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BMW Motorcycle Club
of Akron



Editor's Corner

The month of March is here. The beginning of Spring – or so they say, at least technically. Let's see what happens...

It's time to start preparing for final checks before **Riding** begins again. Are the batteries charged, do we need new tires? Any repairs and maintenance that didn't get finished during the Winter months – now is that time.

One thing we can worry a little less about is the E15 fuel fiasco. The President (*no, not Dana!*) signed the "Agricultural Act of 2014" which will end the subsidy for the purchase and installation of ethanol blender pumps, effectively deterring the further distribution of E15 fuels! Eureka!

We still need to be concerned about the E10 crap, but at least, it isn't getting worse. 😊😊

On a personal note – I enjoyed our March club meeting at BMW of Cleveland. Owner Dale Kramer provided some interesting insight into the mechanics of the relationship between dealers and BMW. One thing that has been obvious to all of us, and was confirmed by Dale, is, that BMW tries to take more control of what dealerships look like and how they are set up. Sounds familiar? Same thing that Harley Davidson started several years ago. Effectively forcing smaller, individual character dealerships out of business and replacing them with mega stores that all look the same and you have no interest in stopping for when you pass one on the road away from home.

But who am I to argue with corporate strategy and marketing gurus with MBAs?? I am just a customer!

Mike

Welcome to another BMW Motorcycle Club of Akron monthly newsletter! You received this, because you updated and renewed your membership and the club thanks you and appreciates your loyalty!

The people who spearhead the Poker Run preparation are quite busy already and you hear separately from them about what is being planned and what is needed. Date is **Sunday May 18!**

BMW has released pricing for the newest models. For those of you who have not seen it and have money burning a hole in your pocket: **R nineT**: \$14,900 (includes ABS) **R1200GS**: \$18,200.- Comfort Package \$500.- Technology Package \$1,425.- Touring Package \$1,925.- **R1200RT**: \$17,650.- Dynamic Package \$275.- Luxury or Technology Package \$1,525.- **K1600GTL Exclusive** \$29,950 including almost everything you can get in a BMW and finally, the **S1000RR** \$13,150.- Dynamic package \$955.-, Sport package \$845.-

Good news for all you knee draggers who kept waiting for a real "American" Sport Bike: Erik Buell is back. EBR – Erik Buell Racing - has announced the first wave of dealers where you will be able to buy a 1190RX.



The first major rally of the year, the **Georgia Mountain Rally** is coming up the weekend of **May 2-4** in Hiawassee, GA

Official note from Dana McMahan: We had a great showing at our March meeting at BMW Motor-cycles of Cleveland. There were around 20 members that showed up to enjoy food, beverage, and discounts provided by Dale and Nancy. Bill and Donna Vair, thanks for taking up the challenge and riding to the event. I will be circulating a Thank You card to sign in the near future and send it out to **BMW Motorcycles of Cleveland**, thanking them for hosting our club meeting!



BMW Motorcycle Club of Akron, BMW MOA Charter No 21. 1972
President: Dana McMahan Vice President: Fred Meyer
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A Presidential Address:

Wow! March is almost gone, and we'll be riding before long. If you are planning on getting out to log some miles, it makes sense to evaluate the risks. (*Oops, my banking side is showing!*)

Anyhow - assess yourself for physical and mental condition and assess where you are riding - the roads are still in horrible condition, gravel, salt, potholes, ice! It's way too early to lay one down before the season really kicks off.

Another Wow: **Membership!** I am very encouraged with the increase in membership numbers from this time in February. We went from 28 paid members to 36, a 30% increase in renewals! This is very encouraging for the club and shows we must be doing something right. That being said there are still a few stragglers out there that have not yet renewed. I will be asking some of you to reach out to these individuals to find out why!

April Club Meeting - A guest speaker from **Goodyear Tires** (Dunlop MC Tires) will be joining us with a presentation on what we roll on. Stay tuned for special meeting times and April agenda.

Ok, almost done. I would like to announce that one of our club communications channels - the BMW MC Club of Akron Facebook Page - is under revision and currently administrated by no other than your President. I have invited current club members that are on Facebook to join and would like to extend my assistance if anyone else is interested in signing up.

Sláinte!

Dana