



# The Jersey Southern Star

*"Das Beste oder nichts"*

Volume 6, Issue 2

May/June 2011



**Registration is Open for  
the  
5th Annual  
SJS Blueberry Picnic & Car  
Show  
on June 25th!**

*For More Info Check Out Page 5*

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MBUSA



**The First Annual MBCA-SJS Golf Tournament  
September 24, 2011**

See Page 7 for details...

**2011-2013  
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## Welcome, New Members!

**William Buenzle**

**Ajaya Das**

**Frank Lauletta**

**Paul Mastoridis**

**Scott Ulland**

**Ronald West**

**We look forward to seeing you  
at one of our upcoming events!**

*Have you recruited a new member for our club?*

*Please call 1.800.637.2360 or visit*

*www.mbca.org to join now!*



### Refer a New Member & Receive a Free Month of Membership!

"Here's a tip from one member who's accrued nearly 12 free months of free membership: Send an email to all your (non-member) friends who own a Mercedes-Benz or who aspire to own one (you do not need to own a Mercedes-Benz to join the Club). In your email, share a few reasons why you enjoy the Club then include the link to our website: <http://www.mbca.org>. Encourage friends to visit the site and become a Mercedes-Benz Club of America member (remember, memberships start as low as \$45/year; about 12 cents a day)."

<http://www.mbca.org/benefit/refer-friend-program>

## Club Calendar

### South Jersey Section Events

Check out our website @ [www.sjs-mbca.org](http://www.sjs-mbca.org) for the latest event information!

MBCA-SJS is also now on Facebook @ [www.facebook.com/pages/SJS-MBCA/108857329185983](http://www.facebook.com/pages/SJS-MBCA/108857329185983)

**June 25—Blueberry Picnic** *A great day in the country with food, cars, member awards, and fresh blueberries! For more info and the registration form, check out Page 5!*

**September 24—First Annual Golf Tournament, Westwood Golf Club, Woodbury, NJ** *Carrying on the culture of “passion, precision, and excellence” that drives Mercedes-Benz to sponsor PGA Championships, MBCA-SJS will be taking the spirit of competition to the course this fall. Details on Page 7! For more information, contact Section Secretary Mark Onbashian.*

**December 4—Holiday Party, Scotland Run** *For more details contact Bill Fisher, Section Treasurer.*

### Regional Events

**Through May 29—The Star and the Laurel: The Birth of the Automobile Exhibit**  
**German Heritage Museum in Washington, D.C. Free Admission!**

*Join in the celebration of 125 years of the Mercedes Benz automobile by attending an exhibit at the German American Heritage Museum, 719 Sixth Street, NW, Washington, DC, next to the Verizon Center. This exhibit is supported by Daimler, and MBCA members are participating.*

*The exhibit is open Tuesday to Friday: 11 am - 6pm, Saturday and Sunday 12 - 7 pm. For more information see [www.gahfusa.org](http://www.gahfusa.org)*

**June 18—June Jamboree @ MBCA Headquarters in Montvale, NJ**

*This fine tradition continues! The June Jamboree will be held Saturday June 18th. Registration is open 8:30 to 10AM. Concours, Popular Vote, continental breakfast and lunch courtesy of MBUSA. Tires to kick, things to see, do and learn. People to meet, conversations to have, pictures to take. memories to bring home. Car registration is \$45 (\$55 day of event) includes lunch. Meals and facilities cost \$10 per person for the over 12 set for those not registering a vehicle. Event concludes by 4 PM. For more information, check out the events calendar on the MBCA website.*

### MB125—National Events

**May 21-24, 2011—Gemutlichkeit in Mansfield, OH**

Gemutlichkeit is MBCA's oldest National Event. The name “Gemutlichkeit” may be roughly translated from German as “good times with friends”. This event provides exactly that, featuring 4 days of social activities, driving events, a Mercedes-Benz Concours d'elegance open to any year & model, a road rally, local tours, & more. Gemutlichkeit 2011 will be held in the scenic Mansfield, OH area--site of Starfest 2004. Complete event information is available at [www.benzclub.org/info/gemutlichkeit-2011](http://www.benzclub.org/info/gemutlichkeit-2011)

For more information on events in your region or around the country, check out the MBCA Events Calendar @ <http://www.mbca.org/upcoming-events>

## Club Happenings

You may have already heard the slogan "Beyond Ownership – Membership". That is just the opening point of the national "Re-Branding" that our club is undertaking, in a continuing quest to form our 80+ sections into being a recognizable part of a national club, that is readily identifiable as a united group and one that may be more inviting to a broader participation of Mercedes-Benz owners.

Our national membership has grown slightly in the last year, but still remains at just under 20,000 – while MBUSA continues to sell over 200,000 cars each year. It is clear that there are a lot of owners (and yes, some lessors) that have missed out on the benefits and camaraderie of our club. And if we recruited more members, we would have larger event attendance, along with a larger pool of volunteers to help organize and improve those events.

So look for opportunities to increase our club numbers. Remember, for every new member that you get to sign up, you earn a month's extension of your own club membership. If you need application forms or other promotional material, just ask any section leaders – or call 1-800-637-2360

And please try and attend some really great regional and national events this year, such as June Jamboree, StarTech, Gemütlichkeit, and StarTrails. Did I mention picnics? There's plenty to do- good people to meet- and lots to learn about your Mercedes-Benz.

*Werner Fehlauer*  
Regional Director



## President's Message



I am sure that I speak for all of us when I say that the members of MBCA - SJS join the world in mourning the loss of life and extreme devastation caused by one of the largest earthquakes recorded in history which was then followed by a tsunami that hit Japan on March 11, 2011.

Many of us cannot begin to imagine what life would be like when placed in a position to start over from literally a "ground zero" position, having lost family and all possessions. It is at this time, when life has rocked one's faith and core belief systems, that the love and compassion of those around us can restore lost faith and strengthen the confidence required to continue on in the rebuilding of one's life.

Please join me in taking time out of your busy schedules to help the people of Japan in any way you find possible. The power of "Prayer", "Love" and "Compassion" can be felt around the world when we take the time to stop and help those in their most dire time of need.

It is at this time and on behalf of the MBCA - SJS members that I send our message and prayers of "Love, Hope and Compassion" to all of the people of Japan.

*Lee Clifford*  
President



# 5th Annual Blueberry Picnic and Car Show

631 Swedesboro Rd, Gibbstown, NJ: I-295 Exit 16A (South)

Saturday, June 25th, 2011

10:00 AM to afternoon



Don't miss this event! This is a repeat of the successful event previously held at Werner and Nancy Fehlaue's Blueberry Farm. This is your chance to pick a few of the freshest berries you will find anywhere. The blueberries have a very good 'set' on them this year, and should be at their prime by the end of the month.

While you check out the berries, you can also check out the fine Mercedes cars that will be lined up for display on the grass for us to enjoy. There will be People's Choice voting and awards for cars displayed in Classic, Modern, and Best of Show categories.

Also, remember that this is one of the two events this year when we will be handing out 5, 10, 15, and 20 year membership pins to those section members that attend!

A light lunch including German style Bratwursts, hot dogs, chicken, etc. will be served around noontime. The section will also provide non-alcoholic beverages. Attendees are asked to bring either a desert item (cookies, fruit, etc.) or a side dish (salad, chips, etc.)

Put this date on your calendar for a relaxing, laid back day in the country. Cost for this event is \$10 per adult (children ten and under are free).

Questions? Call Jim Zinsky at 856-429-6676 or Email at [jzinsky@aol.com](mailto:jzinsky@aol.com).

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## Reservation for the Blueberry Picnic and Car Show Event—June 25th, 2011

Name: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Number of adults: \_\_\_\_\_ x \$10 (\$15 after 6/19/11)= \$ \_\_\_\_\_

Number of Children: \_\_\_\_\_

Check enclosed (payable to SJS-MBCA)                      Total:                      \$ \_\_\_\_\_

Please mail the above form and your check to:

Jim Zinsky

119 Hawthorne Ave.

Haddonfield NJ 08033

## Letter from the Editor



What drives your love for Mercedes-Benz? For the Goldberg tribe, it's all about the mechanics of the machine. To paraphrase the writers at BenzInsider.com, if you want to work on the best luxury car, then why not work on the brand named after the guy who invented it?

Attending club events has shown me that my husband and father-in-law are not alone in their love of tech talk when it comes to Benz (especially Diesel). I admire the mechanics in our midst. Whether they be armchair or professional, these are the members who keep our cars and our club running. (Don't believe me? Check out the bio of 21-year old Adam Lumsden on page 10.) Some of the most involved members of MBCA are those who not only drive the cars, but tinker with them, and even resurrect a model or two from the junk heap to

function as both daily drivers and works of art.

Do you meddle with your motor? Have you aided and abetted in getting a Mercedes to rise from the scrap yard-dead? Do you keep your library card active just to check out the Chilton manuals in the reference section? If so...

**Would you like to contribute some Tech Talk to The Jersey Southern Star?**

If you have a tip or trick to share, or a good ol' fashioned mechanic's story to tell, please contact me at [jerseysouthernstareditor@yahoo.com](mailto:jerseysouthernstareditor@yahoo.com) and you may just be published in a future edition of The Jersey Southern Star. Include pictures and provide your full name to claim bragging rights!

*Susan Goldberg*

The editor has sole discretion in determining acceptability of all submissions.  
Full names/contact info must be included with submission. Stories may be edited for length.

## Introducing Our New Secretary

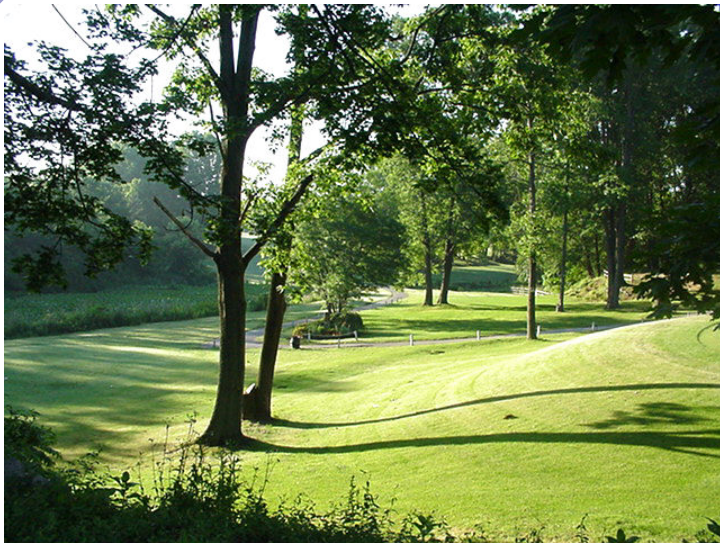
I would like to thank everyone for the warm welcome. I also would like to share with everyone my 17 years of experience working for Mercedes Benz of Cherry Hill. My goal for the Mercedes Benz Club of America is to bring a large number of new members to the South Jersey Section.

I will be chairing the golf tournament in September and our goal is to get at least 50 new members and raise some money for charity.

Thank You,  
*Mark Onbashian*  
Secretary



**Have a question, comment, or interesting idea to share?  
E-Board Contact information is on Page 2!**



*Join the MBCA South Jersey Section as we tee-off at the elegant Westwood Golf Club (pictured, left) for a fun day in the country and the chance to fundraise for a good cause.\**

*Sunday, September 24, 2011*

*Westwood Golf Club  
850 Kings Highway  
Woodbury, New Jersey 08096  
[www.westwoodgolfclub.com](http://www.westwoodgolfclub.com)*

*18 Holes (Front & Back 9)  
Course Closed to the Public for Our Event  
Morning Start Times  
Food Included*

**For more details and  
registration information,  
contact**

**Section Secretary Mark Onbashian  
856.663.3200 x.1238  
[monbashian@chmb.com](mailto:monbashian@chmb.com)**

*\*Charity information to follow*





# SHANGRI—LOT

**Advertising Information:** SJS members may place an ad in The Jersey Southern Star free of charge. To place an ad please contact the Newsletter Editor. The editor has sole discretion in determining ad acceptability and length.

**For Sale – 8 Floor Mats** 4 gray (2 front/2 rear) and 4 clear-cut (2 front/2 rear) for the E320, 2003 until model change (around 2009). Asking \$60 for ALL 8 mats. Contact Al Adelhoch at 856-327-4499 or via email at: kodakmom@comcast.net.



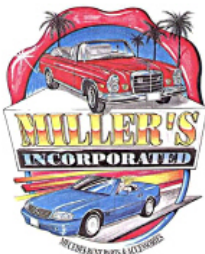
**For Sale – 4 1984 380SL original wheels** in average condition. There are four P 205-60R14 radials currently mounted on them. The tires have less than 3000 miles on them and the side of the auto on which they were mounted is noted on the inside of each wheel. First reasonable offer takes them! Pick up only. Call Joe (609) 680-3049 or e-mail to jgreco23@comcast.net.

## For Sale—Wheels & Tires

4X Yokohama ADVAN-032ZR Specs: 245-45-ZR17.  
 2 Continental P245-45-ZR17-95W.  
 2 Continental P225-45-R17-91W.  
 2 AMG Wheels 17-8.  
 2 AMG Wheels 17-8 1/2.  
 All lugs, caps, extra brake pads.  
 \$700 + Shipping. Free delivery in South Jersey.  
 Contact Dr. Richard Miranti at 732-505-0828



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## Know of a Benz-related Business Looking to Advertise?

Contact SJS Treasurer Bill Fisher at [billfisher\\_560sl@yahoo.com](mailto:billfisher_560sl@yahoo.com) or by phone at 609.221.2633.

**Full Page: \$500.00**

**Half Page: \$275.00**

**Quarter Page: \$150.00**

**Business Card: \$75.00**

**Rates are for one year or 6 consecutive bi-monthly issues, with ad material or black and white artwork suitable for scanning or direct incorporation into the newsletter, provided by the advertiser. Advertisements must only be for Mercedes-Benz products or items and services related thereto.**



## Membership Minute

# Spring Has Sprung!

Time to crack open that sunroof,  
drop that top,  
get out on the open road  
and feel like a kid again!



*Because travelling in your Mercedes is the smart thing to do.*

Are you traveling a Star Trail or just going on a great road trip this summer? We want to hear all about it and see the pictures, too! Send us a picture of you and your Benz and we'll publish it in the next issue of The Jersey Southern Star. Tell us how you got your baby ready for the road, or what a sweet ride

you had, and we'll even give you some page space.

Simply email pictures/story to: [jerseysouthernstareditor@yahoo.com](mailto:jerseysouthernstareditor@yahoo.com) or call the Newsletter Editor at 609-744-6025 for snail mail info. (Yes, we can scan-in your photo prints!) *Happy Trails!*

The editor has sole discretion in determining acceptability of all submissions.  
Full names/contact info must be included with submission. Stories may be edited for length.

**WE NEED YOUR E-MAIL ADDRESS!**

*If you have not received SJS notifications via e-mail and you want to add your e-mail address, please send your e-mail address to [mbcasjs@yahoo.com](mailto:mbcasjs@yahoo.com)*

## E-Updates: All the News That's Fit to Print!

**Dubbed "The Roadster Reborn"** April's InRoads (the official E-Newsletter of Mercedes-Benz) has this to say about the latest SLK-Class:

*Conceived in the spirit of leaving it all behind, the 2012 Mercedes-Benz SLK-Class ushers in the next generation of roadster with an all-new design. Add the*

*signature retractable hardtop, new engines and a list of innovations a mile wide -- including the available MAGIC SKY CONTROL panoramic sunroof with tinting you can adjust at the touch of a button -- and you've got a vehicle born to bring the road to life. Look for the all-new 2012 SLK-Class Roadster to arrive at authorized Mercedes-Benz dealerships in June.*



**Did You Know** Mercedes-Benz offers an array of online videos that demonstrate how to take advantage of the variety of your Benz's features? InRoads has this to say about the new online venture:

*Created to help you take advantage of everything your Mercedes-Benz has to offer, our new series of instructional videos demonstrates the use of a variety of vehicles features -- many of them frequently overlooked. These how-to sessions include tips on: setting your vehicle's seat memory, remotely ventilating the interior on hot days, and pairing your mobile handset with your vehicle to use Bluetooth® hands-free calling technology. Take a look at the topics for your vehicle, and maximize your driving experience.*

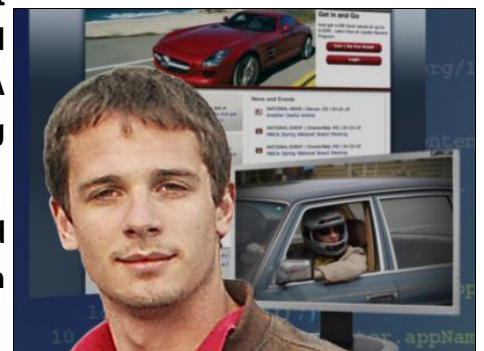


Keep in mind that, as of this printing, instructional videos are available for 2011 models only.

You can view the videos online at: <http://www.mbusa.com/mercedes/owners/videos>

**The Next Generation of Mercedes-Benz** isn't just about the cars. Michael Salemi introduces MBCA members to 21-year old Adam Lumsden, the newest staff member of the National Business Office. Born into a family of car enthusiasts, Adam and his dad joined their local MBCA chapter together; before he could drive, Adam invested in his first Mercedes, a 1984 300D. With a combination of "digital skills" and "automotive acumen", Adam currently juggles his work with MBCA and a web-design firm while completing his electrical engineering degree at Wayne State University.

As MBCA looks to attract the next generation of Benz owners and operators, Adam's story should inspire all MBCA members to issue an invitation to the young talent in their midst!





## MBUSA Facebook Update

### 2012 C63 AMG Coupe

“Meet the all-new 2012 C63 AMG Coupe. Delivering 451 hp, 443 lb-ft of torque and a 0-60 time of only 4.4 seconds. Enjoy the photos below, and get acquainted with the latest addition to our high-performance stable.

Check out the MB USA Press Office on Facebook:  
[www.facebook.com/mbusapressoffice](http://www.facebook.com/mbusapressoffice)



### 1965 Mercedes-Benz 600 Pullman Landaulet

“The recent Concours D’Elegance at Amelia Island, Florida, had a featured class of Mercedes-Benz 600 vehicles on display—including this 1965 Mercedes-Benz 600 Pullman Landaulet built for Pope Paul VI.”

**Become a fan of MBCA-SJS on FACEBOOK:**  
[www.facebook.com/pages/SJS-MBCA/108857329185983](http://www.facebook.com/pages/SJS-MBCA/108857329185983)



## MBUSA on Twitter: A Sneak Peek @ the New A-Class

Dubbed smaller, edgy, aggressive and different, this new Concept A-Class is unlike anything Mercedes has ever brought to America. According to Chris Woodyard at USA Today, “Concept A features a new 210-horsepower turbocharged four-cylinder gasoline engine, a dual clutch transmission and a radar-based collision warning system with adaptive “brake assist.” The headlights of the Concept A-Class have full-LED high-performance headlamps. The daytime running lamps consist of 90 optical fibers with aluminum sleeves.” The new A-Class will debut Stateside at the 2011 New York Auto Show.





WWW.SJS-MBCA.ORG



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