NEWSLETTER

Beehive Beemers Motorcycle Club of Utah
MOA 169 / RA 299



October Bikefest - Eurosports Utah

Eurosports Utah will be having their fall "Bikefest". This is a dealer event that will take place on Saturday October 12th from 10am to 3pm, which will include food trucks, vendors, skills course and activities - and a tent sale with additional savings for active club members.

Because this falls on our monthly brunch date, I have added the dealer event in place of our brunch - and I encourage members to come join us and Eurosports Utah. I will also be at Eurosports Utah's even both representing the club and helping the dealership.

Here are some of the specials that the dealer is extending to active Beehive Beemer members:

-Free oil filter with purchase of 4L of oil and crush washer.
-25% off any in stock Shoei Neotec 2 and GT Air 2 helmet.
-15% off an in stock helmet.
-15% of any in stock OEM Branded Apparel / 20% off for new and active Beehive Beemers members.
-10% off all in stock apparel and hard parts / 15% off for new and active Beehive Beemers members.
-Close out items up to 50% off.
-All new and active Beehive Beamers members will receive a 15% off Service Coupon.

Also - if you have a unique, classic, or vintage BMW motorcycle, we'd love to show it off at the event!

October 2024

BMW MOTORRAD WELT

New public facility in Berlin dedicated to BMW motorcycles

The BMW Motorrad brand has been on display for many years within the BMW Museum and minimally in the Welt at the BMW Headquarters in Munich Germany despite the motorrad division having been relocated to the Spandau Factory in Berlin Germany since 1969.

That was until this year!
With BMW Motorrad Welt, BMW Motorrad is creating its own world of experience around everything to do with the brand and its motorcycles for the first time in its 100-year history. The location was not chosen at random but is set right in the heart of BMW Motorrad production. BMW has refurbished within the old historical Brandenburg Motor Works building, built between 1914 and 1917, on the Berlin factory campus, a dedicated Welt just for the BMW Motorrad brand and enthusiasts.

The BMW Motorrad Welt (World) is a unique experience with interactive workshops, live broadcasts, exclusive concerts, exciting factory tours, motorcycle cinema and a meet & greet with popular motorcycle VIPs. It also has a lot to offer in terms of cuisine. Depending on the type of event, the chefs conjure up creative culinary delights for the guests. No matter what you want to experience, it will be a unique experience in the BMW Motorrad World.



From aircraft engine to boxer; every story has its beginning.

The BMW plant in Berlin began with aircraft engine construction. In 1939, BMW finally took over the Brandenburg Motor Works and incorporated it into the group. In the 1950s, parts for the Munich motorcycle production were manufactured in Berlin for the first time, and from 1966 onwards, final assembly also took place in Berlin. With the launch of the /5 series in 1969, the permanent move to Berlin was completed and the BMW motorcycle plant in Berlin-Spandau was born.

Since then, BMW Motorrad has been building dreams in Berlin that become reality. You can admire these in the BMW Motorrad Welt, in the original brick building, next to the current factory facilities.







Monday to Friday, the plant gates also open up for visitors who want to immerse themselves in the fascinating way BMW motorcycles are manufactured. More than 2,200 employees produce about 900 vehicles of the Sport, Tour, Roadster, Heritage, Adventure and Urban Mobility segments every day on an area of nearly 220,000 square meters. A finished vehicle comes off the assembly line about every 60 seconds.



BMW MOTORRAD WELT



BMW Motorrad Welt will be the new "Home of the Brand". On an area covering around 1,000 square meters, we are creating a full-scale brand experience that connects BMW Motorrad with its community, the public and employees in a highly emotional, authentic and lively way. Experiences range from the interactive presentation of current BMW Motorrad products, exciting plant tours and unique gastronomy to events as well as external and internal booking options. BMW Motorrad Welt offers a unique and fascinating platform for an emotional get-together on everything BMW Motorrad," says Dr. Markus Schramm, Head of BMW Motorrad, summarizing the cornerstones of BMW Motorrad Welt.

The heart of BMW Motorrad Welt are the interactively presented current BMW Motorrad vehicles, complemented by special exhibitions - on the subject of customizing, for example - as well as selected highlights from the BMW Motorrad Gear & Garment Collection and Original BMW Motorrad Accessories.









In the Welt you can experience BMW motorcycles with all your senses. Are you a GS fan, motorsport enthusiast, love heritage and custom bikes, are you interested in urban mobility or do you prefer to go on tours? There is enough space for your passion here, because we have the right area for every biker's heart. Discover exciting highlights, such as the original EWC racing motorcycle, the customizing championship winners or the popular CE 02 eParkourer with electric drive and pioneering design for agile mobility. In our welcome area, in the bistro, or by the fireplace you will also find many spots to chat to other guests.





With its spacious room concept, BMW Motorrad Welt offers unique opportunities for carrying out a wide variety of events. Be it conferences, interactive workshops, meetings, closed room events, concerts, incentives or celebrations - BMW Motorrad Welt always creates the right, fascinating setting and also offers its premises for internal and external hire.

Thrilling live broadcasts or a meet & greet with hip motorbike VIPs are just as much a permanent fixture at BMW Motorrad Welt as are repair workshops, living room concerts, autograph sessions with well-known artists and the Motorcycle Cinema. And no matter what there is to experience - at BMW Motorrad Welt it all becomes a unique experience.

BMW MOTORRAD WELT



The gastronomy of the BMW Motorrad World.
Anyone who wants to experience the motorcycle lifestyle with all their senses will of course also stop off at our bistro. In an impressive yet cozy atmosphere, we ensure the physical well-being of our visitors and guests. Treat yourself to a delicious espresso, a refreshing lemonade or fortify yourself with specialties made from regional and seasonal products, freshly prepared in our biker kitchen. A wide selection of refreshing craft beers, handmade cocktails and first-class spirits awaits you at the bar. Relax and feel at home.

Anyone who wants to serve visitors at the BMW Motorrad World needs to know as much about tapping as they do about cylinders. We were able to recruit the gastronomy legend Fred Jacob for this task. He used to bring families and motorcycle clubs together in the old railway building in the middle of Berlin. Today he is creating a place of encounter and enjoyment in the BMW Motorrad World. The restaurateur and motorcyclist has a keen sense for the special and creates culinary delights that promise the utmost enjoyment and take you, the visitor, on a culinary journey in the appropriate biker ambience.









Photos and text from
BMW Press Group

BMW WELT vs MOTORRAD WELT

Editorial by Bryan Cody

From BMW's release images and description, the Motorrad Welt looks to be much more interactive than the BMW Welt in Munich regarding customer involvement to apparel, food, entertainment, and motorcycles – and all in a historical building connecting the brand with the modern day. Last year I spent two weeks in Germany for the 100 Year Anniversary of BMW Mottorad in both Berlin and Munich (I did a write up of that visit in the Fall 2023 Quarterly [click link]). The festival was held in Berlin, but the 100 year exhibition was at the BMW Museum in Munich at the car factory next to the BMW Welt.

The BMW Welt was clearly dedicated to the automobile customer. The building was new and modern, the interaction with the BMW Automotive Group (BMW, Rolls Royce, Mini) was grand. The cafeteria had a fantastic selection of items, and the apparel and gift items were in a separate storefront along the grand hall. But… it all felt sterile, like a mall.

I'm sure that if you were there to partake in a release party or to pick up your car fresh off the assembly line it would have a more exciting feel, but for the general public it wasn't that special. And as for BMW Motorrad? It felt like an afterthought. In the corner on the upper level hidden away was a handful of motorcycles. If it weren't for the fact that the coffee shop was next to it – you wouldn't have even known BMW had been making motorcycles.

I remember feeling a bit disappointed on two fronts: One in Berlin that there wasn't anything involving the public with the brand other than the amazing Motorrad factory tour; and two, that the Munich BMW Welt seem to ignore anything motorcycle related. However, if you are in Munich - definitely visit the BMW Museum. That is fantastic!

Now you don't need to give me an excuse to go back to Berlin, as it is one of my favorite cities (I spent a semester and a summer of Architectural graduate school in Berlin, so it has a special and familiar spot in my heart), but when I do return, I look forward to the new BMW Motorrad Welt.



Photos of the Munich BMW Welt for comparison:
Right: "Biker's Lounge" - that's actually what they called it. More kiosks about the bikes than actual bikes.

Below left: Apparel store.
Below right: Grand hall showcasing the various automotive group of cars.

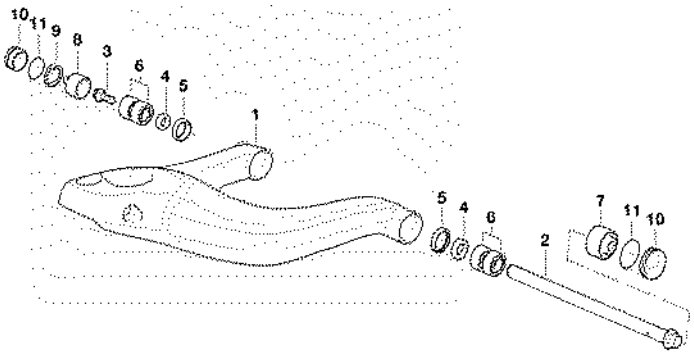




END TOPIC

NUTS & BOLTS

General Announcements & Information



Needed for 2025: Vice President / Brunch Organizer

Aufmerksamkeit !!



The club is in need of a Vice President. This position has been unfilled during the 2024 year and those responsibilities have been covered by Bryan Cody, Newsletter Editor.

The main responsibility is to help organize the monthly brunch meetings - and it is preferred to be held by a club member that consistently attends the monthly meetups.

We currently have 10 establishments we frequent (though we are always open to finding other places willing to host our groups), so the main focus is sending out the reminders and notifying the establishment of our attendance for that month.

In 2025, Bryan Cody will not be able to organize the brunch meetings due to his work that will be taking him out of state a week to two weeks every month and thus will not be able to attend many of the meetups. He will, of course, continue to publish our Newsletters.

Again - it is preferred to have a club member that can attend the monthly meetups as the point person (between the club and the restaurants) otherwise we may have to default back to open buffet type restaurants that don't require a reservation (i.e. Golden Coral).

Board Positions / Elections

For any club member wishing to run - or wanting to nominate someone - for any Board Member position, please email Bryan Cody (bcody.01@gmail.com)

Nominations are open until October 20th. Club members interested in the positions and roles can email for more information. Though Officers currently holding positions are willing to fulfill those roles again next year, any position is available for elections.

We are currently without a Vice President, however.

The November Newsletter will announce candidates for board positions, and email ballots will be sent to active club members. Ballots need to be replied to by November 20th, and election results will be announced in the December Newsletter as well as at the Christmas Party.

BUSINESS AS USUAL

Membership Renewal

Club renewal membership can be obtained via the club's website: https://beehivebeemers.org/

Click on the “Join/Renew” tab, fill out the renewal information on the form and use PayPal for payment. You should receive a confirmation from the Treasurer.
Of course, you can always print and mail your membership renewals, along with a check, to our mailbox.

Beehive Beemers Motorcycle Club of Utah
P.O. Box 521683
Salt Lake City, UT 84152-1683

EUROSPORTS UTAH / BMW Motorcycles of UTAH

Eurosports Utah (formally Harrisons) generously offers a 10% discount to our club members on parts, accessories, and apparel.

Check out their ever expanding apparel and gift items. If there are licensed BMW items that you would like to see added to the sales floor, please let them know, as they would appreciate input from their customers.



October

12

EUROSPORTS UTAH
10 am - 3 pm

BIKEFEST

https://euroutah.com

339 W 9000 S
Sandy, UT 84070

November

9

Saturday Lunch

TBD

December

14

Annual Holiday Party

Announcement coming soon

UPCOMING EVENTS

Monthly club meetings are the second Saturday of each month (unless noted otherwise). Recommendations are welcomed. Reminders and RSVPs will be emailed to members one week prior to breakfast/brunches.

Please note that event dates, locations, and times are subject to change. Any changes, additional information, and updates will be emailed to club members, updated to website, and announced in the monthly Newsletter sent by the 1st of every month.

END