



SHORELINE STAR

A Publication of the Western Michigan Section
5489 32nd Avenue • Hudsonville, MI 49426 • (616) 450-5659
RiseSales@aol.com
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Summer

www.wmbca.org

2008

2008 DEFENSIVE DRIVING EVENT A SUCCESS!

BY MARV BERKOWITZ

On June 21, 2008, the Western Michigan Section conducted a defensive driving program on the grounds of the College of Engineering at Western Michigan University. Sixteen registrants (including 3 teens) received basic car control instruction from Frank and Mary Alice Cozza.

In the afternoon session, the group participated in an autocross. Trophy winners were: Jeff Skiver, Charlene Krupa, Jay Wickum, Wilhelm Rumpf, Kevin Bornhorst, and Gary Anderson. This was a new and valuable experience for the entire group.

Local Kalamazoo Mercedes-Benz dealer, Orrin B. Hayes, Inc., provided our members with a great lunch plus a tent, chairs, and tables. The tent proved particularly valuable when a couple of rogue showers temporarily halted the action. A special thank you to the WMU Community Outreach program for providing their large parking lot for our use.



FUN CONCOURS 4, JULY 26, 2008!

Orrin B. Hayes Mercedes-Benz • 543 W. Michigan Avenue, Kalamazoo, MI 49007

You are invited to participate in, or attend, this event featuring a display of Mercedes-Benz vehicles from the 1950s to current day models. This is a low-stress, high-fun day where each registrant serves as a judge to select the car of his/her choice in each category. Categories will be determined by year of manufacture. Awards will also be provided for “Most Unique” and “People’s Choice” selections. Vehicle registration will be from 9:00-10:30 am, with voting from 10:30-11:30 am.

Cost to enter is \$10. Our charity partner for this year is Mothers Against Drunk Driving (MADD). They will receive half of the registration fee. Lunch, refreshments, door prizes, commemorative t-shirts, and trophies are provided courtesy of Orrin B. Hayes Mercedes-Benz.

Club membership is not required to display your vehicle and enjoy the day, but trophy awards are reserved for members. For more details, or to register for the event, contact Rich Rakow at (269) 382-5875, brakow@charter.net.



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WESTERN MICHIGAN SECTION 2008 FALL COLOR TOUR

This year we are going to schedule our color tour to coincide with The Lake Michigan Mille (LMM). On Saturday, October 11 we will travel north for a reception at Mercedes-Benz of Traverse City. Just like last year, Chris Opas and the friendly folks at M-B of TC will welcome us to their establishment from 1:30 to 3:00 p.m. After some socializing, and an impromptu car show, we will travel north again to Petoskey.

There we will meet up with the LLM tour that has gone around Lake Michigan and is now heading south. They have a dinner and some very special entertainment planned for that evening and we will be joining the fun. On Sunday, the LMM participants will follow a pre-planned route to an overnight stop (tentatively) in Mears, Michigan. Monday morning they will continue south once again to their tour's closing banquet in Allegan.

The best thing is that we are welcome to join them on Sunday and Monday (by registering for their event) and, in effect, create our own mini-mille. Or we can drive directly home on Sunday and then join the group for their closing dinner in Allegan on Monday night. Either

way it allows our section members to participate in a MBCA national event at relatively little cost or time. Of course, if you want to start in South Bend on Monday, October 6 and do the whole Mille that option is open as well. Information is currently posted on our section website (www.wmmbca.org) and more details will be announced closer to the events, but please save the dates.

LAKE MICHIGAN MILLE

You are cordially invited to MBCA's premier "Mille." Join with like-minded car enthusiasts exploring some of the Midwest's most entertaining roads.

You may apply for participation with a car of any marque as long as you are, or become, an MBCA member.

Fees will be limited to preplanned meals on some days and event-related planning. You are welcome to join in individual segments of the tour that fit your available time. Lodging suggestions and estimate of overall costs will be sent to all inquires with registration details.

Please see more information on our section's website.



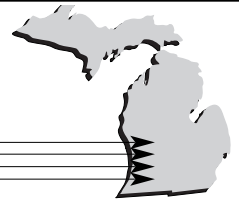
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Mercedes-Benz Club of America
Membership Loyalty Reward Program 2008

MBUSA is currently offering the most generous MBCA member support program that they have ever offered. You may be eligible to receive a gift card valued up to \$1,500 toward parts, service, personal accessories, or vehicle accessories at any Mercedes-Benz dealer, including the Mercedes-Benz Classic Center in Irvine, California. The program is based on the purchase or lease of a new or pre-owned Mercedes-Benz vehicle from any authorized U.S. Mercedes-Benz dealership through or the purchase of any pre-owned Mercedes-Benz vehicle from any licensed independent dealer through 12/31/08.

Only MBCA Members with at least 12 consecutive months of membership may participate. When the vehicle is purchased at an authorized U.S. Mercedes-Benz dealership, this program is available in conjunction with other special purchase programs offered by Mercedes-Benz USA, LLC (MBUSA), including Mercedes-Benz Financial special finance/ lease programs.

You must submit the completed gift card request form within 60 days of the date of retail delivery. The form, and full program details, are available at www.MBCA.org or in *The Star*.

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>
Daniel & Jodi Block	Grandville
Marc & Melissa Augsburg	Saginaw
Robert Israel	Traverse City
Jon & Janet Smucker	Goshen
Laura Kailing	Suttons Bay
Wayne & Brenda Marshall	Marshall
George & Adrienne Cargo	Marshall
Lisa Erickson	Traverse City
Jay & Sally Wickum	Sturgis
Bob & Andrea Loman	Allegan
Jason Ruess	Kalamazoo
Saikat Ghosh	Grand Rapids

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

MBCA Western Michigan Section Officers:

President:	Rich Rakow	(269) 382-5875
Vice President:	Marv Berkowitz	(269) 324-1999
Treasurer:	Jim Luikens	(616) 450-5659
Secretary:	Richard Burnham	(269) 657-5566
Director:	Jeff Skiver	(616) 283-8023

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FUN CONCOURS 4 DETAILS INSIDE!

Save the date for our
2008 Holiday Party!
December 27, Allegan, MI
Full details in the next Shoreline Star

BETTEN METRO CRUISE

28th Street Metro Cruise!

August 22, 1-9 pm & August 23, 9 am-9 pm

The Fourth Annual 28th Street Metro Cruise is expanding to add more fun for the car lovers of West Michigan. This year, there will be two days of entertainment, vendors, music, and the magic of the automobile. They are expecting as many as 10,000 cars and up to 200,000 visitors and spectators at the 2008, two day event. Imagine 15 miles of COOL cars on the famed 28th Street!

Betten Imports has asked the Mercedes-Benz, Volvo and Volkswagen clubs of Western Michigan if they would put together a display of owner's vehicles from each of their brands for the Grand Rapids Metro Cruise. The hours of the Betten display are tentatively scheduled from 10:00 am to 4:00 pm on Saturday the 23rd.

The display will be presented in front of the Betten dealership and, no doubt, there will be some special treats or benefits for those owners that are willing to display their prized possession. If you would like to be a part of this special opportunity contact Jim Luikens at jim@risales.com or 616-450-5659.

MBCA NEWS

The Summer 2008 RAFFLE is here! Entries must be received by July 31, 2008 at the MBCA National Business Office. Specifics are in *The Star* and at www.mbca.org. The prizes are among the best ever and include a **CLK550 Cabriolet** and a **C300 Sport** with a Panorama roof!

Upcoming National Events (See *The Star* for details):

StarTrip 2008	Across the USA	Sept. 19-26
StarFest 2008	San Francisco, CA	Sept. 26-Oct 1
Lake MI Mille	Around Lake Michigan	Oct. 6-13

CLASSY•FIEDS

For Sale: 1980 450SL. Lapis Blue w/Palomino leather. 1 owner car, mint condition, two tops, no winters, Ziebarted when new, Alpine radio/CD, Alpine security system. \$11,750. Contact Jim Luikens at (616) 450-5659 or jim@risales.com.

For Sale: Save \$100 on the purchase of a genuine Mercedes-Benz battery. Savings on batteries for other cars, trucks, and SUVs also. Please clip and save this ad if you don't need a battery right now. Contact Jim Luikens at (616) 450-5659 or jim@risales.com.