



MBCA Memphis Section Newsletter - July/August 2021

River City Star



President's Message:

Greetings and welcome to the July-August edition of the Memphis Section newsletter. For a bit of good news, even during these strange times, we're actually increasing our section membership and are up to 91. Additionally, our national business office has again started distributing funds to the sections to help recruiting and organizing events.

As we slowly begin recovering from over a year of restrictions due to the Coronavirus, I want to invite you to our next club activity. **Mercedes of Memphis** has graciously agreed to open their dealership to us and to host a **Show & Shine** event. Its time to grab a polishing cloth, detail spray, engine cleaner, and a car vac, and prep your pride and joy for a couple of hours of fun on Saturday morning, July 17th, from 9-11. I know many of you have cars of various vintages from the 1950s up until brand new, and they all sparkle with a little TLC. MB of Memphis knows how to do this right, so it will be fun, and we will award door prizes based on a popular vote.

For August, we're planning to restart our section dinners. It has been a very long time since we were able to get together and enjoy each other's company over dinner, so be sure and put Saturday evening, August 21st on your calendar. Currently, we're planning on dining at Carrabba's Italian Grill, at 5110 Poplar. We'll be sending out more information by flyer as we get closer to the event.

Until I'm able to see you all again, stay safe and drive with care.

Bill Sudekum

President, Memphis Section

The 2021 MBCA-Memphis Calendar of Events

Our events include delicious dinners, fun drives and demonstrations on how to fix your car. Regardless of your interests and preferences, you will have many different events to choose from. We at MBCA Memphis value the safety of our members. As COVID-19 continues, we will slowly add events and dates to the calendar to stay in compliance with local directives. As always, go to memphis.mbca.org for the latest updates on our events.

Date	Event	Location
July 17	Show & Shine	Mercedes of Memphis
Aug. 7	Cars & Carbs	Panera Bread, Germantown
Aug. 21	Section Dinner	Carrabas's Italian Grill, 5110 Poplar
Sept. 4	Cars & Carbs	Panera Bread, Germantown
Sept. 25	Memphis Eurofest	
Oct. 2	Cars & Carbs	Panera Bread, Germantown
Oct. 9	Renaissance Eurofest	Richland

[Calendar of Events, cont.](#)

Date	Event	Location
Oct. 23	Shiloh Visit	
Nov. 2 - 7	Mercedes Freude	Hilton Head, SC
Nov. 6	Cars & Carbs	Panera Bread, Germantown
Nov. 20	Dinner	TBD
Dec. 4	Cars & Carbs	Panera Bread, Germantown
Dec. 11	Germantown Parade & Christmas Dinner	

Memphis Membership Matters

By Mike McHann (Membership Chairman)



Please welcome our new members Nicole Jefferson, Erskin Mitchell, Antonio Lundy, and Scott Arnwine. For the calendar year 2021, our membership has increased to 91, a net gain of seven members.

I'd like to encourage our newest members to join us at our upcoming events. With more people vaccinated and restrictions being relaxed, we're now planning social events for the summer and fall. Mercedes of Memphis is sponsoring a Show and Shine July 17th from 9 am to 11 am. I encourage all to attend or just drop by and visit, we would love to see you.

I believe our positive membership numbers can be partially attributed to the

Membership Displays we set up at Mercedes of Memphis and Smith Imports. The Displays contain copies of Star magazine with membership applications, resulting in many new members the past few months. In addition, we recently placed the Membership Displays at Mercedes of Collierville. A big Thank You to Frank Adams and Ben Lewis for donating their old copies of Star magazines and to MBCA for sending another couple dozen copies directly from the publisher. So I think we're good through a few months, but if you have old copies of the Star to donate let me know and I'll come by and pick them up.

Let's keep up the good efforts and encourage our fellow Mercedes owners to join. We have a colorful application so let me know if I can send you copies. As a reminder, you'll receive a 1 month extension on your membership for every new member you recruit, so be sure you're listed as the referring member on their membership form.



Join now! <https://memphis.mbca.org/join/national>

Mike McHann
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MBCA Memphis Officers:

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[Drive and Dine trip to Pickwick](#)

by Lynn Jones (Section Secretary/Treasurer)

On June 19th the Memphis Section held its first group event in more than a year. Six Mercedes-Benz models from two SLKs to an SUV, and 10 members and spouses made the 90-mile drive from the showroom of Mercedes-Benz of Collierville out to Pickwick Landing State Park in Counce, Tennessee.

Our route took us east along TN 57, one of the most scenic rural byways in west Tennessee that included historic La Grange. The first order of business when we arrived was lunch at the newly renovated restaurant at the Lodge and Conference Center at the State Park. The great view from the restaurant included the lock and dam at Pickwick Landing, built in the

1930's by the TVA as part of the navigation system that allows commercial river traffic all the way up the Tennessee River to Knoxville. It sure was great to get out and drive and meet again with Section friends!



Technical Tips and Tricks (TTT)

by Mike McHann

Curb Rash

Don't you hate it? We've all experienced it, whether it's the curb at the bank drive-through, fast food, gas pump islands... they're lurking out there waiting to grab your tire and ruin your rim. I'm writing this to tell about the worst case yet.

I recently acquired a red SLK55 AMG and it came with its own curb damage and it was bad. The

impact ruined the tire side-wall and the wheel damage was unsightly. Ordinarily, the tires have to be replaced in pairs at a cost of \$800/pair, but I found a more practical solution. I found the identical tire on eBay for \$88. 360 Wheel repaired the damaged wheel and mounted the replacement tire. The result is outstanding; it's like brand new, the repair costing \$175. Much thanks to Carlos Rodriguez at 360 Wheel Repair.



In my last article I installed Brembo Ceramic Pads on my 300SL, I wanted to update you after driving a few hundred miles. The brakes perform well with good road feel and no brake fade. The best part is **No Dust**. I'm used to rinsing brake dust at least once a week, now it's a thing of the past. What a time saver and always looking good. You may consider this as an alternative to the OEM brakes.

MERCEDES FRUEDE IN NOVEMBER NEW LOOK FOR TRADITIONAL EVENTS

Mercedes Fruede is a new and improved single national event that incorporates the most popular activities of the traditional StarFest® and StarTech events. The dates of November 2 through the 7th cover the main Mercedes Fruede event Tuesday through Friday, the Legends of the Autobahn East on Saturday, and the Hilton Head Island Concours d'Elegance on Sunday.

Our own Central Region Director, Rick Siefert is also the MBCA's National Events Chair and Rick is looking for a good turnout from our Region. So far, several MBCA-Memphis Section members have made reservations.

Consider making the trip to coastal South Carolina for all or part of Mercedes Fruede and enjoy the hospitality of the Omni Hilton Head Oceanfront Resort at some great off-season rates.



Make Your Reservations Now!

Omni Hilton Head Oceanfront Resort

MERCEDES FRUEDE
THE JOY OF EVERYTHING MERCEDES

MBCA'S NEWEST & GREATEST NATIONAL EVENT EVER!

Combining the best and most popular activities of both StarTech & StarFest into one fabulous gathering!

Location:
Omni Hilton Head Oceanfront Resort,
Hilton Head Island, South Carolina

CLICK TO BOOK YOUR HOTEL RESERVATION

Along with our MBCA Event, we will be able to experience the kickoff of Legends of the Autobahn-East, as well as the renowned HHI Concours d'Elegance.

Dates:
Mercedes-Fruede - Tuesday, November 2nd - Friday, November 5th, 2021
Legends of the Autobahn East - Saturday, November 6th
Hilton Head Island Concours d'Elegance - Sunday, November 7th

Enjoy the camaraderie of being together with old and new friends alike!
Mark your calendars NOW for a NOT-TO-BE-MISSED event!

Further details coming your way in the near future!
Rick Siefert - National Events Chair - rick.siefert@ottawill.com

MERCEDES-BENZ CLUB OF AMERICA

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Beautiful Hilton Head and all the Mercedes activities as well!

Membership in the MBCA offers many benefits including discounts on new cars, parts and service, a 15% discount at Brooks Brothers and much more!