



SHORELINE STAR

A PUBLICATION OF THE WESTERN MICHIGAN SECTION
MERCEDES-BENZ CLUB OF AMERICA



PRESIDENT'S CORNER



Hello, Everyone!

I hope that each of you is having an enjoyable summer season. The Western Michigan Section of the Mercedes-Benz Club of America has held a few events for 2022, and we continue to work on other activities before year end.

We look forward to seeing everyone at a future event!

Matthew Short

Western Michigan Section President



Cover photo courtesy of Cyndi Vander Horn.
It is the 1937 Mercedes-Benz 540k Grand Tourer owned by Bill Parfet.

2022 SECTION OFFICERS

We, the Board of Directors, would like your feedback, so please feel free to contact us with suggestions on event ideas. We look forward to hearing from you!

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CALENDAR OF EVENTS

The Board is working on events for the remaining few months of this year. As we finalize details we will send out an email notice with event information. We will also post on our Facebook page so make sure to "Like" us to keep updated on events and any changes that may be necessary. If you would like to help with any of our events, contact Matt Short at mshort2@gmail.com.

If you have any suggestions for an event, we would love your input and to hear any ideas you have. It is the members like yourselves that make our Section active and attractive to new members.

October 15	DeutscheMarques Oktoberfest, 9:00 am- 4:00 pm, Gilmore Car Museum, Hickory Corners
November	Membership Celebration Party

We are looking forward to meeting you at an event this year!

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>
Erika Osterloo	Elkhart, IN
Joel Vande Kieft	Sparta, MI
Rolf Ludge	Alto, MI
Andrew Dufendach	Grand Rapids, MI
Richard & Denise Ries	Coldwater, MI
Cyril Moore	Grand Rapids, MI
Shane Kersman & Steve Freel	Byron Center, MI
Denise Kalwasinski	Fowlerville, MI

You can join or renew your membership to the Mercedes-Benz Club of America (\$55/yr) by calling 800-637-2360 or online at www.mbca.org.



DeutscheMarques OKTOBERFEST

SATURDAY OCTOBER 15TH

Open to all makes of German cars.
Enjoy German food, music, beer & wine!

at the:



Please be sure to mark your calendar for the 2nd annual Oktoberfest on Saturday, October 15.

This year's 2nd Annual Oktoberfest celebration at the Gilmore Car Museum is going to be BIGGER and BETTER than ever!

This year, the Gilmore Car Museum is pulling out all the stops!

Instead of the gigantic tent from last year, they are moving vehicles out of the Carriage House (next to the Gilmore Bar) and converting it into a German Beer Hall!

You'll be able to hear the DeutscheMarques Oom-Pah Band even better, and there will be MORE German beer, MORE German wine, MORE German food and they are adding German root beer for the younger guests (and those who do not choose to imbibe).

And, as if that isn't enough, they're also increasing the number of cars they'll send out on a fall color tour and starting earlier, at 9:30 AM.

The Best Traditional Dressed competition continues and, in addition to awarding German beer steins (filled with German beer) for Gentlemen and Ladies, they are adding a beautiful (root) beer stein trophy for the best dressed young person!

Details and additional information on the celebration and pre-registration will follow on their website at deutschemarquesag.com. So stay tuned!

But be sure to block out Saturday, October 15 from 9:00 AM to 4:00 PM.

This is going to be FUN!



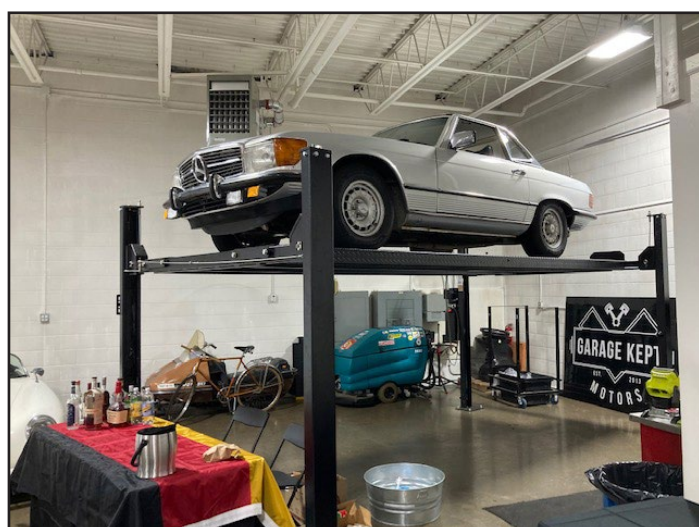
WESTERN MICHIGAN MERCEDES SECTION ENJOYS AN EVENING AT GARAGE KEPT MOTORS

Garage Kept Motors was excited to host the West Michigan Section of the Mercedes-Benz Club of America at their facility, Thursday, May 12 and we had a fantastic time.

WMMBCA members and other invited guests enjoyed catered food, beer, wine and bourbon as we mingled around the 25,000 sq/ft Garage Kept Motors showroom. They had over 100 vehicles on display featuring a variety of Mercedes-Benz vehicles representing decades of production, from a 1953 190SL to modern AMG vehicles.

Of course, we encouraged everyone to bring your Mercedes-Benz vehicles for the evening and you didn't disappoint. Following are some photos from the evening and some of the beautiful Mercedes that were brought.

A big thank you to the guys from Garage Kept Motors for a great evening!





W MI Section members Mary & John Nonhof, 1983 380SEL



W MI Section member Scott Richardson 2017 GLC350



International Stars section member Bruce Judycki and Section President Don McDonald.



W MI Section members Jon Spaulding & Chip Wall, 2003 SL55 AMG



Liz & Mike VanDiepenbos, 2010 C300





W MI Section member Cy Moore, 2019 GLS 450



Former West Michigan Section Presidents: Paul Swope and Marv Berkowitz along with Paul's wife Diana.



W MI Section member Doug Cox, 1997 SL320



W MI Section member Gary Miller, 1991 560SEC



Sara and Joe Royston (W MI Section board member), 1985 300TD Diesel



W MI Section President Matt Short, welcomes everyone to the event.



W MI Section member Adam Pickworth's 1985 190E 16V Rally Car



W MI Section members Jim & Harrison Seastrom, 1983 500CE 5.4 AMG



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If you would like to advertise in this newsletter, please contact Joe Prihoda at (616) 350-6431 or email at joelindapro@att.net.



A gathering of German cars, owners and enthusiasts at the Gilmore Car Museum.

DEUTSCHEMARQUES 2022

By Ron Harshman

The Western Michigan Section of MBCA was one of five German car clubs participating in this year's tenth annual DeutscheMarques at the Gilmore Car Museum in Hickory Corners, Michigan. DeutscheMarques is one of the largest all-German car shows in the United States. This year's show attracted 535 registered cars, a 7% increase over last year's number. Mercedes-Benz registered cars numbered 75, this is a 10% increase over last year. Highlighting the Mercedes-Benz cars was a replica of the 1886 Benz Motorwagen, courtesy of the Gilmore Car Museum, and a 1938 540K, courtesy of Bill Parfet, the chairman of the board at the Gilmore. Five MBCA sections were represented at the show.

On Friday evening preceding DeutscheMarques, the Western Michigan section hosted a dinner at Four Roses, a local restaurant, for those visiting from other sections and our own members. Over twenty Mercedes owners had a great time. We are hoping more will be able to join us next year.



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Mercedes-Benz Best of Show winners, Linda & Joe Prihoda

DeutscheMarques awards are presented in ten different categories for each of the marques. Judging is informal and judges cannot evaluate cars in the same marque as their registered entry. The Mercedes-Benz Best of Show winner for 2022 was Joe Prihoda, Western Michigan Section's Membership Chair, and his wife Linda's, 1983 380SL.

Other Mercedes receiving awards were:

Gary Connell's 2011 E Class – Best of the 2010's

Mark Franks's 2008 CL65 – Best of 2000's



Chris Bohlman's 1990 190E 2.3 – Best of 1990's

Robert Buffham's 1987 560SL – Best of 1980's

Robert Kushman's 1972 350SL – Best of 1970's

Don Drabic's 1958 190SL – Best of Classics

Adam Carr's 1984 300D – Best Daily Driver

Joe Royston's 1985 300TD – Best Survivor

Gary Castile's 2007 AMG SL55 – Cleanest Concours Car

A Judge's Special Award for Mercedes was presented to Adam Pickworth for his 1985 190E 16V.

DeutscheMarques is always a special day for German car enthusiasts. It features an OOM PAH band, German food, and hundreds of German cars, many unique, many not seen at previous shows. A larger number of entries are expected in 2023. Many of those, hopefully, will be wearing a three pointed star. The date is July 8, 2023. Mark your calendar!





Section members and helpful registration attendants, Mary Short, Linda Prihoda and Cyndi Vander Horn.



W MI Section members Todd Poyser and Kym Maze in their 1986 560SL.

NOT GETTING OUR SECTION E-MAILS?

If you are not receiving our
Section emails, please send your
email address to cyndivh@toast.net
to be added to the list.



TAKE THE PLEDGE

FADD.info

THE MERCEDES-BENZ CLUB OF AMERICA PRESENTS THE INAUGURAL MBCA NATIONAL MEDALLION RALLY

AUGUST 26-OCTOBER 26, 2022

WHAT IS THE MEDALLION RALLY?

The Medallion Rally is a first ever event of its kind sponsored by the Mercedes Benz Club of America (MBCA).

The purpose of the rally is to unite all 84 Sections of the MBCA in North America in a national event that links each Section by the passing of medallions between Sections and area Alzheimer Affiliates until all are symbolically connected through the passing and receiving of the medallions, and in the process raise funds annually the Alzheimer's Association.

The Rally Medallion's are being sold for \$100 each. All MBCA Sections are to use the sales of Medallions as a means to fundraise for the Alzheimer's Association. Prizes will be awarded to the top three fundraising Sections based on the amount of funds they raise on behalf of the Alzheimer's Association.

Medallion's are collector items for members, with a new medallion being created each year.

Each of the 84 sections of the Mercedes-Benz Club are invited to participate in the Medallion Rally. All sections and their members exist in close proximity to an Alzheimer's Association of America Chapter Office, or in close proximity to Alzheimer's Association field personnel.

There is a Mercedes-Benz Club of America Medallion Rally Landing Page on the MBCA website (mbca.org) where an individual can order their medallion(s). The medallions will be sent directly to the purchaser and all of the transactions for the medallions are managed by a third party that will process the order, fulfill the order, and provide all of the data on all transactions to each MBCA section at the end of the fund raiser.

Each of the 84 Sections of the MBCA can also purchase a unique medallion(s) with that sections name engraved on it, it is referred to as the Team Medallion. For their \$100 donation the Section will actually receive two (2) Team Medallions.

The Medallion Rally began August 26, 2022 and will end in October at the Mercedes Benz Club of America National Convention, "Mercedes Freude" in Newport Beach, California.

Prizes will be awarded the top three section fundraisers and a Section of the Year will be awarded to the club that exhibits the most exuberance, promotion, and fund raising ideas and efforts. The intent is for the Medallion Rally to become an annual event on behalf of the entire MBCA.

HOW THE FUNDRAISER & RALLY WORK

Each member has the opportunity to purchase a collector medallion for \$100. Each medallion purchased allows the member to enter their car in the Medallion Rally and be a part of the caravan and drive to a designated meeting site hosted by the area or local Alzheimer's Association Staff and Volunteers. When the exchange happens, the MBCA Section hands off one of their two (2) team Medallions to Alzheimer's Representatives representing their section's geographic area. This process continues across the country until all 84 MBCA Sections have presented their Team Medallion to 84 corresponding Alzheimer's Association Chapter.

Once the section has presented one of their Team Medallions to the Alzheimer's representatives, the Section takes their second Team Medallion and sends it to a designated address where the Team Medallions will be collected and stored until all 84 Sections have been accounted for with their participation. These 84 collected Team Medallions from each of the 84 Sections will be taken to the National Convention to be presented to the Board of Directors of the MBCA signifying all 84 Sections participation and contribution.

A check for the total amount raised will be presented to Alzheimer's representatives at our National Event.



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The EQS SUV shares the long wheelbase of its sedan namesake, but is more than 7.8" taller, providing headroom in spades. Roomier still, space at the shoulders and knees signifies first-class travel along with optional third row seating and comfort features for all passengers. DYNAMIC SELECT offers the available OFFROAD mode, an intelligent driving mode that raises this SUV to tackle varied terrain. OFFROAD, paired with the responsive 4MATIC all-wheel drive and the standard rear-axle steering with angles of up to 10°, makes this ride everything to write home about.

Hyper-responsive technology is ever-present with the available Mercedes-Benz User Experience (MBUX) Hyper-screen. A master control like no other, this infotainment system spans 56" from door-to-door — seamlessly merging three screens to form a single display. The opportunity to communicate with your vehicle has never felt so tangible thanks to the haptic feedback within the center and passenger displays. When it comes to navigation with Electric Intelligence, the name says it all. This brilliant mind is capable of planning the fastest, most efficient route accounting for weather, traffic, topography and even driving styles — all while pinpointing ideal charging stations along the way.

And charging is as smooth as the vehicle itself. Mercedes-EQ owners can enjoy complimentary 30-minute charging sessions with Electrify America's DC Fast-Charging stations for the first two years of ownership.

This next step in electric mobility was a steep one, but we achieved it with supreme efficiency in our commitment to a more sustainable tomorrow. So, get ready to climb in. The all-electric 2023 EQS SUV by Mercedes-EQ will emerge later this year.



THANK YOU!

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

<u>Name(s)</u>	<u>City</u>
Bruce Wagner	Palm Shores, FL
Ron Young	Grand Rapids, MI
William Egan	Wyoming, MI
Austin Schank	Newaygo, MI
Adam Pickworth	Hamilton, MI
Jeff Hines	Menominee, MI
Quincy Leslie	Grand Rapids, MI
Kyle Canavan	Davison, MI
Don & Kathryn Drabik	Maple City, MI
Justus Fiechtner & Karlene Gehler	East Grand Rapids, MI
Carmine Bosco	Grand Rapids, MI
Frederic Kraft	Grand Rapids, MI
Todd Poyser & Kym Maze	Schoolcraft, MI
Dan & Marilyn Wheeler	Kalamazoo, MI
Bob Kirshman	Augusta, MI
Rob Lawson	Allegan, MI
Kelley & Scott Wheelock	Williamsburg, MI
Mary Nonhof	Holland, MI
Anne & Gale Stephens	Harbor Springs, MI
Jan & JoAnn Petersen	Holland, MI
Alan Hovestadt	Portage, MI
Tommy Shaner	Grand Rapids, MI
Kenneth & Janice Hoexum	Spring Lake, MI
Wayne Hunter	Alanson, MI
Richard Przybocki	Lawrence, MI
Joey Royston	Grandville, MI
Tim Knapper	Richland, MI
Gregg Kauffman	Traverse City, MI
Robert Buffham	Grand Rapids, MI
Rodger & Georgia Howe	Rockford, MI

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MEMBERSHIP BENEFITS

One of the benefits of being a member of the Mercedes-Benz Club of America are discounts at local Mercedes-Benz dealerships.

Below is a list of authorized Mercedes-Benz dealers within our section. Show your MBCA membership card at the Parts Department to learn more about their discount on parts & accessories.



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