



## Is There Such A Thing As Good Enough Detail?



David  
Newton

Winter is now behind us here in the Northeast, and it is finally time to clean the layers of crud [...]

[READ MORE](#)

### All-new with military know-how

- Much longer range, fewer false alarms.
- All-new circuitry, **SAW D-L** powered.
- LNA technology on all bands.
- Laser Protection on all V1 Gen2s.
- Bluetooth® smartphone connection.
- All-new high-contrast display.
- V1's legendary Radar Locator and Bogey Counter, back by popular demand.

**We call it V1 Gen2.  
You'll love it.**





## Former IIHS Chief Praises His BMW 5 Series For Protecting Him

Last August, Adrian Lund, former president of the Insurance Institute for Highway Safety, set off from his northern Virginia residence [...]

[READ MORE](#)



## BMW Explains Development And Testing Process Of M3 Touring

Why does BMW build and sell cars like the M3, M4, M5, and M8? Although BMW M seems to keep [...]

[READ MORE](#)



SPONSORED

## LAST CHANCE TO REGISTER

[PCARMARKET](#) is hosting an Open House in Torrance, CA on Saturday April 23rd to all enthusiasts and collectors. Come meet the [PCARMARKET](#) staff and register in advance for your complimentary coffee, giveaways sponsored by ZYMOL & Hagerty.

[REGISTER NOW](#)



## SHOP BMW CCA: Wine Tool Set

Pop the top on your favorite wine with our newest wine tool set. This four piece set includes corkscrew, stopper, decanting pourer with stopper & drip collar in an attractive black leatherette gift box complete with our BMW CCA map logo. Only \$24.95! While Supplies last!

[SHOP NOW](#)



## BMW CEO Cautions Against Going All-Electric Too Soon

At a media roundtable held in conjunction with the New York International Auto Show this week, BMW CEO Oliver Zipse [...]

[READ MORE](#)



SPONSORED

## Protect Your Wheels Now !!

Winter is destroying your Wheels. Zymol's acid free, spray gel removes salt, brake dust and road grime. Protect your wheels with spray-on Zymol Coat. You can even get a Wheel Brush that holds a Lifetime Warranty. Free shipping code: FREESHIP

[SHOP NOW](#)



## BMW X7 Updated For 2023 With New Headlight Design And V8 Engine

Nearly four years after it was introduced for the 2019 model year, BMW has updated the X7 for 2023. This [...]

[READ MORE](#)



## Tickets Still Available For Special "Power Of M" Celebration At BMW Zentrum

In one month, fans of BMW M cars will have a once-in-a-lifetime opportunity. Jochen Neerpasch, the very first director of [...]

[READ MORE](#)

SPONSORED

## WILWOOD COLORED CALIPERS

Wilwood now combines power, control and precision with caliper colors to fit your style.





Available in 24 colors, Wilwood calipers are sure to stand out in a crowd. Order your colored calipers today.

[SHOP NOW](#)

## BMW NEWS



### **BMW Introduces New S68 M Twin-Turbocharged V8 Engine**

Hidden within this week's X7 facelift press release was a subtle hint that the updated model will come with BMW's [...]

[READ MORE](#)



### **BMW Completes Factory Expansion For Long-Wheelbase X5 Production In China**

The expansion of BMW Brilliance Plant Dadong, part of the BMW Brilliance Automotive presence in Shenyang, China, has been completed [...]

[READ MORE](#)



# MOTORSPORTS

HPDE Insurance  
for your Bimmer  
in mere minutes

**BUY NOW**

Not available in all states.

## RESTO & MOD

HACK MECHANIC: ROB SIEGEL



### Get Carter (Part I)

I've long said that car-buying, at least for me, is best characterized as a crime of opportunity; I never decide, [...]

[READ MORE](#)



SHIFTGATE  
AUTOMOTIVE  
AUCTIONS

Your classic is calling.

SPONSORED

### All the hobby, none of the snobby

List your classic with ShiftGate Online Auctions. Our marketing programs match buyers and sellers with pinpoint precision. And our people-pleasing focus makes the transaction a breeze. So give us a try the next time your classic is calling.

[LEARN MORE](#)

**Buttoning Up The Beasts**



I ended last week's Decapitating Louie series installment by saying, "I have a few more weeks to put more miles [...]"

[READ MORE](#)



## MOTORSPORT



### BimmerWorld Racing, Fast Track Racing Win At Sonoma

The SRO GT4 America and TC America championships opened their respective seasons at Sonoma Raceway in California this past weekend [...]

[READ MORE](#)






### BMW's Have Strong Start To SRO GT World Challenge America Season

BMW was well represented in the opening round of the SRO GT World Challenge America series at Sonoma Raceway in [...]

[READ MORE](#)



 /thebimmerlife  
 @thebimmerlife  
 @the\_bimmerlife

## CUSTOMER SERVICE

### Visit Website

To unsubscribe from this email, [click here](#).

For advertising information contact:

Steve Kittrell | [advertising@bimmerlife.com](mailto:advertising@bimmerlife.com) |  
831-915-1970

Send your story ideas here:

[articles@bimmerlife.com](mailto:articles@bimmerlife.com)