



Western Reserve Section

CRUIER

Mercedes-Benz Club of America

Volume 11 Issue 1

Winter, 2011

Those retiring

Retiring President and Board Members

Gary Goodman retired as President of the Western Reserve Section after serving 5 years. During his tenure, the web site was totally rebuilt and is being maintained by him. We hosted a Gemütlichkeit in Aurora in 2007. Our membership has grown. Many events have occurred. Gary will continue to be an active member of the board and is co-chairman of the Gemütlichkeit 2011. Though his work is requiring much travel time away from here, he can maintain the web page and group email blasts remotely. The board presented Gary with a Mercedes watch at their December gathering. Thanks, Gary, for all that you did and continue to do.

Also, retiring from the board are **Dick Gortz** who has relocated to Florida (but is still a member of our section) and **Don French** who recently married and needs to devote more time to his business and his family. We thank both men for their service. Dick not only served on the board but was also President for several years, hosted events frequently, was responsible for the event fliers and had been newsletter editor for many years.

Auto show & dinner

Mercedes-Benz of North Olmsted is sponsoring the Cleveland Auto Show on Saturday, February 26. Contact John Tuck or the web page (www.benzclub.org) for information on purchasing dinner tickets.

Member of the year

John Tuck is 27 and has become one of the youngest members of the Western Reserve Section since 2005.



John Tuck receives award from Bill VerDuin

He heard about MBCA when a salesman was walking him through the functions of his new 2005 C230 Kompressor, and pointed out the MBCA flyer in the glove compartment. He joined the club a few months later and participated in his first event at Nelson

Ledges in 2006. After learning some defensive driving techniques and driving on the track, he was hooked. John became more interested in what else the club had to offer and attended more events. He also started regularly attending the monthly board meetings. Soon he became the Secretary and has held the position for the past few years.

John has become a friend to many, learned many useful driving techniques, and most importantly had fun. He is a proud supporter and an enthusiast of MBCA.

Mercedes-Benz Sales Record

Mercedes-Benz reported January sales grew 23% to 89,400 vehicles compared to 72,600 vehicles for January 2010. The China market rose 87%, selling 15,600 vehicles in January 2011; Germany, up 20%, selling 11,000 vehicles and the United States up 11%, selling 16,400 vehicles in January 2011. 2010 total sales were 225,007, an increase of 18% over 2009.

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(deceased)

Editors: Mary Alice Cozza
Sue Morrison

National and Regional News....

By Frank Cozza, Great Lakes Regional Director

There are lots of exciting National events being held in 2011 across the country, starting right here at home with Gemütlichkeit. Gemütlichkeit is being hosted by your section, Western Reserve, in Mansfield, Ohio May 21-24. It takes an amazing amount of people working an amazing number of hours to make this National event happen. Please come out and support your section either by volunteering to help or attending part or all of the functions. Check out the website at benzclub.org for more information or contact a board member.



Frank Cozza

- StarTrack, another National event being hosted by our neighbors, the Pittsburgh Section, July 23-26.
- StarTrails, an off road event for those who want to see how their ML, GL Handle on mountainous terrain. August 18-21, Ouray, Colorado.
- Lake Huron Tour, September 24-30.

See Star for more information. Hope to see you at many of these events.

Message from the President

by Bill VerDuin

As we see hints of spring to come, we ask ourselves, what's in the offing with the Western Reserve Section? As always, many fun events with our cars and our friends.

But this year, something special: Gemütlichkeit 2011 is May 20-24, in Mansfield and at Mid-Ohio Race Track. We've done it before, and it was great. How fun – all the activities, and the opportunity to meet fellow Benz enthusiasts and significant others from across the country.

You can read all about it, at our website benzclub.org and in the Star Magazine ads. Ask Board members. Ask me. I know from first-hand experience how fun MBCA national events are, and how well our section runs the ones we run. How great to find out that others take notice. I've been calling around for corporate sponsorship of Gemütlichkeit – sponsor events, do tech sessions, provide items for gift bags, put ads in the program. As you might imagine, some people are more receptive than others to me basically asking for money. It is gratifying to be told that support of MBCA national events is seen as a worthwhile expenditure. What was an unanticipated and unprompted delight was to be told we're getting sponsorship specifically because our section has done an unusually great job on prior national events and thus this event in particular deserves support.

That is indeed the punch line: Gemütlichkeit 2011 deserves your support, because it is so fun and so well done. Please phone, email and tell your friends and family to block out May 21 to 24, or as much of this as you can. Get those registrations filled out and in. Thanks, and looking forward to seeing you there!

Let January begin with a festive party

It was a small group, but it was a fun gathering. For the second year, we gathered at the elegant Glenmoor Country Club for our holiday party. Over cocktails and hors d'overs,



The group gathered at Glenmoor Country Club



President Bill VerDuin

friends reacquainted or introduced themselves to first timers. The conversations continued as the participants headed to the tables for the sit down dinner. During the evening, President **Bill VerDuin** welcomed all to the party and introduced those who traveled from out of town to attend. He also thanked retiring board members **Dick Gortz** and **Don French** for their years of service and outgoing President

Gary Goodman who served for 5 years. Gary will remain on the board but has turned over the reigns to Bill to guide the group. Door prizes were awarded at



Club members dancing up a storm

various intervals, and music was provided by board member, **Rod Tucker**. At one point, **Trenna Tucker** (yes, that's Rod's wife as of October. Congratulations!) led the line dance and accumulated a floor-full of enthusiastic participants. Rod played several "last calls" before the group finally called it a night. The next

morning, most of the group gathered in another party room for breakfast followed by a tour of the intriguing facility. We had learned much of the history the year before but got to see the interesting facilities and learn more history as we moved throughout. It was a good thing we had our



DJ Rod with wife Trenna

own guide since we did not have corn to drop and find our way back. When we got back to the breakfast room, many stayed and had a planning meeting for the upcoming Gemütlichkeit. The camaraderie has become the norm for these special events. We do hope that others will join the fun at future events.

Longevity Pins Awarded



Bill VerDuin and Mary Alice Cozza present awards to (above) John Morrison and (right) to Morgan Taft. Congratulations!

At the holiday party and the Spread Eagle Ice Cream Social, longevity pins are awarded in increments of 5 years. Receiving pins at this year's holiday party are John Morrison, 15 years and Morgan Taft 25 years.



Ted's Tech Report

We have excused Ted from writing his tech report this issue because he is recuperating after breaking part of his original hip replacement. He and a chair on the front porch disagreed about whose space it was, and Ted lost. He is doing well, but he will have to have some rehab before returning home. Get well soon, Ted.

Advertise in the Gemütlichkeit program book, we will sell business card size ads in addition to the 1/4, 1/2 or full page. Contact any board member to place an ad.

Driving a New World Diesel in Its Old World Home

By Don Velcio

An interesting situation came together this year and Carol and I decided to capitalize on an opportunity to have a vacation of a lifetime. The lease on Carol's car was coming to an end. We were exploring our options at Mercedes-Benz of North Olmsted.

The dealer suggested, of course, that we get another new car. I advised the dealer's owner that we'll probably exercise our purchase option on the old car instead, as I was interested in getting a new diesel and Mercedes didn't seem to be offering those in a sedan version. He told me that a new 2011 diesel, the E350 BlueTec, is coming to the USA in September and he'd be happy to order one for me.

So we designed a car to our precise specifications with the understanding that we were not obligated to buy the car. The dealer would order it and it would be built in September. This was in early July.

As time went by, various matters came up that prevented us from taking the vacation that we normally would in August or September. Then it struck me. Maybe we could make this car into a Mercedes-Benz European Delivery car. The dealer inquired for us and found out that we had enough lead time to do so. We finalized our plans at the end of August. Thanks to Bernie Moreno, the owner of Mercedes-Benz of North Olmsted, VP of sales Gabe Despres, and salesman Michael Thomas, we were on our way to Germany.

A significant advantage of taking European Delivery of a new Mercedes is very attractive pricing. Basically, Mercedes-Benz sells you the car for 7% below MSRP, and without the normal \$875 transportation charge. Included are taxi vouchers, a

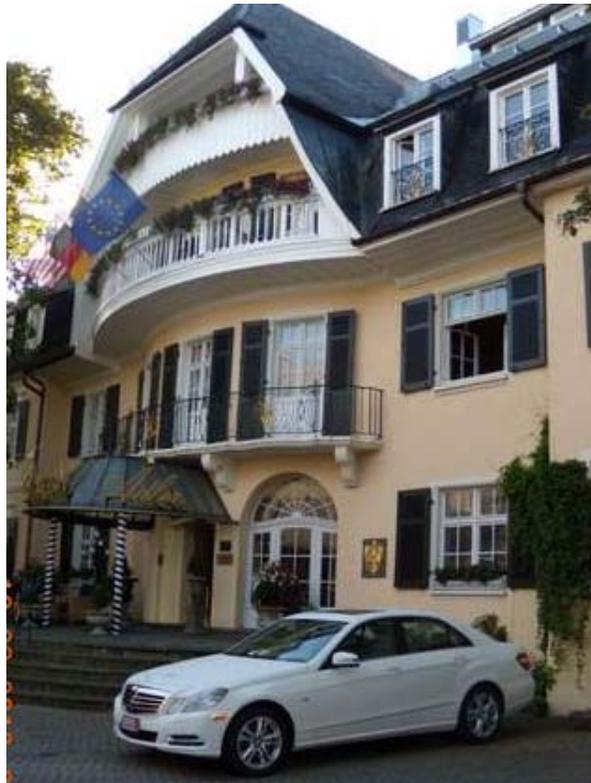
night or nights in five-star hotels, various meals, and royal treatment. Mercedes arranges for the shipment of your new car back to the selling dealer in the USA after your vacation ends. Any MBUSA financing offers or financial incentives can be applied to a European Delivery car. The discounts allow you to buy a new car, drive it in Europe, visit beautiful

vacation spots, stay in first-class accommodations, eat wonderful meals, and spend about what it would cost you to buy the car in America. Read the details at www.mbusa.com.

Now if the above isn't reason enough for you to consider European Delivery, the Mercedes-Benz Club of America Membership Loyalty Reward Program also applies to cars purchased through European Delivery sales. We will receive a \$1,500 prepaid gift card redeemable at any Mercedes dealer for parts, service, and accessories.

We left on Wednesday, September 29, 2010. We flew Cleveland to Atlanta to Stuttgart. Thanks to a tail wind that was at times over 150 mph, we arrived in Stuttgart early, about 8:10 am on Thursday morning. Mercedes-Benz provided us with a cab voucher to get us to our hotel, Le Meridien.

Friday, October 1, 2010 was our big day to pick up the new car. We started the day with a wonderful breakfast buffet that was included in our room rate. We took a cab ride (paid by Mercedes-Benz with another cab voucher) to the Mercedes-Benz Customer Center in Sindelfingen, a suburb of Stuttgart. We arrived about 9:00 am and were offered car delivery at 10:00 and a factory tour at 11:20.



Don and Carol enjoy their Mercedes-Benz as they are touring in Germany.

Driving a New World Diesel in Its Old World Home (continued)

At 10:15 we were advised that our car was selected for “random testing of tire pressure” and we wouldn’t be able to get the car until after the factory tour.

The factory tour is wonderful and informative.

Watching cars being built in a state-of-the-art facility is not to be missed. We returned from the factory tour about 1:15 and our new car was in the delivery area.

Margarete was designated to show our new car to us. She explained many of the features that were new to us and routed Day

One of our Black Forest - Alps Rally on the Navi system. We drove the car out to the parking lot and Keyless Go worked fine as Margarete had promised. We had a nice late lunch at the restaurant in the Customer Center, compliments of Mercedes European Delivery. We then started on our tour of the Black Forest and Alps.

The Mercedes-Benz European Delivery program is wonderful and should be enjoyed by anyone who has the ability to participate. All of the accommodations made through Mercedes-Benz were first class. The locations on the Black Forest - Alps Rally package were ideal choices.

The E350 BlueTec proved to me that the modern clean turbo-diesel cars have many advantages over their gas-powered relatives. Exhaust emissions from a BlueTec diesel are reported to be lower than emissions from a comparable gas-powered vehicle. 400 foot-pounds of oil-burning torque gives you a push in the back that is usually only found in an 8-cylinder gas car. We average about 32 mpg in 500 miles of driving on high-speed highways and mountain roads. It would be difficult to match that mileage with most 4-cylinder gas cars. We still had about one-eighth tank of fuel remaining after 500 miles, and the trip computer thought we could go another 150 miles.

As a point of comparison, Betty and Joan in an S550

4-matic filled up at the halfway point of the trip at a cost of Å103.00, about \$140.00. Michael and Cheryl in their GLK350 stopped every day to top off their tank, never wanting to risk running low or out of gasoline in some of the more remote areas we ventured into.

The E350 BlueTec diesel has everything we want in a car: luxurious ride, plenty of power, very good fuel mileage, low emissions, and all the features and options that you can find on any E-class Mercedes. We hope to enjoy this car and its clean diesel engine technology for many, many years and miles to come.

See the www.benzclub.org for a complete story and pictures

of the trip throughout Germany.



Mercedes-Benz leaving the factory to put the medal to the metals.

New Members: November to February:

Earl Lauridsen
Maged Yousef
Roger Urban
Annerose Zorn-west
Tim Ryan

Jim Browning
Debra Traxler
Lindsay Steinbrink
Thomas Marchetti

Renewals:

J. Arther
James Haas
Richard Harrington
Gary Stevens
Ellis Lovell
Michael Weinhardt
William Gerken
Morgan Taft
Wes McBride
Peggy Mosely
Stanley Kolenda
Jeffrey Hildebrandt
Mark Botham
Thomas Hudson
Stephen Baumgarten
Phil Yanchar
Donald Brehm
Cesare Avallone
Steven Spigelmire

Neil Weimer
John Morrison
Donna Simon
Eugene Pallas
William Shelton
Warren Barr
Kurt Von Leyser
David Naftzinger
Laurence Lengyel
William Bartels
Paul Bailey
Fareed Siddiq
Victor Fisher
Frank Varga
Nicholas George
Paul Barrett
Adolphus Harris
Albert Jackson
Klaus Kitzler



MBCA Schedule of Events

2011

February 26

April 5

April TBA

May 3

May 20-24

June 7

June TBA

July 5

July TBA

July 22-27

August 2

August TBA

September 4

September 6

Cleveland Auto Show & Dinner

Monthly Membership Meeting

Duramend tech session

Monthly Membership Meeting

Gemütlichkeit

Monthly Membership Meeting

Horse Country Tour

Monthly Membership Meeting

Spread Eagle Event

StarTrack 2011

Monthly Membership Meeting

Old Car Fun Day

Berea Oktoberfest & Car Show

Monthly Membership Meeting

IX Center

D'Angelo's-Twinsburg

Ted Gottfried

D'Angelo's-Twinsburg

Mansfield

D'Angelo's-Twinsburg

Tom Barratt

D'Angelo's-Twinsburg

Cozza's

Pittsburgh

D'Angelo's-Twinsburg

Bill VerDuin

Rudi & Joan Kamper

D'Angelo's-Twinsburg

Flyers will be sent for specific club events. Check the website www.benzclub.org for more information.

Check out the Western Reserve Section website at benzclub.org

Western Reserve Section

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Mercedes-Benz Club of America

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