouves Health Care; Faye Bell, Lori Scharmach, and Lisa Sullivan



Tree Trimming

BMW Northwest is also a supporter of the **Festival of Trees Gala** that raises funds for Mary Bridge Children's Hospital. The Mary Bridge Tacoma campus is undergoing a critical expansion that will include a new inpatient hospital tower, ambulatory building with specialty clinics and urgent care services, and new parking structures for staff, patients, and families. The gala proceeds benefit the greatest needs of patients and families served at the hospital, and the new state-of-the-art facilities will provide the very best in

advanced care for its young patients. Join us at the Festival of Trees Gala December 7, 2024.

Read more at multicare.org/festival/about and marybridge.org/about-us/our-new-hospital/construction-updates ■

Above: Manfred and Lori Scharmach and longtime supporters Sue and Doug Walker at the Mary Bridge Children's Hospital topping-off ceremony



Read more and donate



In the Spotlight

Brothers-in-Law Triumph at 2024 Tacoma Country and Golf Club Member-Guest Invitational

Shane Simmons and his brother-in-law, Casey Stegin (left and middle), clinched the 2024 Member-Guest Invitational sponsored by BMW Northwest on July 27. "I don't see myself as much of a golfer," shares Shane. "I go out there to enjoy time with Casey and friends. We didn't expect to win, but we played to our handicap and managed the course well." Their victory earned them a spot in the BMW Golf Cup U.S. Final in Denver in August, playing at Cherry Hills Country Club and Castle Pines Golf Club. "We're excited to compete and experience these renowned courses," Shane adds.

Scharmach Automotive Group

Your indispensable guide to the Scharmach family of dealerships and services

BMW Motorcycles of Seattle

11532 Lake City Way NE, Seattle, Washington
(206) 420-6686
bmwmcseattle.com

The passionate team of motorcycle enthusiasts at our newest division is committed to delivering exceptional customer service in sales, financing, service, and parts for BMW Motorcycles. As proud members of the Pacific Northwest motorcycle community, they invite you to discover the thrilling BMW Motorrad brand. Known for creating race-winning, record-setting, and award-winning motorcycles, Motorrad represents the standard of excellence in motorcycles. The dealership also boasts a huge selection of enviable clothing, motorcycle boots, and accessories. Begin your BMW motorcycle adventure here!



BMW Northwest

4011 20th Street East, Tacoma, Washington
(253) 922-8700
bmwnorthwest.com

Family-owned and -operated since 1968, BMW Northwest is the second-oldest BMW dealership in the nation. Originally opened as Werner Scharmach's German auto repair shop in Olympia before relocating to Tacoma in 1979, the current location on Interstate 5 was remodeled and expanded in 2014, and in 2016 the BMW Northwest Pre-Owned Center opened on the adjacent property. With a team of over 140 experienced and committed employees, BMW Northwest is the largest dealership in the Scharmach Automotive Group and has achieved the BMW Center of Excellence award, one of the highest honors bestowed to a dealership by BMW of North America. We continue to uphold our tradition of exceptional service and dedication to the BMW brand, providing our customers with the latest in BMW innovation and luxury.



Seattle MINI

11550 Lake City Way, Seattle, Washington
(206) 588-4250
seattlemini.com

Seattle MINI, serving the Pacific Northwest since 2009, continues to thrive as a top-ranked dealership thanks to its talented team and loyal customers. In 2024, we completed a comprehensive remodel to align with the latest MINI styles and designs, enhancing the customer experience. Our updated facility features a modern, welcoming environment reflecting MINI's innovative and iconic brand ethos. We remain committed to offering the latest MINI models with advanced tech, such as smart digital assistants and autonomous driving capabilities. Our lineup includes the latest models, including the all-new MINI Countryman, showcasing MINI's move towards sustainable electrified motoring.



BMW Northwest Pre-Owned Center

4001 20th Street East, Tacoma, Washington
(252) 517-2277
bmwnorthwest.com

The BMW Northwest Pre-Owned Center opened in 2011 to offer the best vehicles acquired from customer trade-ins at BMW Northwest, Northwest MINI, and Seattle MINI. With a diverse inventory covering just about every make and model (not just BMW and MINI), this boutique dealership allows customers to shop for other brands in a friendly, low-key environment, while enjoying the benefits of doing business with the Scharmach Automotive Group. Each vehicle undergoes a thorough inspection to ensure safety and quality.





Scharmach Insurance

4011 20th Street East, Tacoma, Washington
(253) 300-9500
agents.allstate.com/scharmach-insurance-fife-wa.html

In 2019, Scharmach Automotive Group enhanced the full-service, one-stop auto shopping experience at BMW Northwest by opening an Allstate Insurance branch at the dealership. Adding this step provides car buyers with the seamless experience of getting a quote on a new insurance policy right at the dealership. In fact, you don't even have to be a customer of ours to come in for a quote. And we offer the full spectrum of insurance options: In addition to auto insurance, you can purchase homeowner, renter, life, and other insurance policies. The next time you're in for service or buying parts, stop by to see where you can save money on insurance.

COLLISION CENTER **NORTHWEST**

Collision Center Northwest

3901 20th Street East, Tacoma, Washington
(253) 650-1200
ccnorthwest.com

Always looking for ways to create seamless ownership and repair experiences for customers, Scharmach Automotive Group opened this 18,000 square-foot collision center facility in 2020. This MINI- and BMW-certified shop is the first autobody center in the Northwest to feature state-of-the-art Astra equipment and new UV-cured finishes, resulting in higher-quality repairs and faster repair times overall. In addition to servicing BMWs and MINIs, the Collision Center repairs all brands of vehicles.



TACOMA MINI AUTHORIZED SERVICE

Tacoma MINI Authorized Service

3901 20th Street East, Tacoma, Washington
(253) 284-6464
tacomamini.com

After 19 years, Northwest MINI is now known as Tacoma MINI Authorized Service, a satellite location of Seattle MINI. Our team continues to provide award-winning service and parts, and our employees are available to assist with everything MINI. And you'll enjoy the same service processes from Scharmach Automotive Group that you know and love, including online scheduling requests and instant chat. The location also houses the corporate offices of Scharmach Automotive Group.

UNMISTAKABLE AUTHORITY

Rejuvenated designs. Reworked engines. The latest in convenience and technology. Meet the 2024 BMW X5 – all-original SUVs ideal for any adventure.

2024 BMW
X5



TACKLE ANY ROAD WITH EASE.

There are no limits to confidence when you're driving a BMW X5. Enjoy the precision of Dynamic Damper Control, standard on all models, or your choice of Adaptive M Suspension or 2-Axle Air Suspension, available on select models.

DO WHAT DRIVES YOU.

The 2024 BMW X5 is packed with features to satisfy your love of adventure – including expansive cargo space, comfortable interiors, and plenty of towing capacity.



BMW Northwest
Tacoma | Experience the Best | Since 1968





BMW Northwest

Tacoma / Experience the Best / Since 1968
4011 20th Street East / Tacoma, WA 98424

ENGAGE WITH YOUR ENVIRONMENT

Big screens, expansive panoramas, and a wide range of seating options. However you drive – or ride – the 2024 BMW X3 has what you need for maximum enjoyment.

2024 BMW
X3



BMW Northwest
Tacoma | Experience the Best | Since 1968

