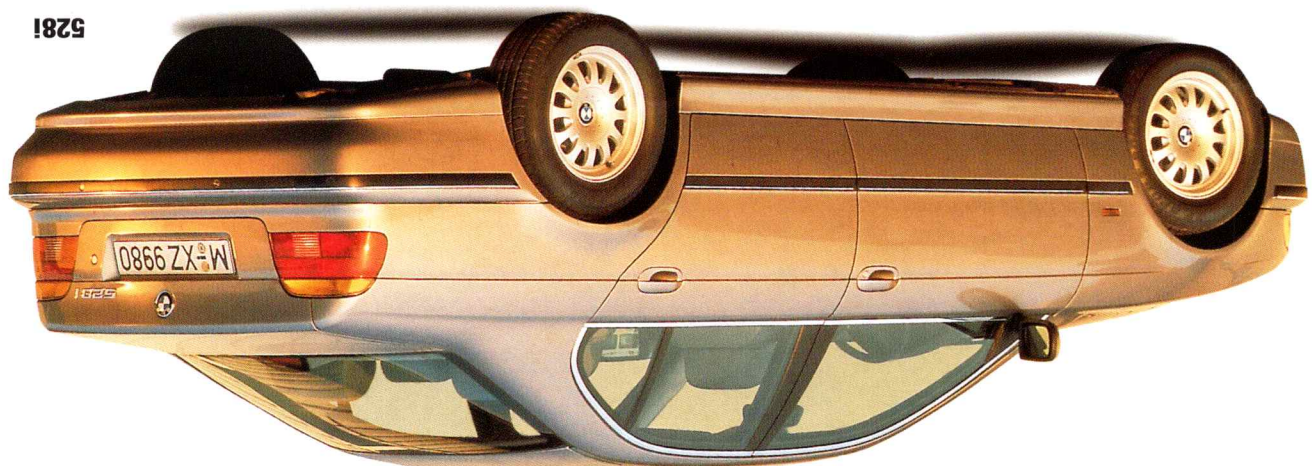


**A BMW to stir the soul.
The exciting new Z3 roadster.**





At BMW, writing a new page of automotive history each year is a tradition. And this year is no exception. We are especially proud to introduce our new models: the 1997 5-Series and the 1996 Z3 roadster.

Constantly moving forward



The BMW 8-Series

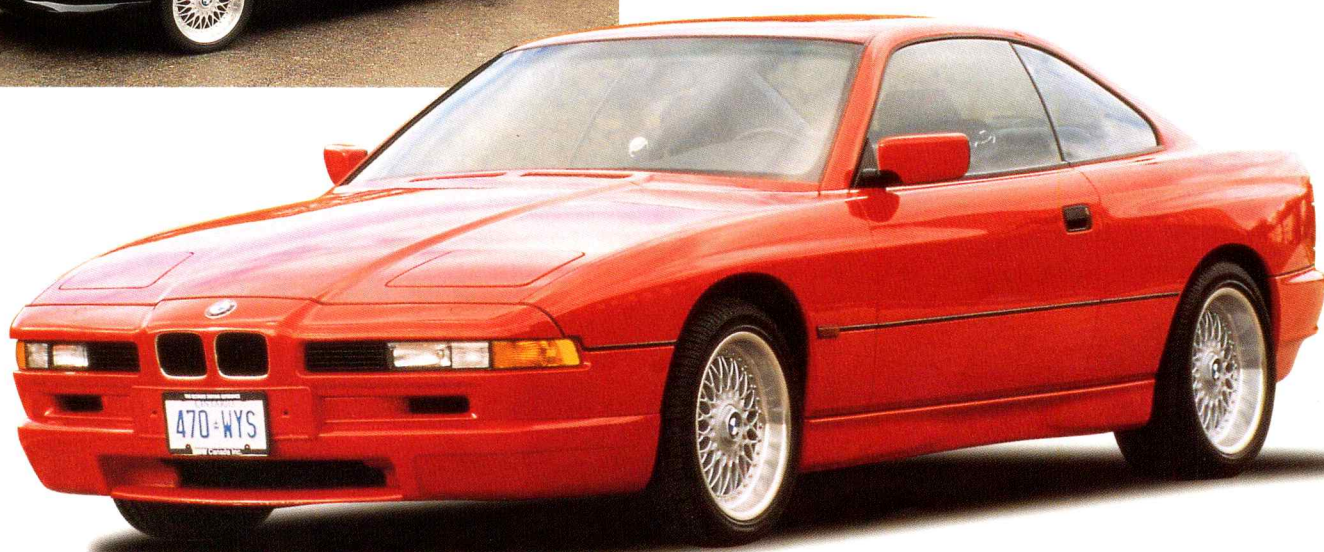
THE VISION
If there is one defining quality that sets BMW apart from its competitors, it is the company's ability to build tomorrow's automobiles today. Nowhere is this more apparent than in the BMW 8-Series. Remarkable in every aspect, the 8-Series is simply without peer. Its distinctive appearance is a clear statement that there is more here than meets the eye.

Sleek exterior lines follow through into the interior space, where the car's true purpose is brought into sharp focus: to perform with total confidence. The 840Ci's 8 cylinder engine, and the 850Ci's 12 cylinder engine, deliver strong uninterrupted power, while the advanced suspension system ensures that all that power is safely transmitted to the road. Of the many ground-breaking technological strengths inherent in the BMW 8-Series, none is more compelling than its state-of-the-art performance.



SPECIFICATIONS		840Ci	850Ci
Engine	litre/type	4.4/8 cyl.	5.4/12 cyl.
Nom. output/rpm	hp	282/5700	322/5000
Top speed*	km/h	250	250
Accel. 0-100km/h	sec.	7.2	6.4

* top speed limited electronically



If you have any questions, please do not hesitate to call us at **1-800-667-6679**. You can also visit our Home Page on the Internet at <http://www.bmw.ca> for more information.

AA 61 1 151 026

BMW – the ultimate driving experience

BMW reserves the right to make changes at any time, without notice. Some models may be shown with optional equipment. Further information can be obtained from your BMW dealer.

Printed in Canada, December 1995



A Body In Motion

The BMW 3-Series

THE SPIRIT
Passionate, spirited performance. Exceptional styling. No matter how you look at it, the BMW 3-Series is a landmark in design and engineering integration. Of the many guises of the 3-Series, including the ti coupé and the cabriolet, each finds its roots in the sedan: a true driver's automobile. A car for those who appreciate a progressive style of thinking that delivers an outstanding level of performance.

Compact and comfortable, the BMW 3-Series is a driver's car from front to back. The suspension is agile and responsive, for safe and dynamic handling. The new 1.9 and 2.8 litre engines are impeccable performers. The look is sporty and sleek, blending pure pleasure with an underlying practical nature. And the result is a spirited driving experience celebrated around the world.

The BMW 5-Series

THE HEART
The redesigned 5-Series is BMW's new masterpiece – a car that will touch the heart of any driver seeking luxury and performance in perfect harmony. Its graceful lines, spacious interior and superior level of comfort make it a perfect definition of the thoroughbred car.

New 2.8 and 4.4 litre 6 or 8 cylinder engines generate all the responsiveness and power a driving connoisseur could need, while the impeccable road handling meets and surpasses BMW's fabled standards.

Beautiful to behold, the new-look 5-Series has been thoroughly rethought at every level: comfort, safety, ergonomics, performance. It is an automobile for the demanding and knowledgeable driver, yet it remains close to the BMW ideal of pure driving pleasure. A car that will be appreciated by the heart as much as the mind.

SPECIFICATIONS		528i	540i
Engine	litre/type	2.8/6 cyl.	4.4/8 cyl.
Nom. output/rpm	hp	190/5300	282/5700
Top speed*	km/h	206	206
Accel. 0-100km/h	sec.	n/a	n/a

* top speed limited electronically



540i



528i

The BMW 7-Series

THE MIND
With the 7-Series, the notion of a thinking person's luxury car reaches its peak. Now entirely redesigned, the 7-Series is filled with intelligent technological innovations to elevate the driving experience to a new level.

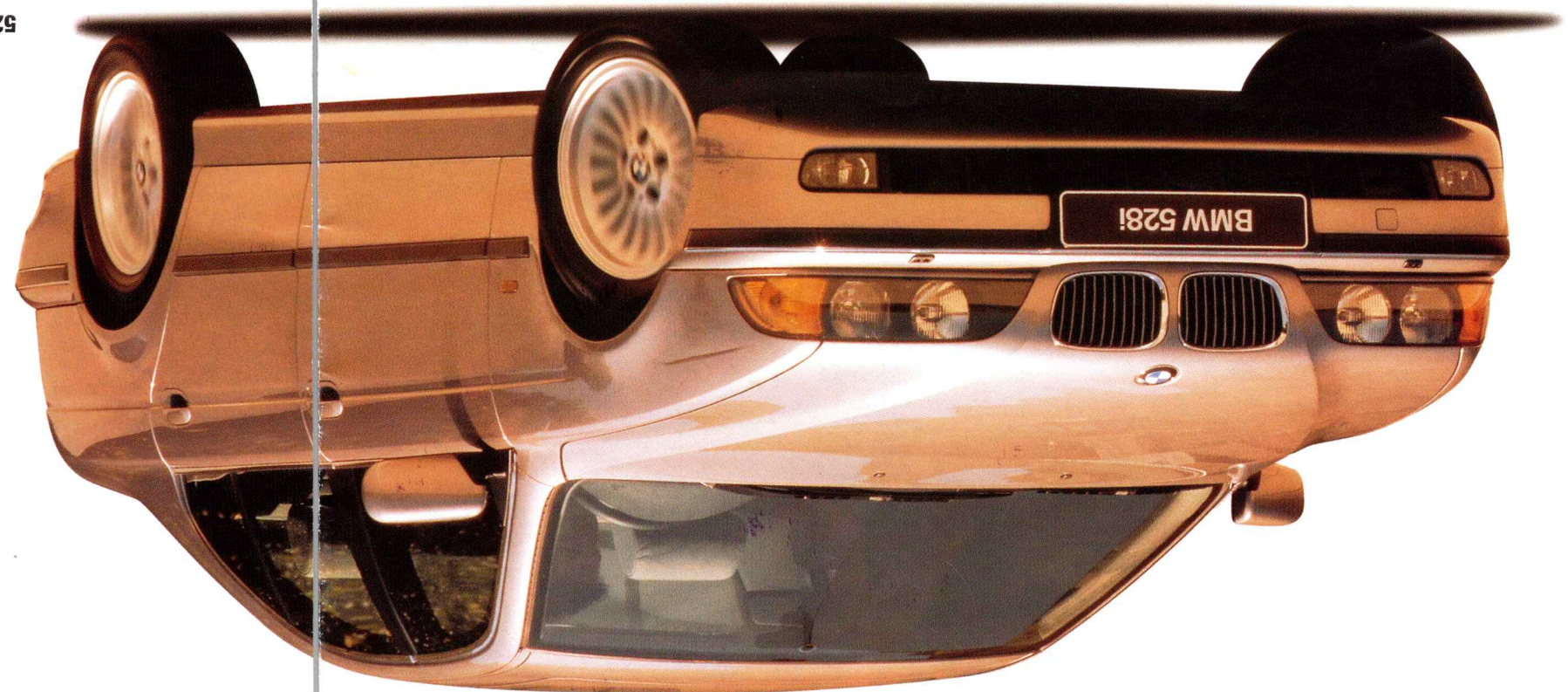
The sumptuous yet intimate interior is distinguished by driver-oriented ergonomics and full functionality. It is an interior designed with one goal in mind: the comfort and safety of its passengers. The infinite range of seat adjustments epitomizes the concern for individualization and comfort.

BMW engineers have achieved a higher level of performance through a perfect interaction between suspension, transmission and electronic and computer controls. At the same time, environmental considerations have been factored in at every stage of development.

Elegant from any angle, the BMW 7-Series exudes sophistication. With its intelligent attention to detail, it stakes an undeniable claim as the best luxury car that money can buy.

SPECIFICATIONS		740iL	750iL
Engine	litre/type	4.4/8 cyl.	5.4/12 cyl.
Nom. output/rpm	hp	282/5700	322/5000
Top speed*	km/h	206	210
Accel. 0-100km/h	sec.	7.2	6.7

* top speed limited electronically



528i

The passion of the 3-Series sits the SPIRIT... the excitingly redesigned 5-Series makes the HEART pound... the intelligent features of the 7-Series appeal to the MIND... the forward-looking 8-Series is an automobile of VISION... and the classic Z3 roadster is a car to touch your SOUL.

For the past 80 years, BMW has been "the mobility company" – making people more mobile on the ground and in the sky. From aircraft to cars to motorcycles, we have dedicated ourselves to the development of perfectly engineered transportation solutions. All our research thinking has been aimed towards one goal: creating safe, stylish and technically advanced vehicles for people on the move.

Constantly moving ahead



Z3 roadster

The BMW Z3 roadster

THE SOUL
"A sexy two-seater roars into the market."
- 1996 new car preview, The Financial Post, Sept. 22, 1995.

Sculpted lines. Romantic styling. The Z3 roadster is a brand new BMW designed for pure motoring pleasure. Engineered to BMW's usual exacting standards, this droptop two-seater sportscar is a non-conformist's dream come true. A classic roadster in the historic tradition.

Slip into its cockpit and a sense of unbridled freedom takes over. More than ever before, BMW has created a car that makes you feel close to the road. The Z3 roadster's appeal goes straight to the soul – a genuine expression of "the ultimate driving experience".

SPECIFICATIONS		Z3 roadster
Engine	litre/type	1.9/4 cyl.
Nom. output/rpm	hp	135/6000
Top speed*	km/h	187
Accel. 0-100km/h	sec.	9.1

* top speed limited electronically



318is



318i Cabriolet



328i

SPECIFICATIONS		316i	319i	318is	318i Cabriolet	328i	328is	328i Cabriolet
Engine	litre/type	1.9/4 cyl.	1.9/4 cyl.	1.9/4 cyl.	1.9/4 cyl.	2.8/6 cyl.	2.8/6 cyl.	2.8/6 cyl.
Nom. output/rpm	hp	138/6000	138/6000	138/6000	138/6000	190/5300	190/5300	190/5300
Top speed*	km/h	187	187	187	187	206	206	206
Accel. 0-100km/h	sec.	9.3	9.3	9.9	10.2	7.0	7.0	7.3

* top speed limited electronically



318i