



# The Road Benz

The Newsletter from MBCA | Wichita

April 2013

Wichita Section

## Upcoming Events



### April Meeting at the Kansas Star Casino

Two topics will be presented:

- How to best prepare a vehicle for Entry into A Car Show - Suzanne Moore
- Review of MBUSI production facility in Alabama- maker of M, R, GL, & future C-Class (Mercedes-Benz United States International) - VIN KISSICK

It's about having lunch at the buffet; learning how simple it is to prepare your vehicle for show; finding out how the MBUSI facilities compares to the Stuttgart facilities in Germany; and being shown around the casino by one of our members who frequents the place.

Date: Saturday, April 20, 2013

Time: 11:30am – 1:30pm (please be prompt)

Place: Kansas Star Casino | Kitchen Buffet

- Must be 21 or older to enter facilities.
- Kitchen Buffet is in the back SW area of the casino. Find our group in the eating area where the Mercedes-Benz Star will be displayed.

Location: South of Wichita at I-35 Exit 33 (Mulvane). Suggest entering from SE direction thru hotel or arena entrance.

*Great experiences can come in short dedicated times and/or all day events.*

### McPherson College | Automotive Restoration 14th Annual C.A.R.S. Club Car Show

Date: Saturday, May 4, 2013

Location: McPherson College (center lawn), McPherson, Ks

Time: 9:00am – 4:00pm (9am-11am car entries)

Registration Fee: \$15 (\$10 prior to April 22, 2013)



The national Mercedes-Benz Club of America is a strong supporter of the college. Each year, MBCA members from around a 5-6 state area enter their Mercedes-Benz vehicles. After last year's showing of almost 25 Mercedes-Benz entries, this year there is a new category called "Mercedes-Benz" in addition to the "Foreign" category.



At the show, guided tours are given of the auto restoration department facilities, and students do a demonstration of how to assemble a Model T from parts in less than 20 minutes.

All models and years of Mercedes-Benz are encouraged to show their vehicle! Note: MBCA | Wichita will refund registration fees to all "Wichita Section members" who enter their vehicles!



## PAST EVENT REPORT



### Afternoon Road Trip Cotton Field Harvest & Gin Tour September 22, 2012

Harvest was late last fall so instead of watching the harvest, the group still had a very interesting time seeing the cotton in the fields, climbing around the harvesting equipment, and touring a cotton gin.



We met our farmer hosts, Duane & Pauline Regier and Karl Wetsel, over lunch at the Bentley Corner Bar & Grill in Bentley. Members, Vin & Patricia Kissick lead us thru the country side and cotton fields. The great cotton combine was huge and members were able to climb up and sit in the drivers seat and be overwhelmed with all the electronic equipment on board for the driver to manage.



Then we heading down to the Southern Kansas Cotton Growers (SKCG) Cooperative cotton gin in Winfield and met Dr. Rex Friesen, SKCG Pest Management Supervisor. He gave us a thorough educational experience on cotton, cotton growing challenges, cotton by-products, and a tour of the gin and staging areas.



The day ended with a lovely dinner and gift drawings In Winfield at Biederman's Bistro. Fun was sharing the day with adventurous members, meeting up with generous people sharing their cause, and experiencing a couple of great places to go eat out again!



### Meet our Member & Why a Mercedes-Benz: Herb Ailsieger

by: Mary Lou Baskett

It is my pleasure to introduce fellow Mercedes club member, Herbert Ailsieger, better known as Herb.

Herb is a retired engineer from the aviation industry. His career was both rewarding and fascinating. For instance, on Jan. 17, 1966 a B-52 bomber collided with a KC-135 jet tanker during a refueling exercise over Spain accidentally dropping four 1.5 mega ton hydrogen bombs. At the time, Herb was working in the nuclear radiation detection department for North American Aviation, Inc. in Los Angles, California. Herb and three other men, as well as many military personnel, were sent to the Mediterranean to help locate the bombs. Multiple books and even a 2000 movie, "Men of Honor" tell the story of this historic "Broken Arrow" incident.

Herb is the proud owner of a 1992 300E Mercedes. It was purchased new in Beverly Hills, and somehow made its way to Kansas. Herb bought it from a local dealer here about five years ago. The car is in excellent condition with over 170,000 miles on it. The only repair he's done is to replace the starter motor. He's been a member of MBCA for 4 years.



When asked why he chose a Mercedes, Herb replied that he wanted a rear wheel drive car with a 50% balance like BMW, spotless, and no damage. Herb said his previous cars were BMW and Alfa Romeo, thus giving us an idea of his high quality requirements.



## THE BEST CONTINUES TO GET EVEN BETTER FOR MERCEDES-BENZ DEALERSHIP IN WICHITA

### New, Unprecedented Improvements and Upgrades Scheduled and in Process

The dealership that has very much set the tone of luxury automobile retailing in and around Wichita is once again stepping up their commitment to provide not only the world's finest luxury automobiles, but the world's finest luxury experience...before, during, and long after each sale. It is a process that is forever evolving, continuously improving and always being measured to ensure that the dealership is not only responsive to, but also proactive toward all customer expectations. Mercedes-Benz, in Wichita, has major improvements and upgrades in the works.

"We call it the Luxury Experience, our unique brand of customer service and meticulous attention to detail," said Bobby Cuillo, President of Scholfield Auto Plaza. "We offer an extensive suite of complimentary services and amenities that have been put in place to meet and exceed the desires of our clientele. We aim for true surprise and delight with each customer experience at our dealership."

Some of the most popular services included in The Luxury Experience are the Airport Shuttle, the Mobile Wash vehicle, and the Pickup and Delivery service. To clarify: any time any customer needs a ride to or from ICT Airport, all they need to do is call in advance and the Scholfield Auto Plaza shuttle will be there waiting, any time of day or night, 24/7/365. For a Mobile Wash service, all that is required is an appointment in advance and the Mobile Wash vehicle (a specially-outfitted Sprinter Van) will come to the customer's home, office, or other location, and wash their vehicle on-site. With Pickup and Delivery service, even for a simple oil change, if a customer would like the dealership to come to their home or office, Scholfield Auto Plaza will gladly do so, perform the needed service or maintenance, and return the vehicle when the work is complete. If the customer desires a loaner vehicle, one is gladly provided at no charge, not even for fuel. Cuillo added, "we currently have over 80 current model year loaner vehicles in our fleet, and that number seems to grow every year with increasing demand. We know our customers appreciate driving a current year vehicle, so we've increased the size of the fleet as needed." Scholfield Auto Plaza also provides complimentary lunch for service customers who choose to wait for their vehicle, and most recently, has expanded Saturday service hours to 9am-5pm. And these are only a few highlights of the Luxury Experience...there is much, much more.

The really big news, however, is the new Mercedes-Benz dealership being built at 1545 North Greenwich. "Our new dealership, which will be named **Mercedes-Benz of Wichita**, will have every amenity imaginable. We have made the investment, and the commitment, to house a brand-new, custom-built, state-of-the-art Mercedes-Benz facility with all the technology, all the comforts and everything our customers and our staff could ever need to have the most positive experience possible. Cuillo added this final thought, "We are immensely proud to have won the Mercedes-Benz Best of the Best Award for our performance in 2012, but with our new facility, scheduled for **Grand Opening celebration on Thursday, October 3<sup>rd</sup>**, we will do an ever better job of providing a Luxury Experience like no other!"



### NEWS ARTICLES from: Scholfield Auto Plaza - Mercedes-Benz Dealer

#### Invitation to Coffee & Cars Events at Scholfield Auto Plaza

By Melody Matulewic, Scholfield Marketing & Social Media Director

1. The second Saturday of every month, the Mercedes-Benz Car Club is invited to join us during our Coffee & Cars event.



Starting at 9 am we have a coffee

barista to prepare gourmet coffee drinks along with fresh

fruit and pastries. Then starting at 11 am until 2 pm they whip up tasty



smoothies filled with fruit or cookie treats. It's a great time to come see all the wonderful new Mercedes-Benz vehicles or schedule your Saturday service appointment. Service & Parts are now open from 9 am - 5 pm every Saturday.

2. On May 11<sup>th</sup> our Coffee & Cars will feature our **Spring Open Haus** with Mercedes-Benz owners receiving extra discounts. We'll have a chef prepare custom omelets that morning too!

Scholfield Auto Plaza, LLC  
11212 E. Kellogg, Wichita, KS

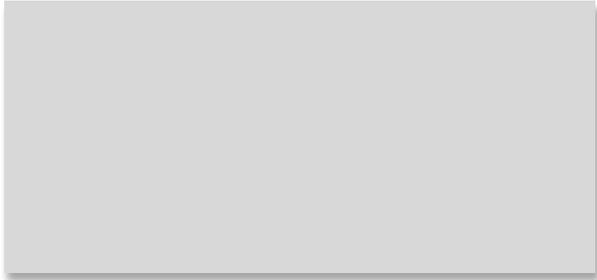




Mercedes-Benz Club of America

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Wichita, Kansas



## StarTech May 18-22, 2013

StarTech 2013 is MBCA's National Technical Event held every two years. In 2013 it will be held at the American production plant of Mercedes-Benz at the MBUSI Factory Training Center near Birmingham, Alabama. There will be over 20 speakers and lots more than just technical sessions to attend. Learn more at <http://MBCA.org>.

Mercedes-Benz had a record-breaking sales year in 2012 and sold 1,423,835 units.

*Still time to make your reservations to attend*

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**STARTECH 2013**

## PRESIDENT'S CORNER – Steven Baskett

Welcome new members. We look forward to meeting up with you at our 3 to 4 activities we host each year. Our MBCA Club events are designed to offer activities, people, and places that you normally would never have experienced and at the same time while enjoying your Mercedes-Benz vehicle. The Cotton Road Trip day was a perfect example of these fun times.

A big congratulations goes out to **Scholfield Auto Plaza** for being awarded the Mercedes-Benz Best of the Best Award from Mercedes-Benz USA for their 2012 performance! See Scholfield's news article inside with their really big upcoming celebration for this fall.

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Wichita Officers  
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Steven Baskett, President, 316-461-0476  
Vin Kissick, Vice President  
Suzanne Moore, Secretary/Treasurer

*Be sure to renew your membership!*

