

INTERNATIONAL COUNCIL OF BMW CLUBS

MISSION STATEMENT

Guideline no. 1
Status September 2004



Mission Statement:

International Council of BMW Clubs

The International Council of BMW Clubs remains much as it was when originally conceived by Helmut Werner Bönsch and Dr. Horst Avenarius in that it SERVES as the interface between BMW AG and worldwide BMW Clubs, maintaining a productive and amicable working relationship.

Clubs exist as independent voluntary organisations with both a social and practical purpose. In keeping with this spirit the annual International Council Meeting “is a party with a purpose” while the Council itself attends to earnest administrative matters throughout the year.

Functions of the International Council of BMW Clubs

The International Council of BMW Clubs’ duties include:

- Promoting the continued growth and vitality of established BMW Clubs and umbrella organisations
- Providing guidelines and advice on the formation of BMW Clubs throughout the world
- Acting as the official conduit between BMW Clubs and BMW AG
- Working together with clubs to promote the appropriate use of Corporate Identity requirement
- Assisting BMW AG, as required, by supporting sanctioned events throughout the world
- Offering assistance in resolving disputes that may arise between clubs on a local or national level or involving the local importer or subsidiary
- Providing the forum for the sharing of useful club procedures, bylaws, activities and other creative ideas
- Recognising service and dedication to the BMW marque through the “Friend of the Marque” and “Prof. Dr. Gerhard Knöchlein BMW Mobile Tradition” awards
- Exercising sanctions in accordance with Council bylaws in relation to discredited or inactive BMW Clubs