



OFFICIAL BMW CLUBS

Guideline No. 4

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Guideline concerning how to become a BMW Club, officially accepted by the BMW Clubs International Council and the BMW Group.

BMW is proud to recognize and support the largest worldwide marque club organisation that includes car drivers and motorcycle riders.

This is done through the BMW Clubs International Council which includes the Club Organisations as defined (see Guideline 2 - CONSTITUTION).

Responsibility for the control, management and specifically acceptance of the Clubs are delegated to the Club Organisations, where applicable, and it is governed by those organisations (see Guideline 9 - STRUCTURE OF BMW CLUB ORGANISATIONS).

This serves as a guideline for all clubs – both currently official and new applicants.

1. Basic rules for BMW Clubs

- 1.1. An Official BMW Club requires support from the local subsidiary/importer or sales region.
- 1.2. Official BMW Clubs must be formed in accordance with applicable legislation in their own country and abide by any ongoing legislative requirements.
- 1.3. The Club Organisations (umbrellas) together with the BMW Clubs International Council retains the right to approve or refuse an application for acceptance from a new BMW Club to be an Official Club of the BMW Clubs International Council and the Club Organisations.
- 1.4. Only Official BMW Clubs have permission to use the name “BMW Club” as well as a restricted use of the BMW emblem and lettering in accordance with Corporate Identity requirements.
- 1.5. The new Official BMW Club must clearly define its area of activity as well as its target group (cars or motorcycles or both). The name of the region or country and the target group preferably be stated in the name of the Official BMW Club and in the bylaws of the club.
- 1.6. The name of an Official Club must be approved by the Club Organisations or BMW Clubs International Council. If the name of an existing Official BMW Club is to be changed, the new name must be also approved by the BMW Clubs International Council and the Club Organisations.
- 1.7. The Official BMW Club logo must follow the guidelines of the BMW Clubs International Council to meet BMW Corporate Identity guidelines (see Guideline 5: DESIGN OF THE BMW CLUB EMBLEM). The logo must be approved by the BMW Club and Community Management as delegated by the BMW Clubs International Council and the Club Organisations.
- 1.8. The activities of an Official BMW Club must be not for commercial gain. No individual member or group of members may personally profit or have economic interests associated with club activities. It is acceptable to compensate a member for services rendered to the Club as long as there is no conflict of interest.
- 1.9. The aims of an Official BMW Club must be non-political, be based on and respect democratic principles. The target group is BMW enthusiasts and membership need not necessarily be limited only to owners of BMW cars or motorcycles.

- 1.10. The Official BMW Club should promote cooperation with other BMW Clubs of the BMW Clubs International Council and actively seek communication, e.g. information sharing.
- 1.11. Disputes that an Official Club have must be referred to their Club Organisation. In case of disputes, democratic principles must be followed. As a last resort, disputes may be raised directly through the Chairman of the BMW Clubs International Council as per the Dispute Resolution Guideline. At his/her direction, it may then be assigned to the appropriate Vice Chairman Classic, Cars or Motorcycles or dealt with otherwise. It is important to note that the Council will only get involved once all avenues within the Club Organisation have been exhausted.

2. Requirements to be fulfilled

- 2.1. To consider a club's eligibility for acceptance, the following needs to be achieved, and the information and documents must be supplied to the BMW Clubs International Council or Club Organisation responsible.
 - 2.1.1. Club name and Club logo
 - 2.1.1.1 The name needs to be descriptive and preferably include the target group and area you are planning to operate in.
 - 2.1.1.2 Target group identify specifies the club as a car club, motorcycle club, mixed club or classic or type club.
 - 2.1.1.3 Area of operation states whether the club will be local, regional, national or international.
 - 2.1.1.4 The club logo must be designed based on the BMW Club Corporate Identity as outlined in Guideline 5: DESIGN OF THE BMW CLUB EMBLEM. It is submitted for approval via the Logo Generator available on the Council's website, and subject to approval by the responsible Club organisations.
 - 2.1.2. Members
 - 2.1.2.1 Club membership shall consist of BMW owners as well as others interested in the brand that support the purpose and aims of the BMW Club and are willing to abide by the rights and duties of club members (full membership).
 - 2.1.2.2 The club needs to be able to maintain a member list in accordance with regional or national law.
 - 2.1.2.3 To be recognised a Club should preferably have at least 30 registered members.
 - 2.1.3. Affiliation to the responsible local BMW Clubs Organisation
Contact the Official Club organisation in your region, to get their support and agreement to form the club. This is essential as this will be the parent organisation for the Club throughout its existence. Where a Club Organisation exists, no club may be formed outside that organization.
 - 2.1.4. Provide a Constitution or Bylaws defining the Purpose and Objectives of the Club. It needs to address the following:
 - 2.1.4.1 The Name, Purpose and Objective of the Club

- 2.1.4.2 That the Club will uphold the high standards set by the BMW Corporation and the Council.
- 2.1.4.3 That it will operate as a non-profit organisation and if required, register in accordance with local legislation, as such.
- 2.1.4.4 Undertaking to abide by the International Council Constitution (see Guideline 2: CONSTITUTION) and the constitution and regulations of the relevant Club Organisation.
- 2.1.4.5 Have a list of elected board member positions to be filled,
- 2.1.4.6 Defined regulations about who leads the board meetings and general meetings,
- 2.1.4.7 Include procedures for:
 - (a) democratic election of board members
 - (b) calling extraordinary general meeting and at least one general meeting per year,
 - (c) minute taking at board meetings, annual general meetings and extraordinary meetings,
 - (d) the admission and registration of members, including annual fees,
 - (e) the handling of club funds,
 - (f) a member to be refused or removed from membership. These procedures must comply with local requirements and club bylaws,
 - (g) the annulment of the Official BMW Club which can only take place during a meeting called in accordance with local requirements and club bylaws.
- 2.1.5. To demonstrate the operations of the clubs – it is required that the club:
 - 2.1.5.1 Have an address for the club, postal and/or physical in accordance with local legislation.
 - 2.1.5.2 Club contact person
 - 2.1.5.3 E-mail addresses
 - 2.1.5.4 Website/social media presence with basic club information
 - 2.1.5.5 A published list of the clubs’ planned activities in the coming year.
- 2.1.6. The club must be recognized or supported by the local BMW dealer or national BMW subsidiary or importer, sales region or BMW Group Classic. Please enclose their letter of support.
 - 2.1.6.1 The statement of support is basically a letter outlining that the BMW entity believes the potential club will prima facie meet the guidelines and will not bring the BMW brand into disrepute through its activities.
 - 2.1.6.2 A statement of support does not obligate the BMW entity to any financial backing unless it chooses to do so.

3. Privileges of an Official BMW Club

- 3.1. Worldwide recognition of your organisation within the BMW Clubs International Council and through this the BMW Group
- 3.2. Use of the BMW logo and wordmark within the Club Logo guidelines of the BMW Clubs International Council and the Corporate Identity rules of BMW Group.
- 3.3. Access to the information channels and sources of the worldwide BMW Clubs Organization.
- 3.4. Support from the BMW Clubs International Council and the relevant Club Organisation.
- 3.5. Share membership benefits with other BMW Clubs, if offered.
- 3.6. Eligibility to nominate members for the “Prof. Dr. Gerhard Knöchlein BMW Classic Award” and the “Friend of the Marque” Awards. This will require support from a member Club of the BMW Clubs International Council. For background on these prestigious awards please contact the BMW Club and Community Management and visit the website: www.bmw-clubs-international.com.
- 3.7. Eligibility to be named “BMW Club of the Year” – please refer the Guideline for Awards for detail.

4. Duties of an Official BMW Club

- 4.1. Promote the interests of the BMW Clubs and its members in accordance with guidelines.
- 4.2. Keep the Club Organisations and BMW Clubs International Council informed about club development and activities (e.g. newsletter, club magazine, number of club members).
- 4.3. Work with BMW Group/Importers/Subsidiaries and dealers on a mutual benefits basis.

5. Maintaining the Status of “Official BMW Club”

- 5.1. An Official BMW Club is required to continuously adhere to the above requirements. It is the duty of its Club Organisation to monitor and address any issues.

6. Termination of the Status “Official BMW Club”

- 6.1. An Official BMW Club may forfeit its standing, if this club fails to maintain the standards and requirements stated above or becomes inactive for a period of two years.
- 6.2. The BMW Clubs International Council and local importer / sales region must be informed about the closure of the BMW Club by its Club Organisation.