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In the course of its long history, BMW Group has attained an outstanding position in the world of automobile and motorcycle manufacturers.

We are aware of the fact that, in large part, this successful tradition owes much to outstanding individuals who, in many areas, have carried the torch for BMW Group. It is appropriate that this enthusiasm and commitment to the BMW marquee is recognized.

On the following pages, you will see how the BMW Group and the BMW Clubs International Council acknowledges this exclusive group of individuals and how you can contribute to the process.

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The BMW marquee does not endure merely through the quality and appeal of its excellent products, nor through a long tradition of setting standards in the world of sports, engineering and design. Rather, the BMW marquee and all the expectations, flair, and character it evokes – in a nutshell, everything that BMW Group represents – resides in “BMW people”. People who regard BMW products not just as a means to an end – people closely bound to their marquee by a passion.

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These strong, positive emotions find their boldest expression in the international BMW Club scene. No other major automobile and motorcycle marquee enjoys comparable support and popularity in this area. BMW friends are organised in BMW Clubs on all five continents, upholding traditions, maintaining BMW technology and design, and enjoying life in accordance with the BMW Group philosophy.

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1.4.1. BMW Group has long been aware of the immense value of this support. This support, in turn, is built upon activities within the BMW Clubs Organisation. As an expression and symbol of mutual appreciation, BMW Group and the BMW Clubs International Council wishes to set a standard by acknowledging the individuals that have built and sustained these clubs.

- 1.4.2. The BMW Group and BMW Clubs International Council honors outstanding achievements and exceptional dedication by giving outstanding individuals the title of “Friend of the Marque”. This title is awarded to a small and exclusive group of people every year.

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- 1.5.1. It is almost impossible to say today how many faithful fans and friends support the BMW marque. Among both the BMW enthusiasts organised within BMW Clubs and BMW aficionados outside club life, there are many who have quietly promoted the marque, investing time and great effort in the interest of their beloved brand. A few, however, have done still more.

- 1.5.2. We therefore request member clubs to support BMW Clubs International Council by presenting special individuals who, through their particular commitment and exceptionally hard work, deserve an equally special award.

- 1.5.3.

National and international club events, rallies or other events which BMW Clubs addresses the public, always entail a great amount of time and work. Those individuals making repeated contributions to the success of such events, either through long hours of planning and hard work, donations or providing facilities may be nominated as Friends of the Marque.

- 1.5.4.

Reflecting their particular link to BMW Group, many people have compiled large collections of documents and vehicles. We believe that anybody who then places such available material at the disposal of a BMW Club event deserves consideration as “Friend of the Marque”.

- 1.5.5. These are only two outstanding examples – many others are conceivable. We therefore leave it up to you to suggest ladies and gentlemen worthy of BMW’s appreciation.

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- 1.6.1. **1 0 1 2**
- 1.6.1.1. Your standards should be set very high. Remember that at the very most 10 people worldwide will receive the “Friend of the Marque” award each year.
 - 1.6.1.2. The nominated people should still be active in the BMW and club scene; the award will only be given posthumously in very exceptional cases.
 - 1.6.1.3. The nominated person should not be an active delegate or observer to the BMW Clubs International Council. Prior years of Council service will not be an obstacle.
 - 1.6.1.4. A person who is directly or indirectly connected to BMW AG or its products in a business, financial or personnel-related context will not, except in very special circumstances, be considered for “Friend of the Marque”.
 - 1.6.1.5. Legal entities or associations should not be considered. If reasons are sufficient to acknowledge a partnership, it should remain an exceptional case.
 - 1.6.1.6. A nominated but rejected candidate cannot be renominated for 5 years.
- 1.6.2. **1 1 2 2**
- 1.6.2.1. In choosing candidates for the BMW title “Friend of the Marque” the BMW Group and the BMW Clubs International Council must rely on the judgment of the member BMW Clubs; all nominations shall pass through the appropriate Council member club prior to recommendation to the BMW Clubs International Council.
 - 1.6.2.2. The following parties may initiate a nomination:
 - 1.6.2.2.1. Individuals
 - 1.6.2.2.2. BMW Clubs Organisations
 - 1.6.2.2.3. Departments and employees of the BMW Group
 - 1.6.2.3. The recommendation of individuals must receive the endorsement of his/her club organisation or the appropriate umbrella organisation.

1.6.2.4. The nomination must be submitted through the Council member club to the BMW Clubs International Council, in writing. A detailed description of the merits of the candidate is highly recommended. The deadline for nominations for each year is 31st January. Nominations will be decided at the next meeting of the Council.

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- 1.7.1. The BMW Clubs International Council decides on the distribution of the award. At its annual meeting it makes selections from the submitted recommendations. The decisions cannot be appealed.
- 1.7.2. For background the BMW Clubs International Council may make use of its delegates and observers. The decisions in this group or in the BMW Clubs International Council are done by majority vote.
- 1.7.3. Every selected person will receive a certificate, a blue lapel pin and a plaque as an acknowledgment of special service.
- 1.7.4. The Friends of the Marque shall receive special support and service from the BMW Club & Community Management in Munich, when possible.

- 2.1. This award honours persons from the international spectrum of BMW Clubs who make an outstanding contribution to promoting BMW tradition by optimal care of their historic BMW's and making them accessible to the public by active participation in events.
- 2.2. The "Prof. Dr. Gerhard Knöchlein BMW Classic Award" was established in 2002 by the BMW Clubs International Council in honour of the long-standing and formative commitment of Professor Dr. Gerhard Knöchlein for BMW Clubs at international level. The award is presented in commemoration of his person, his committed enthusiasm for historic BMW vehicles and his work for the global community of BMW Clubs.
- 2.3. It was the firm conviction of Professor Dr. Gerhard Knöchlein that the issue of presenting historic BMW vehicles to the public and preserving them for future generations, as testimony of a dynamic technological-cultural development, needed international coordination that is open to any BMW enthusiast.

- 2.4. At the national level he pursued this goal from 1976 on as Founding President of the BMW Veteranen-Club Deutschland e.V., which has developed into the most significant amalgamation of BMW automobile and motorcycle owners in the historic sector. A globally organised BMW Club membership with several thousand historic vehicles, the credo of the "rolling museum" and active internationalism at numerous major events are defining elements in communicating and extending the BMW heritage.
- 2.5. Professor Dr. Gerhard Knöchlein was particularly influential in anchoring the technological-cultural history of the BMW brand in the statutes of the BMW Clubs International Council; thereby he lent the aspect of heritage to its earned status in the scope of the international activities of BMW Clubs.
- 2.6. In view of the defining role which he played in the modern BMW Club scene and his 40-year contribution as active, "boundless" ambassador of a globally oriented brand, Professor Dr. Gerhard Knöchlein was predestined to give his name to this BMW Classic Award.
- 2.7. The following pages show how BMW Classic and the BMW Clubs International Council wish to salute a special group of worldwide BMW Club members and the part you can play.

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In honour of the far-reaching contribution of Professor Dr. Gerhard Knöchlein to the organisation and structure of the international BMW Club scene and thus to the BMW heritage, the Award is conferred on BMW Club members who demonstrate exceptional commitment in optimally preserving historic BMW automobiles and motorcycles and who also enable the public to enjoy these vehicles.

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- 2.9.1. The two prime goals for conferring the award relate to the preservation and public presentation of veteran and classic BMW vehicles. Every owner of a classic BMW automobiles and BMW motorcycles may be considered for the award.
- 2.9.2. The award was launched to strengthen the significance of the BMW heritage within the BMW Clubs International Organisation, the umbrella organisations of BMW Clubs and the new markets still to be developed by BMW Club Organisations.

- 2.9.3. The award is reserved for those BMW Club members who belong to a national umbrella organisation or a recognised BMW Club. The latter may submit the name of one member per annum at the most for nomination.
- 2.9.4. Generally, where the vehicle owner and/or the nominator have relevant associated business or commercial interests in the vehicles in question, this would render the nomination invalid and the nominee ineligible for the award. Under usual circumstances, such ineligibility also applies to a one off restoration or short term commitment to the BMW vehicle."
- 2.10.1. Member clubs of the BMW Clubs International Council may decide whether they wish to recommend a deserving candidate for the award nomination in a specific year. Only one deserving candidate per member club may be proposed each year. Nomination must be submitted in writing by the International Council member club to the BMW Clubs International Council. Deadline for nomination for the current year is January 31st.
- 2.10.2. Names of candidates must be registered by the relevant Council member clubs by January 31st and be accompanied by appropriate written/illustrated documentation of their activities. In support of the proposal evidence of participation at events (Concours d'Elégance, excursions, rallies, races etc.) is welcome; the award of prizes should also be verified. Where possible good quality photos to allow an assessment of the condition and age of the vehicle are desirable.
- 2.10.3. If appropriate following submission the vehicles can be verified by the archives of BMW Group Classic on the basis of suitable documents, e.g. FIVA ID card or the vehicle title document/registration papers (copies).
- 2.10.4. Nominations must be submitted with the pertinent documents to the BMW Club & Community Management by the aforementioned deadline. Incomplete nominations will be returned.
- 2.10.5. Following nomination by an International Council member, the BMW Clubs International Council confers the award upon Majority acceptance.

- 2.11.1. The nomination with appropriate supporting material is put forward by the relevant delegate or observer at the annual International Council Meeting.
- 2.11.2. The BMW Clubs International Council decides by simple majority on the conferral of the award. Nominations not considered may be resubmitted in the following year.
- 2.11.3. A profile of those persons honoured with the award is to be made available to BMW Group Classic.

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- 2.12.1. Individual nomination criteria can include the following:

Outstanding achievements in preserving/refurbishing BMW vehicles in combination with exceptional commitment/success in taking part with the vehicles in events.

- 2.13.2. Other achievements:

Journeys undertaken with a vehicle, model-related book or press publications and comparable activities as enthusiast, collector or vehicle owner.

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3.1.1. The BMW Clubs International Council (the Council) has provisions for two other awards, namely the Friend of the Marque Award and the Prof. Dr Knöchlein BMW Classic Award. The former award, being the Council's most prestigious award, recognizes the exceptional efforts of an individual or couple. The latter award recognizes an individual's ongoing exceptional dedication to classic BMW motorcycles and cars.

3.1.2. The BMW Club of the Year Award recognizes the exceptional collective efforts of one umbrella/ club/chapter per year. Such achievements result from the dedication and hard work of a number of volunteers and this award endorses and encourages such activity performed by umbrella/clubs that highlight the values we promote. The word "exceptional" is key to the award. A successful award is only given when there is substantial evidence of collective efforts that go well beyond the normal expectations to which an official club is held.

3.1.3. These values are consistent with the Mission Statement of the Council and can include but are not limited to:

3.1.3.1 The active promotion of the growth, social responsibility and vitality of BMW Clubs

3.1.3.2 Organizing independent Club events which promote the values of the BMW Clubs International Council and highlight co-operation between BMW Clubs and the BMW Group.

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3.2.1. Only umbrella organizations, clubs or chapters recognized by the Council, and in good standing, can be nominated. The BMW Club & Community Management, on behalf of the Council, will make its own enquiries to confirm the good standing of any umbrella organization, club or chapter nominated.

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3.3.1. Nominations can be made by any recognized umbrella organization/club with representation on the Council. A chapter may be nominated by a club in which it is a member and a club may be nominated by an umbrella in which it is a member. Self-

nominations will not be accepted.

3.3.2. Umbrella/club organizations on the Council should develop their own procedures for promoting this award and selecting a suitable nominee from within their jurisdiction.

3.3.3. Only one umbrella/club/chapter can be nominated by each umbrella /club on the Council each year. Making a nomination is not mandatory.

3.3.4. Nominations must be made on the approved form and received by the BMW Club & Community Management no later than 31 January each year or other date as determined by the Council Board.

3.3.5. Nominations should be supported by appropriate and relevant documentation to enable consideration of the merits of the nomination by the Council and may include extracts from media articles, letters of support, photographs or other endorsements pertaining to the activities of the nominated club/chapter.

3.3.6. Nominated club/chapters, wherever possible, should not be made aware of their nomination.

3.3.7. The Board of the Council will review each application for substance and communicate its observations to the nominator. The nominator has one month from receipt of these comments to provide a revised nomination but is not bound to do so.

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3.4.1. Nominations will be considered by the Council at its annual meeting, where details of the nominations will be made available. By request, nominating delegates will be free to address the Council in support of the nomination.

3.4.2. The Council will first decide whether each application meets the substantive criteria of the Award taking into account the observations of the Board. Applications which the Council judges fail to meet the substantive criteria will be withdrawn.

3.4.3. Voting will be by secret ballot. Staff of the BMW Club & Community Management, in attendance at the meeting, will perform the duties of Returning Office.

3.4.4. In the event of a tied vote, the Chair of the Council will have the casting vote.

3.4.5. The decision of the Council is final and not subject to appeal or review.

3.4.6 Applications that meet the substantive and technical criteria of the Award, but which fail to win, will automatically be considered for a second time only in the

following year. They may, however, be withdrawn by the nominator or revised by the nominator respecting the deadlines for submissions.

3.5.1. The successful recipient of the award will be entitled to publicly declare themselves as the award winner. This can be in their club publications, on their website or the like.

3.5.2. The award winner will be provided with written advice of their successful nomination.