



# SHORELINE STAR

A Publication of the Western Michigan Section MBCA

Editor: Cyndi Vander Horn; cyndivh@toast.net

**Spring**

**www.wmmbca.org**

**2011**

## SPRING "DUST OFF" & CAR CARE CLINIC

April 16, 2011 - 9:00 a.m. - 12:00 Noon

Orrin B. Hayes Mercedes-Benz, Kalamazoo

*Let's get our cars out of the garage and into the sunlight!*



Please join us for coffee and donuts along with a special showing of the 2011 E 350 and GLK 350 models, including explanations of their new safety features.

There will be a M-B Tech joining us to discuss whatever questions or concerns you may have and the Parts Department will be open and can provide or order whatever you may need (with MBCA Discount).

Hayes will also provide a number of door prizes • Special Prize Drawing from first 10 registrants.

Please contact Bob Bolinger at (269) 345-8678 or Bolinger@hayescars.com to register.

This has been a long, tough winter. We all need to get together for some serious "car talk."

All car displays will be indoors. See you there!

### ***Do you have a high mileage Mercedes?***

It may qualify for a High-Mileage Award from MBUSA. We will have forms and a dealer representative available at the Dust Off for authorizing your car (you must bring the car you need authorized). Get rewarded for something you love to do; driving your car.

The Mercedes-Benz Classic High Mileage Award is presented to owners whose vehicles have logged 155,000 miles or more.

Drivers receive a traditional Star and Laurel Badge

and handsome display certificate in a formal presentation folder.

Awards are presented at five vehicle mileage milestones:

- 155,000 miles (250,000 kilometers)
- 312,000 miles (500,000 kilometers)
- 466,000 miles (750,000 kilometers)
- 625,000 miles (1,000,000 kilometers)
- 1,000,000 miles (1,610,000 kilometers)

We look forward to seeing your high-mileage M-B!

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Maps and information for all events are available on our website at [www.wmmbca.org](http://www.wmmbca.org).

# PRESIDENT'S CORNER

By Marv Berkowitz

It's been a tough Michigan winter but we can look forward to many interesting, exciting, and FUN events for this year.

We begin with our spring "Dust Off" on April 16 at the Hayes dealership in Kalamazoo (details on page 1). The 7th Annual Fun Concours will also be at Orrin B. Hayes on July 30 and will showcase several outstanding and rare models. August will again feature the Betten 28th Street Metro Cruise Display in Grand Rapids.

Do you have a high mileage Mercedes-Benz? You may qualify for radiator medallion award. Bring your baby to the Dust Off on April 16 for inspection.

Please read the listings for regional events (Great Lakes Regional Autocross Series), they deserve your consideration and seek volunteers to assist. We have the oldest national event, Gemutlichkeit, being held May 20-24, 2011 in Mansfield, Ohio (get complete info at [www.benz-club.org](http://www.benz-club.org)), several of our members are contemplating

attending. Please call me if you are interested or have any questions. Are you tech oriented? STARtech Milwaukee, April 29-May 1, can answer all your questions. Go to [www.startech2011.org](http://www.startech2011.org) for details.

Is your membership expiring soon? What do we need to do to secure your renewal? If you are considering buying or leasing a new Mercedes-Benz, and you have been a MBCA member for at least 12 consecutive months, your reward is an additional \$1000 deducted from your best negotiated price. Don't forget. Renew early!

I'm happy to report that Jim Luikens, our past President and current MBCA Director at Large, is home and back to work. We wish Jim well as he continues to recuperate.

Do you have an innate desire to assume a club leadership role? You internally possess the car gene that now seeks self-expression. Club leadership is a productive way to reduce stress and help provide enjoyment to many others. Call me to discuss (269) 352-1100).

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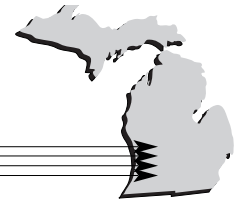
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## WELCOME!

We would like to welcome the following new members to our section of the MBCA. We encourage you to find out what the section has to offer by attending one of our activities. We're glad that you decided to join us.

<u>Name(s)</u>	<u>City</u>
William Pew	Mc Millan
Gerald Matt	Allegan
Patricia Kenney	Kalamazoo
Gerald Buchanan	North Muskegon

You can join the Mercedes-Benz Club of America (\$45/yr) by calling 800-637-2360 or join online at [www.mbca.org](http://www.mbca.org).

## SECTION OFFICERS

President:	Marv Berkowitz; (269) 323-9578
Vice President:	Dick Burnham; (269) 694-2062
Treasurer:	Vern Yetman; (616) 335-3108
Secretary & Newsletter Editor:	Cyndi Vander Horn; (269) 793-7373
Membership Chairman:	Dan Block; (616) 531-2608
Director:	Bob Bolinger; (269) 349-3803
Director:	Dave Haring; (269) 720-5047

## THANK YOU!

We would like to thank the following members for renewing their membership in the MBCA. We hope to see you at an upcoming event!

<u>Name(s)</u>	<u>City</u>
Jeffrey Breneman	Portage
Wanda Cascarelli	Marshall
Samuel Christ	Leslie
Don & Kathryn Drabik	Maple City
John Henes	Menominee
Charlene & Tom Krupa	Schoolcraft
Victor & Catherine Kutchins	Jackson
Kerwin Leader	Blissfield
James Luikens	Hudsonville
Teresa McKay	Portage
John Meserve	Zeeland
David Michele	Fennville
John Ouderkirk	Grand Ledge
Richard Rakow	Kalamazoo
Wayne Van Duine	Vicksburg
Douglas & Kay Walvoord	Holland
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# **NORTH AMERICAN INTERNATIONAL AUTO SHOW**

**Cobo Hall, Detroit • January 18, 2011**

BY PAUL SWOPE

On January 18, 2011, members of the Western Michigan Section attended the Detroit Auto Show. We left Kalamazoo by bus, and arrived in Detroit by about 11:00 a.m. The bus dropped us right at the door and collected us again at 4:30 p.m. Five and one-half hours proved to be plenty of time to review the latest production and concept models offered by all the major world manufacturers. With a dinner stop on the way home, we were back in Kalamazoo by shortly after 8:00 p.m.

Of course, the Mercedes-Benz display was the first we viewed upon our Cobo Hall arrival.

Mercedes is celebrating 125 years since Carl Benz and Gottlieb Daimler invented the automobile. The M-B stand featured a full spectrum of advanced power train technologies. These ranged from high-tech combustion engines, such as their new direct-injection gas and BlueTEC diesel engines, to multiple forms of hybrids, to electric drives with batteries and fuel cells.

Featured was a "yellow/green" SLS AMG E-CELL. Featuring lithium-ion batteries and lightweight components, Mercedes touts this car as their most exciting way to cut emissions to date. It boasts four synchronous electric motors providing torque of up to 880 Newton meters. Mercedes expects to be filling customer orders by model year 2013.

Mercedes-Benz is trailblazing another component of clean and efficient driving: lightweight construction.

They are currently one of the largest automotive users of aluminum. For the future they plan to apply a mix of high-strength steel, light alloys, and composites such as carbon. The customer will find carbon-reinforced plastics in a number of different Daimler products.

In 2010, Mercedes realized a United States sales increase of almost 20%, to a total of 225,000 automobiles. To sustain this growth into 2011, Mercedes-Benz plans to introduce an all-new second generation CLS four-door coupe, and a completely new SLK Roadster. They will continue with the return of the diesel to the S-Class line-up in the U.S. with the S350 BlueTEC 4MATIC. They also plan to introduce a new face-lifted C-Class.

I enjoyed checking out the display models of a CLS 550 (443hp); S500 plug-in hybrid; E 550 cabriolet; SL 550; CLS 63 AMG, and an SLS AMG. If these were not enough to set you dreaming, they also displayed a 1954 300 SL and a Maybach 62 S.

The day was great fun and I am looking forward to our visit in 2012.



## **CALENDAR OF EVENTS**

Please mark these events on your calendar and try to join us for some great driving and great times with your fellow club members. Visit the Calendar of Events page on our website at [www.wmmbca.org](http://www.wmmbca.org) for more information, contact, map links, and event updates. Would you like to help plan an event? Contact any of the board members with questions or for more information. We would love any help you could offer.

<u>Date</u>	<u>Event</u>
April 16	W MI Section Spring Car Care Clinic
April 30 - May 1	StarTech, Milwaukee -National Event
May 21-24	Gemutlichkeit 2011 ( <a href="http://benzclub.org/info/gemutlichkeit-2011/">http://benzclub.org/info/gemutlichkeit-2011/</a> ) -National Event
June 26	Vintage Cars Races at Mid Ohio with Car Coral at Mid Ohio infield
July 30	W MI Section Fun Concours 7
July 30-31	International Stars Defensive Driving, Autocross, and Concours -Great Lakes Regional Event
August 27	W MI Section 28th Street Metro Cruise Display at Betten Imports
August 17-21	StarTrails On and Off Road, Whatever You Drive There -National Special Event
TBD	W MI Section Fall Color Tour
September 23-30	Lake Huron Tour -National Special Event
TBD	W MI Section Holiday Party & New Member Recognition



# SUPPORTING STARS

The following businesses/persons are supporting the Western Michigan Section through their advertising here. If you are looking for a service, please consider one of the following advertisers first.

If you would like to have your business card included, please contact Cyndi Vander Horn at cyndivh@toast.net or (269) 793-7373. Cost is \$25/per year.

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