



An Unlikely Comparison



Alex
McCulloch

A random duo of cars showed up at my doorstep last month, a 2003 BMW 530i and a 2004 Mercedes-Benz
[...]

[READ MORE](#)

All-new with military know-how

It's about range superiority

"I told my engineers, 'We want the best radar-finding engine this side of the military.'"

Valentine1 Generation 2 delivers.

[LEARN MORE](#)



All-new
circuitry with

SAW D²L



Instant upgrades
via smartphone.

They're free. So is our app.



SHOP BMW CCA: New BMW CCA Grille Designs Coffee Mug!

Drop by the exclusive member's-only BMW CCA store and grab our newest coffee mug in the collector's series. Mug #10 is simple yet striking and features the standard CCA logo and various BMW model grills. These will go quick so grab yours today!

[SHOP BMW CCA!](#)



The Cherry Blossom Run Celebrates Three Years

For its third year in a row, the Washington, D.C. area's Cherry Blossom Run has dazzled both local and not-so-local [...]

[READ MORE](#)

BMW • MERCEDES-BENZ • AUDI

LEGENDS

OF THE AUTOBAHN

BMW CCA Audi Club North America Presented By MICHELIN

JOIN US FOR THE 13TH ANNUAL
CELEBRATION OF GERMAN ENGINEERING



Legends Of The Autobahn Registration Opens Wednesday, 4/26!

Registration for Legends of the Autobahn opens tomorrow, Wednesday, April 26 at 12:00p.m. ET. The BMW Car Club of America, Audi Club North America, and Mercedes-Benz Club of America invite you to attend the 13TH Annual Legends Of The Autobahn®. This year we will be returning to the beautiful PG Golf Links in Pacific Grove, CA on August 17 and hope to see you there!

[LEARN MORE](#)



BMW One-Two In Fanatec GT World Challenge Europe Opener At Monza

The ROWE Racing team had a fantastic start to the new Fanatec GT World Challenge Europe Endurance Cup season with [...]

[READ MORE](#)

BIMMERLIFE'S ULTIMATE BMW ENTHUSIAST WEEKEND



BMW CAR CLUB OF AMERICA

**GREER, SC
JUNE 23-25, 2023**

REGISTER TODAY!

MiX – An Awesome Lineup Of Social And Driving Activities

The BMW Car Club of America is excited to announce the BimmerLife MiX Enthusiast Weekend, presented by Michelin which is set to take place June 23-25, 2023 at the world center of all things BMW in upstate South Carolina. Register today!

[REGISTER NOW!](#)

HACK MECHANIC: ROB SIEGEL



Oh No! Not Another 2002 Air Conditioning Article! (Part I)

My friend Jose, with whom I've caravanned back and forth to the Vintage in Asheville multiple times, recently bought a [...]

[READ MORE](#)

SPONSORED

Auto insurance that never takes shortcuts.

We've been providing peace of mind for over 115 years.

[Learn more](#)

Amica



The Vehicles And Views Of The 2023 Cherry Blossom Run

BMW enthusiasts in the Washington, D.C. area recently enjoyed the 2023 Cherry Blossom Run. Read the full BimmerLife story here. [...]

[READ MORE](#)

SPONSORED



Spring Is Here!

Spring is here and the winter tires are back in storage! Now's the time to get ready for those balmy spring drives with some new ultra-soft driving tees: use code BMWCCA20 for 20% off. These tasteful, timeless shirts and hats are produced from the highest quality materials by Heel & Toe Apparel.

SHOP NOW

SPONSORED

ADVANTAGE
LIFTS AND GARAGE EQUIPMENT
Quality • Safety • Strength

**ELEVATE YOUR
BMW'S STORAGE**

ADVANTAGE 9000LB
HEAVY DUTY OR EXTRA LONG LIFT

CALL NOW 763-300-5730
WWW.ADVANTAGELIFTS.COM



Pair Of Podiums For BMW In Opening BTCC Rounds

The ultra-competitive British Touring Car Championship (BTCC) opened its 2023 season at a damp Donington Park this past weekend, and [...]

[READ MORE](#)

SPONSORED



Enthusiast Vehicles, Parts And Memorabilia

When buying or selling a world class enthusiast vehicle, having access to the right audience is critical. [PCARMARKET](#) has attracted a global community of collectors, race car drivers, and enthusiasts who share a common passion. As a result, [PCARMARKET](#) has become one of the fastest growing automotive auction

marketplaces in the world. In addition to buying and selling cars, parts, and memorabilia, members gain access to current market data as well as entertaining and informative original streaming content.

[SUBMIT YOUR CAR](#)



Twenty Years Of Landfill Provided Power At Plant Spartanburg

Did you know that BMW's commitment to environmental responsibility and sustainability projects began well before development of hybrid and fully [...]

[READ MORE](#)

SPONSORED

ENJOY **10%^{OFF}** YOUR **NEXT ORDER!**
WITH YOUR UNIQUE COUPON CODE BELOW
ON **TURNERMOTORSPORT.COM**



f /thebimmerlife

🐦 @bmwcca

📷 @bmwcca

CUSTOMER SERVICE

Visit Website

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

For advertising information contact:

Steve Kittrell | advertising@bimmerlife.com |
831-915-1970

Send your story ideas here:

articles@bimmerlife.com