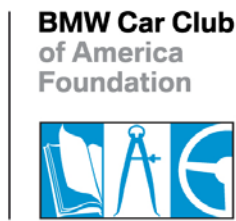


October 30, 2014

BMW CCA Foundation Press Release – Circle of Excellence – Celebrating Teen Coaches



FOR IMMEDIATE RELEASE

Contact: Andrea Galehouse, (864) 329-1919, andrea.galehouse@bmwccafoundation.org

Facebook: <https://www.facebook.com/bmwccafoundation>

Twitter: <http://twitter.com/FoundationBMWCC>

LinkedIn: <https://www.linkedin.com/company/bmw-car-club-of-america-foundation-inc.>

BMW CCA FOUNDATION LAUNCHES CIRCLE OF EXCELLENCE VOLUNTEER RECOGNITION PROGRAM

Outstanding Volunteers from Tire Rack Street Survival®
Teen Driving Safety Program to be Honored

Greer, SC, October 30, 2014 - The BMW Car Club of America (CCA) Foundation Board of Trustees are proud to announce the creation of the Tire Rack Street Survival® Circle of Excellence Volunteer Recognition Program. Made possible by a gift from an anonymous donor to the BMW CCA Foundation Capital Campaign, this unique program will recognize a group of outstanding Street Survival volunteers for their efforts to help promote teen driving safety. The first awards will be presented in January of 2015.

"Without our volunteers, the Street Survival program would not have gotten off the ground," says Leo Newland, president of the BMW CCA Foundation. "And without the leadership and tireless hard work from these dedicated and talented individuals, we would not have trained over 10,000 students and held 700 schools in the past 12 years. We think it is high time we thank this group of select volunteers in a bigger way."

The award categories will include individuals, chapters and regions from all stakeholders within the BMW CCA, BMW Clubs of Canada, Sports Car Club of America, Porsche Club of America, Audi Club North America and Corvette Club of America. A dedicated Circle of Excellence selection committee will be established after the initial year which will include past recipients that will select future award winners.

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The Circle of Excellence will have five levels of awards as follows:

- Level I – “A Day-of School Thank You” - Working with Michelin, a key corporate sponsor of Street Survival, all volunteers will be given a small branded Street Survival gift for volunteering their time that day.
- Level II – “End of Year Recognition” - Throughout the year, names will be collected from the in-car coaches and volunteers and will be included in drawings for tire certificates, radar detectors, gift certificates for tools, car care products and more.
- Level III - "Chapter Volunteers & Instructors of the Year" – Volunteers going above and beyond the call to make Street Survival the best program possible will be nominated by their chapter members and selected via an independent nomination process. This will be done at the conclusion of the calendar year and will include from five to 20 people annually.
- Level IV - "Chapter/Region School Host of the Year"- The chapter/region school will be selected by the BMW CCA Foundation with input from all stakeholders.
- Level V - "Hero of the Year" – One individual Street Survival school organizer/volunteer will be recognized per year. This category will be selected by the BMW CCA Foundation with input from all stakeholders.

Circle of Excellence

Volunteers recognized in Levels III – V will be publicly acknowledged on a Circle of Excellence plaque at the BMW CCA Foundation office and on key stakeholder websites and publications. They will also receive a unique Street Survival Circle of Excellence embroidered team jacket signifying their prolonged dedication and efforts to ensure teen driving safety remains strong in each and every community.

The top level "Hero of the Year" award will receive a special “Garage Makeover” prize valued at up to \$3,500 from a top custom garage equipment supplier.

About BMW Car Club of America Foundation

The [BMW Car Club of America Foundation](#) is a non-profit organization dedicated to the promotion of teen driver safety and the preservation of BMW history. Established in 2002 in Greenville, SC with initial capitalization from the BMW Car Club of America, the Foundation focuses on three initiatives to foster educational programs for the automotive community and be a significant repository of BMW information and history: Street Survival® teen driver safety program; the Library, Archive & Museum Program; and the Conservation and Preservation Program. Through “The Ultimate Driving Community . . . Building the Foundation” Capital Campaign launched in 2013, the Foundation has raised \$1.3 million of the \$7 million required to support and grow these initiatives that will help save lives and preserve the legacy of BMW’s heritage.

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