

STAR TRACKS 2006



Volume 2 Number 2

MBCA 50th Anniversary 1956-2006

March-April 2006

NNJS to Add Route 6 Leg to Historic Route 66 Tour

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National past president, Richard Simonds has announced the schedule and itinerary of the Historic Route 66 Tour from Chicago, IL to Santa Monica, CA from **September 16 – 30, 2006**. Many MBCA sections located along the course of the tour are planning activities to welcome tour participants. Entrants must be MBCA members, may drive any Mercedes-Benz model, and may participate for as many days as they wish (1 day to 15 days). Participants may leave from each overnight stop when they wish, take any of the Route 66 alternates (or heaven forbid—the Interstate) that they wish between stops, and meet each evening for dinner at the next stop.

MBUSA plans to have a service vehicle and flat bed trailer or truck available for the entire trip. Some of us may choose to "caravan," others may just enjoy the trip without joining the "caravan" of Mercedes-Benz vehicles. Whatever way we choose to drive, there are many, many points of interest along the way.

Our VP, **Doug Ochwat** is organizing a trip for any members on the **East Coast** who want to participate. He has scheduled plans to leave Northern New Jersey on **Tuesday, September 12** and take **Highway 6** through Pennsylvania, Ohio and Indiana, meeting with other sections along the way, to **Route 66** in Chicago.

The plan is to meet up on Friday, **September 15** for the Chicagoland Section event and the beginning of the Route 66 trip. Doug's plans will bring together the two clubs that represent the beginnings of MBCA as we know it today, the Northern New Jersey Section and the Chicagoland Section.

Doug's latest Rt. 6 update may be found on page 2.



For further information & details please contact Doug Ochwat at 908-850-9643 or doacatswamp@aol.com

MBCA 50th Anniversary Celebrations

A dedicated website providing information on all aspects of the club's special **50th Anniversary** event and other special events may be accessed on the Internet using the following link:

www.mbca50th.org



Information about the Historic Route 66 & Route 66 Tour is also available by calling the MBCA National Business Office at 1-719-633-6427.

We encourage those of you who are within a reasonable driving distance to join us along the way and possibly at dinner each evening. Members who are just participating for one day and who do not want or need a registration packet may join us without paying the registration fee.

The entire itinerary, fees and

updates are now available from the MBCA website .

If you have any questions or comments, please contact Richard Simonds, Tour Organizer at: rsimonds@pacbell.net



Doug Ochwat's Route 6 Update

This update is for members who have expressed interest in going on the Route 6 trip. I hope to have a registration form developed no later than the end of April. For any of you who would like to register early, the registration fee is \$50 per vehicle.

Each vehicle will receive an assigned number for the trip which will have a number of uses including a couple of drawings for prizes along the way. Simply send a \$50 check made out to MBCA - NNJS to my attention. Doug Ochwat, 91 Cat Swamp Road, Hackensettstown, NJ 07840.

We will be leaving from the northwest corner of New Jersey on the morning of Tuesday, September 12th. We'll spend the first night in north central Pennsylvania along the Route 6 corridor probably in Wellsboro, PA. The second night will be spent in northeast

Ohio east of Cleveland and the last night will be spent somewhere near Fort Wayne, Indiana.

You will be able to stay at any one of two or three hotels including a host hotel each evening. You will also be free to follow the planned route or do any side trips you wish but will need to end up at the planned stops each evening. You will also be free to travel by yourself or in a caravan with others.

WE NEED YOUR EMAIL ADDRESS
 If you have not received NNJS notifications via email and you want to add your email address—Please send your address to JosephGrattan@aol.com

Registration for the Chicago event and the Route 66 trip to LA is now online at www.mbca.org. If you have any questions feel free to call 908-850-9643 or email daocatswamp@yahoo.com.

New York Auto Show Saturday, April 22, 2006

Leave West Orange at 9am --- arrive 10 o'clock at the entrance to the show. Avoid the hassle of traffic, tolls and finding a place to park in the city.

Ride in comfort – leave the driving to someone else.

We will meet in West Orange, park our cars in a fenced in area, board our chartered bus and drive directly to the Jacob Javits Center. Price of \$33 per person includes bus directly to the Javits Center, ticket into the show and ticket to the Mercedes Benz VIP area and return to West Orange, NJ.

For further information and reservations please contact & send check to Lucille Chabala, 6 Brook Way, West Orange, 07052 973-731-9133

LULUchab@aol.com

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For Sale: 2000 C230 Kompressor Sedan 65,000 miles Sport Package, Special Edition, Brilliant Silver. Two tone leather seats and interior (black and gray), 6 air bags, full power seats, Bose stereo, 6 pack CD changer. Two sets of wheels and tires including Sport Package wheels and AMG wheels, both 17". All original books, manuals and keys. Excellent condition, always garaged. A very special car. \$15,900. Doug Ochwat (908) 850-9643 daocatswamp@yahoo.com.

Parts For Sale: Four slightly used KUMHO ECSTA SUPRA tires 205 50 ZR 16. These tires are like new! They were used by a little old man from NJ to go to drive-n-dine section events. I bought the tires for the wheels they were on. \$100.00, firm, plus the cost of shipping. Contact Greg Calabro at gcal842938@aol.com (347)-723-6951

For Sale: 1997 SL500 40th Anniversary Edition of Mercedes Roadster Crimson Red Metallic, 13,000 miles, 40th Anniversary Edition, Only 500 made, Parchment Leather, Chestnut Wood Trim, Wood/Leather Steering Wheel & Shift Knob, CD Changer/Cassette, Two Tops, Heated Seats, LoJack Retrieval System, Built-in Trickle Charger, Hands Free Phone, Stored Winters, Concours Winner, \$35,000. Bob Donnelly, 46 Chesapeake Drive, Holmdel, NJ 07733, (732)-275-1140, bobdon1@comcast.net

For Sale: 1987 190E 2.3 Pearl Gray/ Blue tex, 126k, major service recently done. everything works. Same family owned since new. Meticulously maintained by German Car Shop in Edison. All receipts available. Wish it was worth more, yours for \$3,000. You might have gotten more from the IRS as a refund. Dennis Yuro, 732 494 8001 or dyze911@aol.com



MOVING: Send Address
Changes to: MBCA
1907 LeLaray Street
Colorado Springs, CO 80909
or call 1-800-637-2360

Reminder:
All submissions for the next
Star Tracks 2006 Newslet-
ter must be received by the
editor at khs@openix.com
by May 8, 2006.

Thank you

Good Fun at Sweetheart Brunch

THE SWEETHEART BRUNCH ON FEBRUARY 19TH.

NO SNOW ... BUT LOTS OF GOOD FOOD AND GOOD COM- PANY

With a foot and a half of snow on the original date we moved the Sweetheart brunch at The Bethwood in Totowa to Sunday February 19th.

We chose from over thirty dishes that represent the freshest and finest food available, excellently prepared and served. Eggs benedict, omelets made to order, sausage and bacon, waffles (with or without ice cream),



Overflowing tables of beef, ham,

smoked salmon and trout, sliced meats and cheeses, fruits, vegetables, salads, prime rib and pork loin sliced to order, 10 or 15 kinds of cakes, tarts and pies, more cookies and pastries than a person should be allowed to have and coffee a bunch of different ways – with or without cordials added. Three or four flavors of ice cream with toppings just in case you had not had enough up till now



Service was excellent; this is a great looking place. All-in-all, it was a great food event.

Attended by about 35 members of our club and the T Bird club, we

started at 11:30 and finished at about 3pm.



Lucille Chabala made all of the arrangements. She gave a rose to all of the ladies while each of the men received a lottery ticket for the New Jersey Mega Millions Lottery.

Carl Schwartz took a lot of pictures which will be posted on the website.



Just as we did at the January meeting, we had a drawing for a 50th Anniversary Grill Badge and Jacket Patch.

Frank Chabala was the lucky winner.

Announcing an expanded NNJS 43rd Annual June Jamboree

Celebrating the 50th Anniversary of the Mercedes-Benz Club of America

Friday, Saturday and Sunday June 9, 10 & 11, 2006

The Mercedes-Benz Club of America was formed on June 6, 1956 by Dr. Milton Allen of Summit New Jersey. This June 9 we will begin our annual June Jamboree with a reception and dinner at the Holiday Inn in Saddlebrook, NJ. Then it is only 12 miles up the Garden State Parkway to the United States Headquarters of Mercedes Benz in Montvale.

We have reserved rooms at the special rate of \$99 +tax. Reception will begin at 7pm, dinner an hour later, three hour open bar. Cost of reception, three hour open bar, one hour of passed hors d'oeuvres and dinner will be \$50 per person (including gratuity). Call the Holiday Inn 201 843 0600 for reservations and mention Mercedes Benz to get the special rate.

Pre-Registration will take place prior to 7pm at the hotel. More details will be posted on the website closer to the Jamboree and sent out in an email

blitz to members.

On Saturday we will begin on site registration at 9 am in the lobby of the building. Each person who registers a car for the Jamboree will receive a framed photo of their car as a souvenir of the day. Cost of pre-registration for both Concours de Elegance and Popular Vote Cars will be \$40 per car (add \$10 for day-of-event registration) and \$5 per person for those who are not registering a car but want to have meals, an opportunity to vote for the Popular Vote Cars, and for a chance to win a door prize. This year we will be awarding more trophies than ever before ... and good looking trophies they are. A total of 51 trophies will be awarded.

This year we will have a special category for ANY MERCEDES THAT WAS ON THE ROAD IN 1956. Cars in this category can also enter any other appropriate category. One plaque will be awarded for 'BEST IN SHOW – ON THE ROAD IN THE FIFTIES'

Judging will begin at 10:30. Luncheon is graciously provided by MaryAlice Ritzman and MBUSA and will be served once the judging of the concours de Elegance cars is complete. Popular Vote ballots should be turned in at the reception table before lunch. Awards will be announced after lunch and the judges have completed judging the Concours cars.



On Sunday there will be a Safe Driving Seminar and Autocross. We have not firmed up a location, but are working on it. We will send out an email to all members (do we have **your** address?)

when the location is secured. New information will always be posted to the website. Please visit our Website at www.mbca.org/northern_new_jersey/nnjmbca.html for registration forms and further updated information.

**DESIGNATED CONCOURS
CLASSES**

Continued on page 7

Technical Corner

by Andreas Molde

Hello MB Friends,

Let me start by introducing myself. I've been working in the Automotive Repair Business in various positions, for about 28 years. Born and raised in Germany, I learned the trade at a Mercedes Benz Dealer there. After coming to the United States, I worked for many years at an Independent Repair Shop, that specialized in MB. I am currently employed as a technician at a MB Dealership in Bergen County, New Jersey.

At our January Kick-Off Meeting, I accepted the position of NNJS Technical Advisor and here I am!

I would like to use the "Technical Corner" to give some solicited and unsolicited advice, so that you may enjoy your Mercedes Benz even more. Below, I'll provide you with an email address and a regular mailing address, so that you can post any technical questions you may have and we can feature them, with your permission, in our upcoming Star Tracks Issues. Of

course, I will try to respond to you directly, before the next issue is published. I will also make an effort to be at most or all of our meetings, so that we can have a formal or informal Tech Session, if desired.

So here it goes.

At our last meeting this question came up:

How often should I change the oil on my new Mercedes?

This is a good question and probably has been asked for as long as there have been cars and has been answered in many different ways. Here is mine:

For the 1998 Model Year, Mercedes introduced, besides the M-Class, the Flexible Service System, in short, FSS and is still used today. This system will let you know when to change the oil and that can be 10000 to 13000 miles or more!

Those service intervals are longer than what most of us are used to, but it is ok, as long as you use SYNTHETIC OIL (Mobil1 is recommended) and use the OE OIL FILTER!

Of course you can have your oil changed more often, but there is no need to do it every 3000 or 5000 miles.

My recommendation is, if you don't drive much, change it once a year. If you do a lot of short distance driving, you can cut the service interval in half, which puts you into the 5000-7500 mile range.

The nice thing about the FSS is that it will let you know when you have to change the oil and if it is at 10,000 miles or more, it's ok. Now I remind you, this is for 1998 or newer models with synthetic oil only!

I like to point out that oil changes are about the least expensive and the most important maintenance you can do on your Mercedes-Benz and please, don't overfill when replacing the engine oil!

Email: amh86@optonline.net

Mailing Address: Andreas Molde 22
Ev Ken Terrace, Dover, NJ 07801

Editors Note: The next installment of last month's "Anything and Everything about Mercedes-Benz by Andreas Molde will appear in the next issue of STAR TRACKS 2006

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Continued from page 4

CONCOURS CLASSES

A class needs to have a minimum of three cars. The Concours Chairman has the responsibility to group the entries for competition and will inform all competitors prior to 10:30am

Group One – Vintage

Class 1 Pre 1945

Group Two – Classic

Class 2 Sedans W120, 121, 128, 136, 186, 187, 188, 189, 191.

Class 3 Coupes and convertibles w120, 128, 186, 187, 188, 189.

Class 4 SLs W121, 198

Group Three – Grand Mercedes 600

Class 5 600 Limousine W100

Group Four – Early modern

Class 6 sedans W108, 109, 110, 111, 112, 114, 115

Class 7 Coupes/ sedans W107, 111, 111, 112, 114

Group Five – Modern

Class 8 Sedans / Station Wagons W123, 124, 201

Class 9 Sedans W116, 126

Class 10 coupes W123, 124, 126

Group Six – Contemporary

Class 11 Coupes / Roadsters R129, 170, 230

Class 12 Sedans / Station Wagons W202, 203, 210

Class 13 Coupes / Convertibles W208

Class 14 Sedans / Coupes W140, 215, 230

Group Seven – Sports cars

Class 15 Vintage W113

Class 16 Modern R107

Group Eight – Off road

Class 17 M Class W163

Class 18 G Class W463

Class 19 Unimogs

Popular vote classes will be

NEW 2001 to present sports cars and sedans

Modern Sedan 1991 – 2000

Modern Sport 1991 – 2000

Old Sedan 1981-1990

Old Sport 1981 - 1990

Vintage all cars 1960 - 1981

ON THE ROAD IN THE FIFTIES
any pre 1959 MB

ORDER SHIRTS WITH THE NNJ LOGO ONLINE

We have arranged with a major, Philadelphia-based uniform company to embroider our Section logo on any shirt or other item in their clothing line. Order directly from their website & get delivery to your door in about two weeks

Aramark Uniform Company is offering 15% off list price for all merchandise in their clothing line.

Have the **Northern New Jersey Club logo** applied to any garment for only \$6.00.

Shop with our club discount at www.aramark-uniform.com/mysite. We will have a link on our website soon.

Our club's USERNAME & PASSWORD are both NNJMBCA.

Special pricing will automatically appear. Please be sure to enter your own 'ship to' address (REMOVE THE ADDRESS THAT IS THERE) when placing an order.

If you have questions or need assistance, call or email their Customer Care Rep Tim Strazdes at (800)677-6060 x5612, or email him at tim.strazdes@aramark-uniform.com



Joe Grattan

MEMBER DISCOUNTS FOR SERVICE AND PARTS

Benzel-Busch Motor Car Corp, Englewood, NJ, one of the nation's largest Mercedes-Benz dealerships is now offering MBCA members a **15% discount** off service and parts at their dealership. To qualify for the discount, make an appointment for service of your Mercedes-Benz and present your MBCA membership card to obtain the discount off your invoice. See their full page advertisement on



page 6 for location and contact information.

In the past Benzel-Busch and Jay Agresta, the owner of Benzel-Busch, have supported our section by treating us to a tech session and giving us tickets to the NY Auto Show. Now that tradition continues with the placement of a full page advertisement in our newsletter for the entire year!

See the full page advertisement starting in this issue and the next five issues of Star Tracks. Greg Calabro

Editors Message: Putting this issue together was rather telling for me of the breadth and diversity of activities NNJS provides for it's members. Coming up quickly on April 22 is the NY Auto Show Bus Trip and our annual Detail Clinic at Beverly Hills Auto Resort in Basking Ridge on May 14. Next is the 15th Annual Princeton Car Show on May 21 followed by our unprecedented "expanded three day NNJS June Jamboree" June 9-11, 2006. During the next few months our members will experience super fun activities appealing to almost everyone who loves cars and Mercedes-Benz. Ken Spingarn, Editor

How Mercedes-Benz Saved My Life

Growing up, my family purchased our first Mercedes in 1971. It was magnificent! A deep rich brown (at this moment I do not recall the color name) with beige interior, and a new accessory that I had never heard about before "Cocoa Mats". I laugh not, but remember how special that car was, and when I got my license I felt like king.

My parents style was to buy a car like Mercedes not for recognition or status, but rather like many MB lovers, they appreciated an excellently made car, that would last them a long time.

Without reliving my childhood, MB has always had a special place in my heart, (I still remember the 1972 280S). We had that car for over 15 years of solid use, and the day my dad sold it looked great, perhaps with some slight wood damage.

Anyway, recently (April 2005) I had back surgery that fostered complications. I had incurred some nerve damage at age 48, and had to tearfully say good-bye to my lifelong dream of one day buying a brand new SL. I most always drove convertible, Saab, Volvo, etc., but that Mercedes was definitely in my future!

After the surgery and discovering that I could not sit and get out of a regular sedan, let alone an SL, I was devastated! Robbed. BUT! As SUV's allowed you to get up into them and down out of them, they would work. It was hard to think of myself as an SUV man, regardless of the brand.

But my partner and I purchased a 2006 Iridium Silver ML350. I truly loved it, and was so happy to be able to drive without pain. Mercedes came through for me again!

On the 8th day of owning it, we were driving to Manhattan via the George Washington Bridge Express Lane. Just a millisecond before we ran over it I saw some sharp metal shard in my lane, it came upon us, and blew out the front right tire.

In less than a second, we were thrown or steered by the flat into the guard rail, with the most sickening sounds that I have ever heard. Again before we knew it the ML flipped over onto the driver's side and skidded for a good 3-400 feet. I imagine it was quite a spark show, as the front fender actually had a hole burned right through it.

Anyway, the airbags deployed. People rushed the car with looks on their faces as if they were expecting to pry the door open and see dead passengers. It truly was scary.

Instead, what they saw and heard when they opened the door, was me very bewildered, and all of a sudden, I hear a female voice from the safety center calling me to check as my ML told them the airbags had deployed.

"Mr. Wieselman, Mr. Ziering, we show that you have had an accident. Are you all right, do you need help?" And almost simultaneously we looked up to the sky and in tandem responded...."God?" I knew god was a female....

Upon getting out of the car, our injuries subsisted of a scraped elbow for me and a stiff shoulder for my partner. This car was my lifesaver. 10 days later we were in our new ML!

I still love it and now feel even safer.

Alex Wieselman , NNJS member



In 2001 Mercedes-Benz introduced the C-Class Sport Coupe to the United

A Case For The C-Class Sport

States and the world. In the three years it was sold in the United States, Mercedes Benz delivered 30,000 units or 10,000 per year outdoing by far the BMW compact 318Ti of the 90's. Those 10,000 copies per year represented 5% of MBUSA total sales and it outsold many other individual models in the MBUSA lineup, yet it was discontinued due to "poor sales".

In this writer's opinion some of the reasons it was *really* discontinued were; low profit margins to the dealers, (not an issue in Europe since they also sell the A and B Classes), not much sales commission to the individual salespeople and perceived image. In spite of a lot of talk for years, we still haven't seen the A or B Class come to the United States. By the way, the C-Sports Coupe continues to sell well in most other parts of the world and as far as I know, there's no thought of eliminating it from the lineup.

So, what is there to like about the C-Class Sport Coupe? First of all it was a bargain by Mercedes Benz Standards starting at \$25,000. Secondly, it is sporty, available with six-speed, sport suspension, a unique panorama roof, and great bucket seats. Third, it is very practical; good gas mileage, 2+2 seating, with hatch back (evil word in the US) accessibility. Last of all, it is a Mercedes Benz with many standard features not available on other marques. By the way, it is built on the same platform as the much more expensive CLK.

Those are my thoughts on the C-Class Sport Coupe. The one in my garage (Alabaster Annie) is a 2004 C-320 with a six-speed manual and most of the options available. I like it so much I'll add a C-230 Sport Coupe to my fleet when I find a nice used one.

Doug Ochwat, NNJS Vice President

High Gear by John Kuhn Bleimaier

It's been 50 years since the founding of the Mercedes Benz Club of America. I've been a member for half of that time and my affiliation with this gallant band of enthusiasts has been an important part of my life. From driving events to tech sessions; from car shows to social interaction with Renaissance people, it's been an unparalleled blast.

I remember when I first joined MBCA a friend in the Porsche Club commented, "Mercedes Benz, that's the conveyance of choice for the Beverly Hills dentist, isn't it?" We settled that little matter out in the parking lot... At an autocross, that is!



At the time that my parents bought our Finback back in 1965 I actually had known that there was a Mercedes Benz Club of America in existence. As the family's persuasive 14 year old car aficionado who talked them into buying the starship in the first place, I probably could have gotten them to sign up for the Club as well. However, I had the quaint notion that we should wait until our Mercedes acquired senior status before officially joining the fellowship of the silver star. Because of that decision I missed out on getting formal defensive driving instruction while I was still a teenager and we all missed out on a decade and a half of automotive nirvana.

I ultimately joined the Club when our Finback was a teenager and I was pushing thirty. Fortunately I got to know some of the founding fathers and mothers of the MBCA who were still active at the time that I joined. They were a dedicated cadre of car people who appreciated the unique performance qualities engineered into every vehicle wearing the three pointed star. Some of the founders owned pre-war classics; others were devoted to their 300SLs, both gullwings and roadsters; while the majority drove sedans, realizing that their four door conveyances could out han-

dle most contemporary English sports cars on "give and take" byroads. These starpeople laid the foundation for the fun organization which we have inherited.

At my first MBCA event I met Frank & Lillian Conville, charter members who had originally piloted a 190SL through the "S" curves at Lime Rock when the Club rented that venue for time trials. The Convilles had subsequently owned a 230SL and a 280SL. Their Mercedes at the time was a new 300CD, an ivory diesel coupe with sliding sun roof. They warmly greeted me as a new member at a concours d' elegance held at the Forsgate Country Club.

Many years later I ended up buying Frank & Lillian's 300CD when they decided to deacquisition it. Frank made me promise to properly maintain his car and not to sell it to anyone else during his lifetime. I've happily kept my promise. Frank recently entered his personal 9th decade. He is a classic.

The Mercedes Benz Club of America was born in the middle Atlantic region, in the state of New Jersey. At the time Dwight Eisenhower was in the White House and the sputnik was just a glimmer in the eye of a Russian scientist at an undisclosed location. The last surviving veterans of the Civil War were still available for interviews and you might sincerely ask, "Elvis who?" Dr. Milton Allen and Dr. Kenneth Bartlett met with a handful of like minded individuals in order to form a car club. I understand that it was decided on a coin toss that Dr. Allen would be the new club's national president and Dr. Bartlett would be the president of the first local chapter, the Northern New Jersey Section.

As an aside it should be mentioned that the Mercedes Benz Club of Great Britain had a chapter in Chicago, Illinois back in the '50s. That group ultimately merged into our Mercedes Benz Club of America in 1959.

The good doctors, Allan and Bartlett, were car people extraordinaire. The club which they launched immediately began to organize road rallies, track events and concours d' elegance. They also held social gatherings where great thinkers contemplated mechanical fuel injection, swing axle suspension, desmodromic valve actuation, existentialism, post modernism, the big bang and the beat generation. After Milt Allan served two years as our Club's first national president, he was succeeded in that post by his friend Ken Bartlett.



It was a privilege to have met and known some of these luminaries. Incidentally, in the real world, both Dr. Milton Allen and Dr. Kenneth Bartlett were dentists.

John Kuhn Bleimaier

DETAIL CLINIC ON SUNDAY MAY 14

The June Jamboree is just around the corner. Come to our advertiser **Beverly Hills Auto Resort** in Basking Ridge, NJ for clear, easy to understand ideas regarding **cleaning** and **detailing** your beautiful Mercedes. Can't get the inside of the windows as clear as you want? How can I tell when I need to re-wax? Owner Mike Perrino will personally conduct this afternoon session for our members. His shop is closed on Sundays and we will be the only folks there. After the session Mike will meet with anyone who has a special problem they would like to discuss – a great opportunity. This is a **free** session for our members and their guests. We ask you notify Lucille Chabala via email or note to 6 Brook Way, West Orange, NJ 07052 LuLuchab@aol.com so we know how to prepare.

WHAT'S IN A NAME

Disclaimer:

This article was inspired by the staggering amounts paid for '70's era Plymouth Hemi Cuda's at the January Barrett-Jackson Collector Car Auction in Scottsdale, AZ and Dodges audacity at naming a 4-door sedan a "Charger". The opinions stated herein are my own, and not subject to change, question, or debate; so don't even try!

In the last issue of Star Tracks we were treated to an informative article by the section techmeister, Andreas Molde, about the nomenclature of Mercedes Benz models. The nomenclature made sense and described the vehicle in question. For example, an SL500 means "Sport" and "Light" with a 5 ltr. engine. However, the MB nomenclature tradition is not shared by many manufactures. Traditionally, when these manufactures give a "word name" to a vehicle rather than letters and/or numbers the goal is to invoke a particular feeling or to impart a particular image. Realistically, the name assigned to a vehicle is merely a marketing tool.

Such defunct names of mundane vehicles from the past include: Dart, Pinto, and Cimarron. Manufactures like to resurrect vehicle names from the past. Names of grand vehicles that have been resurrected to impart an aura of respectability, include, the 1934 Lincoln



Zephyr which can never be confused with the Zephyr produced in the 1970's (it will be interesting to see how the current model will do - hopefully Ford doesn't have its "come-back" squarely on sales of this mediocre vehicle), the 1934 Lincoln KB Le Baron which also cannot be confused with the model that had "fine Corinthian leather", and Cadillac Phaeton, a name resurrected by VW who claims theirs is a "luxury" vehicle - a luxury vehicle from VW?. Hmmmm?

The "new" Zephyr, Le Baron, and Phaeton share nothing with their 1930's namesakes. These names were resurrected after a long absence from the marketplace. Thus, they were not continuously produced. Contrast this to the Ford Mustang that bears striking resemblance to the 1964 1/2 model and continuously produced - assuming of course that you consider that thing called a Mustang II a "real" Mustang. Another blast from the past is the Chevy Impala, which, aside from the name shares the vehicle logo, but other wise has nothing else in common.

The new Dodge Charger is no different. It has received rave reviews and looks like a great vehicle - but it is 4-door sedan and bears no resemblance to the 1970's model. What were they thinking! No matching body panels, lights, or tail; the only thing the new and old vehicles share are the name and emblem, and a break in production for many years. Do manufactures think that we forgot what the prior vehicles looked like after so many years? Did our eyesight fade? OK, maybe a little. Did our memories fade? OK, maybe a little. Therefore, ... So why resurrect the "Charger" name? Answer: Boomers, with lots of cash and fond memories of the muscle cars from their youth and a desired connection the past! Why a 4-door - kids needing a real back seat. Don't think so? Consider the following.

Plymouth is gone and there will never, never, ever, ever, be another Plymouth Hemi Cuda made ever again. At the January Barrett-Jackson Collector Car Auction in Scottsdale lot number 1274, 1970 Hemi Cuda Hardtop sold for \$480,000; lot number 1319, 1971 Hemi Cuda Hardtop sold for \$648,000; and lot number 1324, a 1970 Hemi Cuda Hardtop sold for \$702,000. There must have been about a dozen more that sold in the \$100,000 range.

A "real" 1971 Charger, lot number

414.1 sold for \$69,120. A 1970 AMX coupe, lot number 411, sold for \$43,200. An *AMERICAN MOTORS* vehicle sell for \$43,200! Who would have thought it possible? American Motors is gone also; no more Javelins or AMX's; never, never, ever, ever! "Back in the day" you may have thought American Motors was a joke and it going out of business was a good thing. Now these vehicles are fetching grand prices and are highly prized.

To it's credit Dodge has produced a Challenger concept vehicle that looks like a modern version of the 1970's model - it has the same lines and hood. I hope they build it. Now that I'll buy!

So what's in a name? \$\$\$\$\$\$\$\$\$\$, of course!

Real Disclaimer (sort of): This article was inspired by the staggering amounts paid for '70's era Plymouth Hemi Cuda's at the January Barrett-Jackson Collector Car Auction in Scottsdale, AZ. Dodge's audacity at naming a 4-door sedan a "Charger". The purpose of this article is to entertain you, and I hope provoke some thought and discussion about the topics considered herein. The opinions stated herein are my own, and are subject to change, question, and debate, argument, and knock down drag out fist fights, and I encourage you to partake.

Of course, there is always an exception to every rule, and in this case it is the Mercedes-Benz and the Maybach. Any accusation that the naming of this "new" vehicle is merely a marketing ploy pales in the face of the product - wonderfully luxurious then and now! If Dodge builds the Challenger concept vehicle, I will get in line to buy one.

THEN BUY ONE!

Greg Calabro

**15th Annual Rotary Car Show—Carnegie Center
Princeton, NJ—Sunday, May 21, 2006—9am to
4pm—Rain or Shine—Mercedes-Benz Grouping**

Bob Wegner will once again coordinate this event to be held again this year at the Carnegie Center at Highway #1 and Alexander Road in Princeton, NJ.

This is a really exciting event since we will participate with other car marques in a show which includes foreign, custom, muscle & exotic vehicles. We will have our own NNJS area for showing & judging our Mercedes-Benz autos. We had great fun last year at this show. Don't miss it.

- Dash plaques to all pre-registered vehicles
- Car classes determined by pre-registration deadline of May 14, 2006
- All show cars arriving before 10am are eligible to be judged
- NNJS members please pay \$10 in advance so that we can park together in our own area

- Please indicate your club affiliation NNJS-MBCA on the Pre-Registration form
- If you are interested in judging please so indicate on the Pre-Registration form
- Autos for sale \$15 (\$20 day of show)
- Call or write Bob Wegner at 973-515-0052—my280sl@verizon.net for more information
- Please pay attention to the May 14th Pre-Registration deadline
- Proceeds of the show & fair will benefit charities

Pre-Registration Form 15th Annual Auto Show & Fair

Please make checks payable to: The Foundation of The Princeton Corridor Rotary Club, P.O. Box 7161, Princeton NJ 08543

NAME: _____ AUTO MAKE: _____
 ADDRESS: _____ MODEL: _____
 CITY: _____ STATE: _____ ZIP: _____ YEAR: _____
 Phone: _____ Email: _____
 Please Reserve:
 _____ Auto show car entry(s) at \$10 (\$15 day of show) Amount _____
 _____ Auto(s) for sale \$15 (\$20 day of show) Amount _____

Unrestored Modified Restored
 Club Affiliation _____
 Yes, I'm available to assist with judging
General Admission: \$3.00
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Thank You

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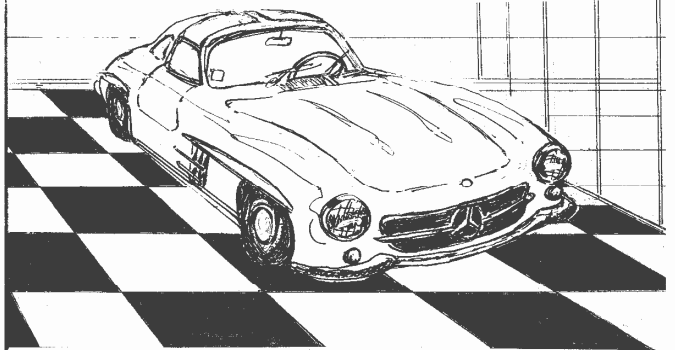
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We're on the Web!

www.mbca.org/northern_new_jersey/nnjmbca.html

NNJS Upcoming Events



- **Saturday, April 22, 2006**— NY Auto Show—Bus Trip Planned—See page 2
- **Saturday, May 14**—Car Care Clinic—Beverly Hills Auto—Basking Ridge, NJ—See page 9
- **Sunday, May 21**—Car Show & Fair at Carnegie Center—Princeton, NJ—See page 11
- **Fri., Sat., Sun., June 9, 10, 11** — 43rd Annual June Jamboree—Mercedes-Benz HQ—Montvale, NJ—Details on page 4

The annual NNJS June Jamboree at Mercedes-Benz North American Headquarters will be a really special event this year as we will be celebrating the Mercedes-Benz Club of America's 50th Anniversary.

NNJS, as host section will enhance this year's June Jamboree with additional activities marking the milestone. We have expanded to a 3 day event including a reception & dinner at a nearby Holiday Inn on Friday, the June Jamboree on Saturday at MBHQ, and a Safe Driving Seminar & Autocross on Sunday.

Watch your email for additional updates. Also, the NNJS Website and in our next edition of STAR TRACKS 2006.