IN THE IMMORTAL WORDS
OF HOMER SIMPSON,
“MMMM...BEER”
by Robert Schilling, Ex-Officio

What: Anheuser-Busch Brewery Tour
When: March 26, 2011, 10:00 a.m.-noon
Where: Anheuser-Busch Brewery, 3101 Busch Drive, Fairfield, CA
Cost: $28 per person
Other: Long pants and closed toe shoes required for the tour

With the popularity of craft brewing and the proliferation of craft breweries in Northern California, it seemed like a natural to plan a brewery tour event in 2011. We decided to forego the expected tour of some local craft facility and opted instead for a tour of a Belgian brewing facility located right in our back yard. Well…technically “The King of Beers” is Belgian since InBev purchased Anheuser-Busch in 2008. Now, A-B/InBev operates 12 massive breweries in the U.S., and we have arranged for a very special tour of their facility in Fairfield where they turn out over 4.5 million barrels of beer annually.

While generic public tours are regularly available, our group will be guided on a very unique Beermaster’s Tour that provides on-the-floor access to the brew house, the finishing cellar, the lager cellar, and the production packaging line. In the finishing cellar we will be provided with samples directly from the finishing tanks! At the conclusion of the two-hour tour, we will be offered flight tastings that may include beers from a brand portfolio that includes Budweiser, Michelob, Busch, Rolling Rock, Red Bridge, Shock Top Belgian White Ale, and Wild Blue. We will also be presented with a collection of Budweiser branded gifts that will likely include the perfect baseball cap for your next NASCAR event.

Our club event will officially end at the conclusion of the brewery tour but those who wish can drive the short distance to the Blue Frog Grog &

GET UP CLOSE TO THE ELEPHANT SEALS
by Mauna Wagner, Secretary

What: Elephant Seal Walk
When: Saturday, February 26, 2011 (time TBD)
Where: Año Nuevo State Park, Highway One, southern San Mateo County
Cost: $10 per person, parking additional

Please join us for a very special opportunity to view Northern Elephant Seals and their new pups. Año Nuevo State Park preserves and protects the scenic, biological, ecological, and cultural values of the central California coastline, including Año Nuevo Island. There are pinniped rookeries, significant wildlife habitats, native dunes, and a knob cone pine forest, just to name a few of the treasures found there. The Spanish maritime explorer Sebastian Vizcaino sailed by the point on January 3, 1603. His diarist and chaplain of the expedition, Father Antonio de la Ascension, named it Punta de Año Nuevo (New Year’s Point) for the day on which they sighted it in 1603.

Today Año Nuevo is the site of the largest mainland breeding colony in the world for the Northern Elephant Seal. Elephant seals, sea lions, and other marine mammals come ashore to rest, mate, and give birth in the sand dunes or on the beaches and offshore islands. It is a unique and unforgettable natural spectacle.

Our tour will be about two and a half hours long and will cover approximately three miles over rolling sand dunes. Weather can be unpredictable, so layered clothing, a warm jacket, sturdy shoes, and rain gear are recommended. Bring a picnic lunch to enjoy after the tour.

Send in your registration (see page 7) before the February 19 deadline. Questions, contact Mauna Wagner at (925) 934-7220 or maunaw@aol.com.

2011 CALENDAR OF COMING ACTIVITIES
FEB. 6  First Sunday Drive
FEB. 26  Año Nuevo State Park Tour, Mauna Wagner (925) 934-7220
MAR 6  First Sunday Drive
MAR 26  Brewery Tour, Robert Schilling (650) 619-7550
APR 3  First Sunday Drive
APR 9*  Women’s Tech Event, Richard Simonds (650) 592-7613
APR 22  SLAC Tour, Robert Schilling (650) 619-7550

*Reservation form on page 7
SFBA Section technical events are organized for all members, regardless of their expertise in the arcane aspects of Mercedes-Benz automobiles. Join us to learn more about how to enjoy your M-B by understanding more about how it works.

One of the major reasons that the Mercedes-Benz Club of America was founded in 1956 was to provide members with technical information. In the early years the British and European manufacturers who imported cars into the U.S. did not have adequate service facilities or technical information available for owners. Yet, the “early adopters” of imported cars—in our case Mercedes-Benz—needed to get assistance to keep their investments running well. As the British manufacturers were the first to begin importing their cars in the late 1940s, we had a model and rationale for the formation of a car club. Mercedes-Benz first appeared in the U.S. in 1952 with the importation of 34 cars by people who were aware of the engineering and quality that the marque represented. By 1956, especially with the iconic 300SL Gullwing becoming a poster child for the marque, there were enough owners in the major metropolitan areas to need a car club. Thus, the Mercedes-Benz Club of America was founded in New Jersey and the Americas Section of the Mercedes-Benz Club of Great Britain was founded in Chicago. In 1959 both clubs merged to create the national club we know today as MBCA. As a point-of-interest, the San Francisco Bay Area Section of MBCA was founded in May 1958.

The role that I play in the SFBA Section is Technical Director. My charter is to organize technical events each year that will be of value to those members who are interested in knowing how to maintain their older and classic M-B vehicles or knowing about the latest to create the national club we know today as MBCA. As a point-of-interest, the San Francisco Bay Area Section of MBCA was founded in May 1958.

In 2011 the schedule of technical events includes the following:

- Early San Francisco Zone Managers Bring M-B History Alive, held January 15 at Park Avenue Motors in Palo Alto
- Women’s Technical Event, April 9 at M-B Garage in San Mateo
- Dent Removal and Other Minor Body Repairs, July 9 or 16 at European Collision Center in San Francisco
- Tour of a Mercedes-Benz armored vehicles manufacturing plant, date TBD, East Bay
- Fuel Cell Cars and Research Projects, date TBD, at Daimler Palo Alto Research Center

One other objective in these technical events is to make them interesting to any member who seeks knowledge about our car—men, women, or youngsters. So, don’t worry that you need an advanced degree in mechanical engineering or electronics to attend. Our technical events are very “down to earth” to appeal to a wide spectrum of our members. We hope to see more of you checking out our events in 2011. It is another of the benefits of membership in MBCA/SFBA.

**TRACK ENTHUSIASTS SIGN-UP FOR ANNOUNCEMENTS—**
SFBA Section members who are interested in driving on local courses should contact me to be put on my e-mail distribution list for announcements. E-mail: rsimonds@pacbell.net or (650) 592-7613.
Special Offers from Mercedes-Benz of Walnut Creek for 2011
Exclusively for MB Club of America Members!

Membership has its benefits!
- $99 A Service... regularly $199, members save $100!
- 20% off any service or repair at regular retail price
- FREE 27 point inspection & Car Wash
- Must show Membership ID at time of service

Offers Expire December 31st 2011

Visit our website for many other specials, including Tires: www.mbofwalnutcreek.com
Some offers may not be combined, 1 offer per visit. Please call for an appointment: 800-876-8024

European Collision Center

415.551.9700
Mon-Fri 7:30-6:00 / Sat by appointment
180 12th St, S.F., CA 94103
(Between South Van Ness & Howard)

www.europeancollision.com
CALLING ALL WOMEN: 
TECH TOPICS 
JUST FOR YOU 
by Richard Simonds, Technical Director

What: Women's Technical Event
When: Saturday, April 9, 2011, 9:30 a.m.-noon
Where: M-B Garage, 2165 Palm Avenue, San Mateo
Cost: $5 per person

This technical event is oriented to women who want to get a good understanding of the benefits of quality maintenance and care for the long life of their investment and safety while driving it. Laura Simonds and Janet Migliore will be the facilitators of the event so that women who want to attend will not be intimidated by having a bunch of guys hanging around talking “guy talk.” The technicians and I will be there to answer your questions—any questions—so that you can have a great experience!

Janet is the manager of MB Garage and will work with her technicians on a program that will describe how to get the most benefit from your Mercedes-Benz vehicle by knowing about the key factors that help keep it running well and safely for a long time. Topics will include:

• How to do your own basic safety inspection (tires, lights, brakes, windows, mirrors, …)
• How to check vital system functions (coolant, oil, battery, instrument readings, …)
• Observation of a maintenance service and safety inspection on a real vehicle so that you can see what the technician looks for and how it is done in addition to what you can do yourself
• Questions and answers during the presentation and afterward
• Time to ask specific questions about your Mercedes-Benz vehicle

We will start at 9:30 a.m. with coffee, juice, fruit, and morning snacks. The rest of our technical event will cover the above topics. The registration form (on page 7) has space for you to ask questions in advance of the event so that the staff can be prepared to answer them during the presentation or one-on-one afterward. If you have any questions, contact Richard Simonds at (650) 592-7613 or rsimonds@pacbell.net. If you need help the day of the event, call Richard’s cell (650) 722-0299 or MB Garage at (650) 349-2744.

E-NEWSLETTER NOTICE

All members with e-mail addresses in the national MBCA membership database automatically receive the e-newsletter. Members with no e-mail addresses receive the printed and mailed newsletter. If you want to be sure that the MBCA National Business Office has your current e-mail address to receive the e-newsletter, contact Renee Herbert at (800) 637-2360. If you want to receive the printed and mailed newsletter, you need to opt-out of the electronic version by contacting editor Laura Simonds at (650) 592-7613 or simonds@pacbell.net.

FIRST SUNDAY DRIVES

First Sunday Events are casual driving events that are held on the first Sunday of every month. To be notified of the next First Sunday event please send an e-mail to join-SF@FirstSundayDrives.com. For more information and links to event photos, go to www.FirstSundayDrives.com.

Even with the New Year just the day before, and with bad rainy weather, a nice group of thirteen Mercedes-Benz cars enjoyed the first drive of 2011. Starting in Novato, we headed east to our final destination in Napa. In Petaluma, we came upon a group of wild turkeys crossing the street, and then on Mt. Veeder Road in Napa Valley, a deer ran across the street right in front of the lead car. But everyone—including the wild life—came out unscathed. There were a couple of spots with minor flooding (OK, maybe just big puddles) and not too many downed trees and mud slides. The drive ended at the Silverado Trail Wine Studio, where we all joined in singing “Happy Birthday” to our fellow member Kara Panni. Thanks, Kara, for the delicious snacks to accompany our wine tasting!

CLASSIFIEDS

FOR SALE: 2000 SL 500. In excellent condition with many extras. Brilliant silver/black leather. Recent service: A/C engine coolant, tranny fluid and filter, brake fluid, spark plugs and wires, fuel filter, front pads and rotors. $17,500. Contact John at jnidecker3@gmail.com or (510) 864-1785 (Alameda) for more details and photos.


FOR SALE: 1973 450SE. 8 cylinder; 4.5L; automatic. Exterior color: Ikon Gold metallic; interior color: tan. VIN # 11603212001291. One owner. Garaged since 1994. 32,659 original miles; good condition. Includes original manual and factory paperwork as well as owner’s maintenance record. $8,500. Contact Mike Keller at judyproperties@comcast.net or (707) 484-5019.

WANTED: Interested in finding parts for ‘69 280 SE Coupe: all chrome rear bumper, rear chrome parts, chrome covers for front seat runners, round chrome covers on front seats, rear end with gears from a 3.69 to 2.85. Interested in finding a Euro car with a V8 and manual transmission. Prefer the W111 model. Contact Peter Judy at judyproperties@verizon.net or (408) 353-2292.

Please support our commercial advertisers! They support our club. Be sure to tell them that you’re a member of the club and saw their ad in this newsletter.

[Remember, classified ads are free to members, $25 for non-members. Your classified ad will appear both in the newsletter and on our web site for one month. Send your “for sale” or “wanted” ad to Laura Simonds, editor, simonds@pacbell.net, or (650) 592-6318 fax.]
Mazi Ghorbani does not want to fix your car. Well, ultimately he does but what is more important is building long-term relationships with his clients. As the fourth generation of a family in the automobile industry, Mazi understands long-term relationships. The great-grandson of a royal coachbuilder and the grandson of an engineer instrumental in the design of the independent suspension, Mazi combines the artistry and craftsmanship of one with the precision and details of the other at EMC Auto Center in Fremont.

Founded in 1983 as a high-end collision repair facility, the EMC family of companies has grown to include a mechanical service facility with highly talented Mercedes-Benz certified mechanics; an MBUSA certified collision repair facility; a highly specialized mechanical, appearance, and ECU engineering/tuning division; and luxury auto sales and rental divisions. Services also include window tinting, paint protection film, customer wheel repair, alignment, and tires. In the ultimate nod to his family lineage, the Advanced Vehicle Armory division combines art and engineering in the manufacture of armored vehicles that are supplied to corporate executives and heads of state. AVA maintains the only lab outside of Germany to certify armored vehicles to the Beschussamt Mellrichstadt standard. Visit www.emcautocenter.com for all the details.

During my visit to EMC, it was clear that this is not your run-of-the-mill shop. Every detail is refined, and the staff is as professional and knowledgeable as they come. Many shops maintain a “brag book” of their work, but the images presented in the EMC volume are stunning—page after page of flawlessly prepared vehicles of every marque. An Aston Martin custom wrapped in flat black and carbon fiber was a highlight. A tour of the shop confirmed my first impression. If a job requires a welder, EMC has several to choose from, because they maintain the specific individual factory specified welders for Mercedes-Benz, Ferrari, and other high-end marques. If a frame needs to be straightened, instead of a single frame rack found in many shops, EMC has the choice of seven! EMC also has the capability to generate custom measurement jigs for cars not in the standard measurement database. The refinishing department maintains two custom spray booths, each with computer controlled heat and cure cycles that maximize the resilience of paints supplied by factory authorized suppliers. In the case of Mercedes-Benz, paint is supplied by DuPont and Spies Hecker. During my visit I inspected panels and a complete car just removed from the spray booth, and every surface was simply perfect—straight from the booth!

While restorations are not a core business for EMC, on the day of my visit, a craftsman was in the midst of a painstaking full restoration of a 220SE cabriolet “for a very special customer.” It was already clear that this will be a very special car.

EMC is supporting MBCA by offering some great member discounts. Stop by, introduce yourself, and learn more about this great resource in the East Bay. Also, watch this newsletter for details on upcoming events sponsored by EMC Auto Center.
EARLY MANAGERS DID BRING HISTORY TO LIFE
by Richard Simonds, Technical Director

Otto Hofmann and Reinhold Zimmerman started with Daimler-Benz in the late 1940s and early 1950s and made the early years of Mercedes-Benz’s life in the U.S. come to life at our January 15th historical technical event. One member commented afterward, “I’ve read the stories in books and articles, but having these two tell their stories made it truly real—it came to life for me like never before.” Otto spent most of his career in the technical side of the business and became quite capable handling the administration of the company’s work in the Zone Offices. He became the top technical man for the 600-series limousines and told of driving all over the West Coast to take the car to potential buyers for a ride. Bill Harrah in Reno liked the car and wanted it on the spot. Otto told him that it was his only company car to demonstrate to customers. Harrah would not be dissuaded, and Otto was told by his superiors to leave the company demonstrator for Mr. Harrah and find another way home. And, he did.

Reinhold spent most of his career in the retail side, first in New York and later in the then-new showroom in Hollywood, CA. His stories of talking with major movie stars (Clark Gable, Steve McQueen, etc.) in the mid-1950s while having their top-of-the-line M-B vehicles serviced were fascinating. These stars may have had lots of money and fame, but when it came to their M-B cars they were just “car guys.” Otto and Reinhold both captured some of the history of how Studebaker-Packard became the distributor for Mercedes-Benz and how Daimler-Benz determined that they were going to need their own distribution organization by the mid 1960s. Fascinating!

These were just a few examples of the wonderful stories they shared with us. Each brought personal files, letters, brochures, and even an engineer’s journal to show what they were expected to do as new employees of Daimler-Benz AG in the postwar years.

At the end of two hours, all forty-one participants were anxiously awaiting more stories. Several stayed on for another hour to talk with Otto and Reinhold. It was a truly great event due to their professionalism and the hospitality of Steve Kirksey and Park Avenue Motors in Palo Alto. By the way, a question was asked about the Classic Centers in Fellbach, Germany and Irvine, California. As a result of that conversation, Steve told everyone there that Park Avenue Motors will match the 15% discount on parts that club members get from the Classic Center in Irvine.

As an experimental “historical technical event,” we were very pleased with the outcome. If we can arrange for others to tell their stories, I may do one each year to capture this precious history of the early years of M-B in the U.S.
Grill, a brewpub that offers flight tastings of their own, premise-brewed beer for comparison to the morning’s offerings. While in the Fairfield area, you might also want to stop by the Jelly Belly manufacturing facility for a walk-through tour (weekend tours are video based as production runs only Monday through Friday).

Space is potentially limited for this 10:00 a.m. tour at Anheuser-Busch, so send in your reservations NOW—deadline is March 14. If demand warrants, we may be able to schedule a slightly staggered second tour but there are no promises. Reserve now!

Questions, contact Robert Schilling at res.mbca@offserver.com or (650) 619-7550.
HISTORICAL TECH EVENT, JANUARY 15, 2011