

MAR — APR, 2011

BADGER *Star*

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Pictures from the

Chicago Auto Show

Sunday, February 20, 2011
McCormick Place



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Next Event

Caravan To The Classics on Saturday, April 16, 2011
Your host will be Bob Turznik

President's Report

In case you didn't know it, Mercedes sales are going through the roof in 2011, all around the world. Daimler AG just released their 4th quarter 2010 and full year 2010 results, and they are stunning. Revenue for the Q4 2010 was 26.4 Billion Euros, versus only 21.32 Billion Euros in Q4 2009 (a 24% increase). Profits (which comes out of the revenues) were 4.67 Billion Euros for 2010, versus a loss of 2.64 Billion Euros in 2009. And sales of Mercedes-Benz cars are increasing every month in 2011 so far, so it seems this economic recovery is for real. In the first two months of 2011, Mercedes has delivered 162,200 vehicles (versus 139,100 last year) up 17%. Here's the breakdown (Feb 2011 versus Feb 2010): China up 77%, Russia up 100%, Brazil up 67%, South Korea up 22%, India up 48%, United Kingdom up 49%, Sweden up 36%, and the U.S. up 4%. Sounds like a good time to buy Daimler stock, right?

Well, if you want to see all the info on Daimler AG (USA) stock, go to www.google.com/finance. In the little window at the top of the page, put in the symbol: DDAIF Click on "get quote" and up comes all the pertinent data on the US version of the stock. If you want to see the company website, go to www.daimler.com where you'll find a lot of interesting info on the company and it's products and financial data too.

I hope you will all notice that in this issue of the Badger Star, we have an "Events page", with nothing else but information on the coming events. Our hope is that you will print out or tear out this page and hang it on your refrigerator, or where ever your personal calendar is hung. Plan your summer season in advance, and register early

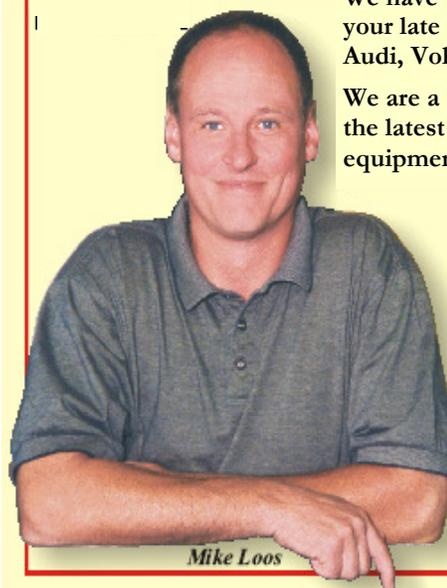
Continued on page 7...



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Mike Loos

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Be Sure National & De Murr have your email address!



- **BadgerStar** is published bi-monthly on the odd months of the year.
- Submittal deadlines are the 15th of the even months.

Mercedes-Benz Club of America Wisconsin Section



Spring 2011 Road Rally

May 21, 2011

Starting: Fleet Farm, Plymouth, WI – 11:45 AM

Dinner: Millhome Supper Club, Kiel, WI – 5:00 PM

Rally Masters: Jim and Cathy Loseke

Welcome to any and all MBCA members. This Observation and Distance Rally will start in Plymouth, WI and take you through the scenic Kettle Moraine area around the Elkhart Lake area. You will be judged on your ability to observe and record clues along the route. To a lesser degree, you will be judged on your ability to get the correct distance for the rally, on whether you exceed the allotted time limit and how much fun you're having (no if's, and's or but's about it). Trophies will be awarded for the top three scoring teams. Additionally the Roberta M. Schmidt Memorial Traveling Trophy will be awarded for the first place team (if they are MBCA members from the Wisconsin Section). Come for the rally, the dinner or both and enjoy a great day of motoring in your Benz.

Starting Point: Parking lot of the Fleet Farm, Plymouth Wisconsin, right off of Hwy 43 west of Sheboygan
Look for the car(s) with the MBCA Wisconsin Section banner.

Directions: If you can't find the Fleet Farm in Plymouth then you might not be ready to road rally!
Go west on Hwy 23 from Sheybogon and South on Hwy 57. Can't miss it.

The drivers meeting will be at 11:45 AM with first departures around 12 noon. The rally ending point will be at the Millhome Supper club which is located on Hwy 57 a few miles south of Kiel, WI. The Millhome has a cash bar available for thirsty rally participants while they unwind from a great drive.

Trophy Eligibility:

Application deadline is May 07, 2011

Maximum of two persons per car.

Any vehicle may enter but only MBCA vehicles will be eligible to win the traveling trophy.

For those who are traveling from a far distance there are three nice places to stay in Plymouth WI.

Americinn: www.americinn.com/hotels/WI/Plymouth

Baymont Inn and Suites: www.baymontinns.com

52 Stafford (Irish Guest House): www.innsite.com/inns/B008414.html

MBCA-Wisconsin Section Spring 2011 Road Rally Registration Form

Rally Info

Dinner Choices

Driver: _____
Navigator: _____
Email: _____
Cell Phone: _____

Beef Tenderloin (7 oz) _____
Bacon wrapped Pork Tenderloin _____
Chicken Cordon Bleu _____
Dill crusted Walleye _____
Dinners include salad, potato, rolls, coffee, tea or milk & dessert

Rally Registration @ \$10.00 per car: _____

Dinner(s) @ \$26 each: \$_____

Total Enclosed: \$_____

Make checks payable to MBCA-Wisconsin Section

Mail check with this form to: Cathy Loseke, 2150 Cumberland Dr., Green Bay, WI. 54311
dasbenz@new.rr.com 920-468-2024

I am participating in this event for my own pleasure and will be fully responsible at all times for my car and passengers. I release MBCA-Wisconsin Section from all liabilities for any act, thing or event that may transpire during or by reason of holding this event.

Club Trip to the Chicago Auto Show *(Pictures on page 1 & to the right)*

Mid-February in the Midwest is always “interesting” weather wise. Our club’s annual migration to the largest auto show in the country was on a day that was indeed wintery. Despite winter storm warnings we departed the Hales Corners Park & Ride lot with dry roads, and the snow drifts had almost melted. Just as we were headed to our Racine pick-up stop we saw precipitation. Is that rain or is that snow? It was both. As we were headed south to Chicago it got a little warmer and a lot wetter, but thankfully no ice (yet).

We arrived at McCormick Place without a problem and got to see all of the latest new and future vehicles the world had to offer. Mercedes-Benz had a great showing with several stars of their exhibit from a bright Storm Red SLS AMG with a white (excuse me ‘Stone’) interior to a silver CLK550 TDI now with 4matic, and a Maybach plus many others on display. There were 14 cars in all in their booth. The Mercedes VIP lounge that we all had access to, when it was not too busy, offered a restful retreat to us and our guests.

The bus trip back was fine until we got north of Racine. Then we were welcomed back with the snow & ice that we missed. It was still a great day and for most part the roads were plowed by the time that we returned. Now we just needed to do our part in our own driveways.



Welcome to New Members of 2011

Joe Santowski	Middleton, WI
Joseph Lee	Malone, WI
Wayne Mertens	Manitowoc, WI
Yougui (Joe) Zhao	Brookfield, WI
Shawn Carney	Madison, WI
Neal Pollack	Wauwatosa, WI



Expiring Memberships

Expiring March 1, 2011:

Geoff Brown, Yolanda Davis, Jacques Hussussian, Edward King, Al Lohman, Richard Seefeldt & Patricia Mahlendorf

Expiring April 1, 2011

Patricia Mahlendorf, Steve Seidl, Terry Bruss, Rufus Durham, Keb Finkel, Robert Imig, Rodney Johnson, Gary Matthies, Andy Mott, Robert Powers, Jack Styza, Dennis Sieg, Hans Stueve, Hilda Seawright, Jason Syverud, Mic Verlare, Igno Valentin, Bernard Youso & Lothar Altmann



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The Wisconsin Section Members' guide to **STARtech 2011**

Having StarTech 2011 here in Milwaukee presents our Wisconsin Section members with several ways in which to participate in this MBCA National Event. Here's a list of Frequently Asked Questions about StarTech and a summary of the attendance options available to you:

StarTech FAQ

- Q:** Will there be a Spring Tech Session at Black Forest this year?
- A:** No, StarTech replaces this year's Spring Tech Session.
- Q:** What If I don't want to or can't spend all weekend at StarTech? What if I just want to socialize and enjoy lunch at Black Forest?
- A:** No problem, that's why we are offering the Saturday-Only Pass for Black Forest.
- Q:** What's the registration deadline?
- A:** Registration forms for the Full Weekend Tech Pass should be submitted by **April 1st**. After that, the price goes up to \$140 and registration may close at any time when we reach capacity. For the Saturday-Only pass, **Black Forest must receive your registration form no later than Saturday April 16.**
- Q:** How many people will attend StarTech?
- A:** We have a registration limit of 130. There's only so many people we can fit in the Hotel and at Black Forest. **Register early to ensure your place at StarTech 2011!**
- Q:** How do I find out more, and where do I register for StarTech?
- A:** Visit the StarTech website, where you'll find all the details and the registration form:

www.startech2011.org



Your options for attending:

1) The WEEKEND TECH PASS

gives you full prepaid access to all StarTech activities except the Saturday Night Banquet:

- The Friday evening Welcome Reception at the hotel featuring hors d'oeuvres and a cash bar .
- The Vendor Expo and Trade Fair at the hotel.
- Any or all Saturday technical seminars at the Hotel and at Black Forest.
- Saturday Lunch at Black Forest.
- The Technical Q&A Symposium on Sunday morning.
- BONUS: Additional Sunday afternoon technical sessions at Black Forest.

2) The SATURDAY-ONLY PASS

will provide an experience similar to the familiar Spring Tech Sessions at Black Forest, with the added bonus of being able to meet MBCA National Board Members and more nationally-recognized Mercedes experts than ever. Our featured cars this year will be seven decades worth of SLs from the 1950s - 2011.

3) The SATURDAY NIGHT BANQUET

is open to any and all MBCA members and guests, regardless of whether you attend any other StarTech events. We have a great menu to choose from, and each meal will include a salad, Entree, two sides, and dessert. Please be sure to indicate your entree choice on your registration form when you fill it out!

Banquet registrations must be received by Black Forest no later than Saturday April 16.



MBCA-WI Event Schedule ...

Date	Event/Location	Host/Contact
4/3/2011	◇ “Cars & Coffee” car show / Lake Mills • 8 to 11 am, see website for details	www.2shores.com
4/16	Caravan to the Classics / Madison • Event Filled, No registrations accepted at this time	Bob Turzник 414-416-3375
4/30	Startech 2011 / Black Forest LLC • See website for details	www.startech2011.com
5/21	Spring Rally / Elkhart Lake • See flyer on page 4 of this issue for details	Jim & Kathy Loseke 920-468-2024
5/24	◇ “German Car Night” show / Brew City Grill • for menu & directions, see www.brewcitygrillmeq.com	Bob Turzник 414-416-3375
6/5	◇ “Cars & Coffee” car show / Lake Mills • 8 to 11 am, see website for details	www.2shores.com
7/16	Road America Vintage Race / Elkhart Lake • see www.roadamerica.com for race details • race attendance & buffet lunch with the Twin Cities & Chicago MBCA sections	Jim Pittelkow 262-236-0845

◇ This symbol denotes events NOT sponsored by MBCA, Wisconsin section. These events are staged by others, and are optional (free) events for anyone who cares to attend.

Upcoming Events ...

May 21 – Spring Rally in the Elkhart Lake Area

The Roberta M. Schmidt Memorial Traveling Trophy is going to be awarded to the winners of our first rally of the season. The rally starts in Plymouth at the Fleet Farm Store, and takes you through the scenic Kettle Moraine countryside, around Elkhart Lake, and ends at the Millhome Supper Club in Kiel. See the flyer in this issue and register early for this event hosted by Rallymaster Jim and Cathy Loseke.

May 24 — German Car Night at Brew City Grill in Mequon

All summer long the Brew City Grill in Mequon (10250 North Cedarburg Rd.) features cars of all types on display every Tuesday night from 5 pm until 10 pm. Each Tuesday has a featured car theme. May 24th is German Car Night. So bring your favorite German Car with a three-pointed star out to join the fun. Drink & food specials are offered to all who bring a vehicle for the show. Last year I even saw a Mercedes Unimog; I wonder what the story behind that one is? Maybe this year we'll find out.

President's Report

Continued from page 2

for the events you want to attend. At the Chicago Auto Show trip this year, we had to turn away club members who waited till the last few days to register. The "Caravan to the Classics" event is now so heavily booked that we are forced to stop taking reservations. We may have to schedule a different restaurant, since we are going to be over the capacity of the place to handle the Saturday crowd. So please register early for these coming events (when required), so that we have time to sort out the details and make last minute changes.

Startech 2011 will be taking place in Milwaukee April 30 through May 1. Please register as soon as possible, since the attendance list is growing rapidly. There is limited room for some of the venues; and we don't want to turn anyone away who wants to attend. Use the registration blank that is linked on the Startech website, www.startech2011.com.

As many of you get your machines out of the winter sleep in the barn, and back on the road, I hope you will use the services of our advertisers as much as possible. These people help us "pay the freight" to put out this newsletter, and keep the club finances in the black. And when you do use them, tell them you're with the Wisconsin section, so they know their investment in us is paying off.

At the bottom of this page is a picture which needs (and begs) a humorous caption. This interesting piece of road maintenance was snapped in Michigan, near Traverse City. Send your entry to me via email, and we'll let the officers and board decide which is the funniest. The winner will receive a classy Mercedes key fob, and we'll print all the good captions in the next issue.

Jerry Jzajicek, President
jzajicek@wi.rr.com / 262-549-4656



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Photo: 1967 230S recommissioned at our facility in 2008, featured on the cover of The Star magazine, May-June 2009.



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The Wisconsin Section of the Mercedes-Benz Club of America presents

STARtech 2011

Friday April 29 - Sunday May 1

Milwaukee, Wisconsin

STARtech Highlights

- ⊕ Friday welcome reception
- ⊕ Presentations by nationally recognized Mercedes experts
- ⊕ Hands-on technical seminars
- ⊕ Vendor Expo and Trade Fair
- ⊕ Saturday night banquet
- ⊕ Sunday afternoon Tech at Black Forest



Black Forest's Spring Tech Sessions have become legendary.

This year, we've invited MBCA members from the entire country!

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For complete information on STARtech 2011 including...

- ⊕ An up-to-date list of presenters & speakers
- ⊕ The schedule of StarTech events
- ⊕ Registration for StarTech
- ⊕ Special discount rates on hotel rooms

Visit the official website at:

www.startech2011.org

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