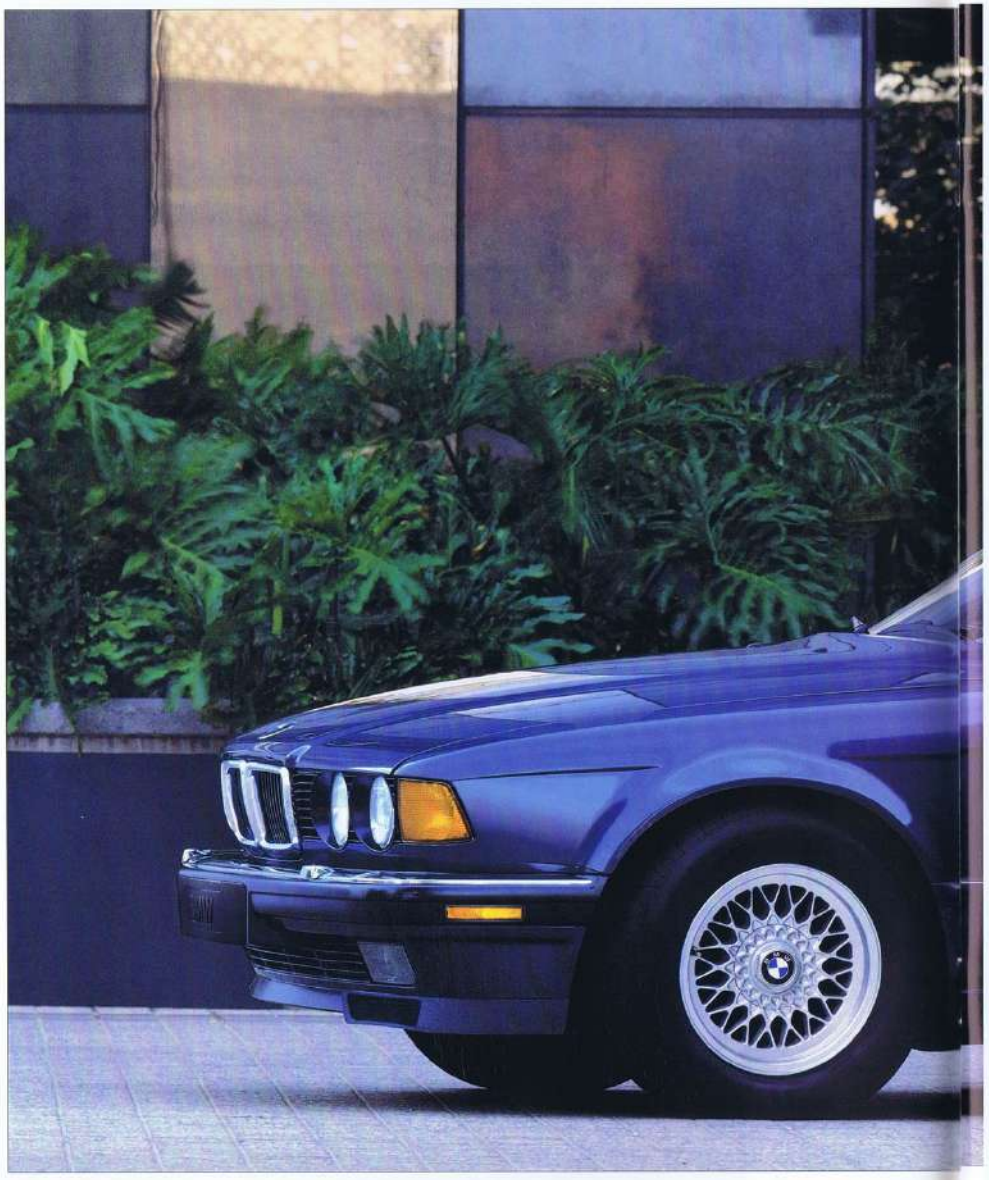
THE BMW 7-SERIES

The BMW 7-Series today:

Elegance and performance taken to the highest level.



NOTHING CAN REPLACE A GOOD IDEA. EXCEPT AN EVEN BETTER IDEA.

Acclaimed as one of the most prized and successful luxury sedans in the world, the BMW 7-Series is also acknowledged as one of the best performance cars built in the last five years. The quest for perfection is evident in every detail — in styling and amenities predestined to make the 7-Series the ultimate luxury car for those who will accept nothing less. And, at the same time, to create a performance automobile whose technological innovations, safety and power can actually help to improve the driver's abilities, control and driving pleasure.

Now BMW introduces a powerful new idea — a 4-liter V-8 engine that makes a great car even better.

Table of Contents

Like a fine wine, brilliant concepts improve with age:
The 12-cylinder BMW 750iL — in a class all its own.

Introducing the new BMW 740i:
Four-liter eight cylinder power that looks sensational just standing still.

The BMW 740iL adds inner space to smooth-running 8-cylinder power.

Escape to a private pleasure sanctum where luxurious amenities blend with intelligent practicality.

Command center puts instant information at your fingertips.

Germany's most successful 12-cylinder in the last 50 years: the BMW V-12.

THE NO-COMPROMISE CONCEPT: V-12 POWER WITH FUEL EFFICIENCY.

When the 750iL was first conceived, BMW engineers were given both an opportunity and a challenge: create the finest luxury sedan in the world. And power it with a silky-smooth 12-cylinder engine that could produce effortless power on command. One whose innovations would make it the definitive standard in automotive engineering. No compromises. No doubling up of our already perfected straight-six. With no limitations to creativity. In other words, achieve the dream of every automotive engineer.

The final product is an engine never seen before, combining extraordinary power and fuel efficiency.* One of the lightest 12-cylinders ever built, this 5-liter engine develops 296 hp and has a maximum torque of 332 lb/ft at 4100 rpm. Remarkably smooth, all engine functions are controlled by BMW's sophisticated Digital Motor Electronics (DME), whose sensors precisely monitor and control all engine functions at their optimum levels.

The aluminum alloy engine block, with cylinder walls of extremely hard silicon crystals, is unaffected by high temperature. The forged crankshaft has 12 counterweights, producing remarkable smoothness.

** EPA estimated 12 mpg, 18 mpg highway estimate. Use estimated mpg for comparison to other cars. Your mileage may vary with speed, trip length and weather; actual highway mileage will probably be less.*

THE NEW 8-CYLINDER.

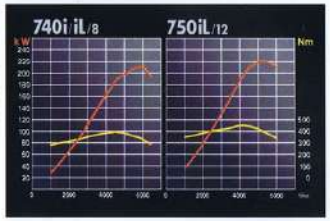
The technological return on investment in the BMW 12-cylinder engine resulted in exceptional performance and rave reviews. Advancing another giant step into the technological future, BMW introduces an entirely new and powerful 8-cylinder engine in the 740i and 740iL. Exceptionally light weight and quiet, it is never short of responsive power on request. And it requires very little maintenance.

Refined power plus fuel economy.* Thanks to the design of its aluminum 4-valve cylinder heads, this V-8 engine combines a high compression ratio with improved torque and efficiency. And, building on the technological advances developed in BMW's racing engines, maximum performance is now converted to everyday driving. The new 4-liter engine of the 740i/iL develops 282 hp at 5800 rpm and 295 lb/ft at 4500 rpm. This translates to 0-60 mph in 7.1 seconds and a test track top speed of 149 mph. Surprisingly quiet, the V-8 is compact and light — the crankcase weighs only 55 lbs. Four lightweight valves, controlled by two overhead camshafts, supply each of the V-arranged cylinders. Cylinder head covers are made of high-tech magnesium instead of aluminum, saving another 11 lbs.

Just one of many new quality innovations in the 8-cylinder engine: for the first time in a BMW production engine, sintered connecting rods were designed for perfect fit. The result: 17% weight reduction compared to standard rods, yet stronger and finely balanced for smooth engine operation at all speeds. Broken apart in a specific fracture pattern at a predetermined point, both parts form an extremely stable, centrally aligned unit when mounted to the crankshaft. Another example of BMW's quest for quality.

Recyclable plastic improves torque. The intake system is integrated in the 90°–V-section between the rows of cylinders. Made of injection-cast plastic, it reduces resistance to airflow, keeps intake air cool, increasing efficiency, and weighs 2/3 less than aluminum.

An engine with brains. BMW's pioneering research in digital engine management produced Digital Motor Electronics (DME). Its self-learning capability is perhaps the most advanced engine management system in use today. DME controls the engine with utmost precision, adjusts ignition timing and fuel injection timing, protects the engine from critical loads and keeps it running smoothly at all times for a long and efficient running life. DME even has its own self-diagnosis program that makes trouble-shooting a quick and efficient affair.



The horsepower and torque curves shown here are near-ideal. Horsepower rises quickly and steeply; torque reaches a peak early and stays there.

A low-maintenance engine. Designed for power and efficiency, the new V-8 requires almost no regular maintenance. Oil and air filters

** EPA estimated 16 mpg (15 mpg 740iL), 22 mpg highway estimate. Use estimated mpg for comparison to other cars. Your mileage may vary with speed, trip length and weather; actual highway mileage will probably be less.*

are easily accessible and only require replacement during normal service. Spark plugs are changed at 30,000 miles. The valves are self-adjusting; the belts that drive ancillary equipment never need adjusting.

Electronic Damper Control (EDC III), a special feature available as an option for the BMW 7-Series, adjusts the shock absorber setting within fractions of a second to any change in road, load and driving conditions. Depending on personal style, just flip a switch to choose between the sports and high comfort program even while driving. The 7-Series offers an exceptional combination of sporty handling and the comfort of a luxury sedan — with BMW engineering refinements that enhance driver control and confidence.

BMW introduces a five-speed automatic, that requires no maintenance. To BMW, the driver is a fully functioning, integral part of the car itself. In keeping with this philosophy, the new BMW five-speed automatic transmission offers the driver a choice of shift modes.

Automatic Stability Control + Traction (ASC+T) provides an added safety edge in critical situations. ASC+T cuts engine power faster and more accurately than even the best driver can. It prevents wheel spin and stabilizes the car on slippery surfaces. Standard on the 750iL; available as an option for 740i/iL.

The computer-controlled "A" mode automatically changes the shift points as determined by load, driving conditions and personal driving style. The gear shift transition is so smooth, it's barely discernable. In "Winter" (*) mode the transmission starts in second gear, reducing possible wheel spin and improving traction. Shifting from "D" into "4" provides a more powerful sports shift program. Utilizing the extraordinary acceleration capabilities of the engine, each gear is retained up to its maximum speed for dynamic driving.

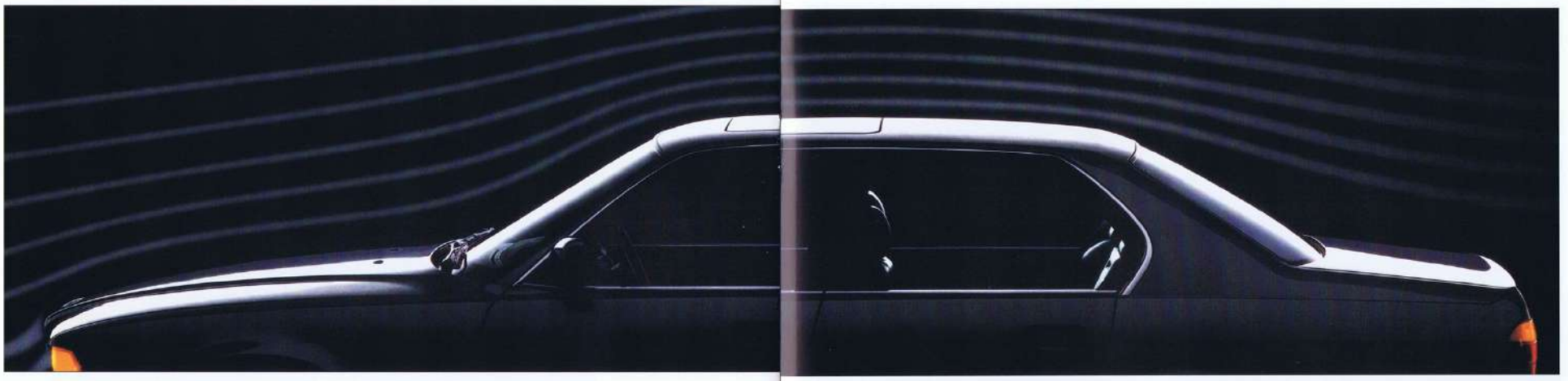
Smooth maneuvers that let you "feel" the road. Rather than depriving the driver of "road" feel as in many luxury sedans, BMWs are designed to connect the driver to the functioning parts of the suspension system via the steering wheel — thus providing the information to react instantly and confidently in any driving situation.

Five-speed automatic transmission offers a choice of shift modes — Automatic and Winter — allowing the driver greater control of the driving experience, as well as efficiency of operation. Shifting from "D" to "4" allows the option of sports acceleration for dynamic driving.

The suspension system creates a perfect blend of luxury-car ride and sports sedan handling. Up front, there are double-pivot lower A-arms, MacPherson struts, coil springs, and specially calibrated twin-tube, gas-pressure shock absorbers. The benefits are excellent directional stability and steering control. Track-Link rear suspension with semi-trailing arms, combined with coil springs, gas-pressure shock absorbers, self-leveling rear suspension (except 740i) and anti-roll bar, increases straight line and lane-change stability and reduces both squat and dive. Yet there is a perfect ride-quality balance. Power steering and the anti-lock braking system on extra-large brakes provide other safety and control features.

Comfort and handling as never before. Comfort is taken for granted in this class of automobile. Yet the quick-footed agility of this outstanding sedan becomes a completely new driving experience — the dual enjoyment of a world-class performance automobile and a luxurious grand touring sedan.

A wide track and nearly perfect weight distribution establish the 7-Series as the luxury sedan that is the benchmark in automotive smoothness of ride and safe handling.



ELEGANCE AND TIMELESS STYLE.

Love at first sight: the sculptured lines of the 7-Series impress at a glance. The silhouette is a symphony of smooth curves and flowing lines. Grace with authority. At the front, the hood gently slopes to the familiar BMW grille, with the 750iL and 740i/iL displaying their individual variations on the BMW theme.

The very definition of understated elegance, the 7-Series was designed not only for beauty but to be aerodynamically sound. It slips easily through the air, resulting in enhanced fuel economy and a quieter interior environment. The rear deck, with its subtle built-in spoiler, is designed to generate significant downforce, improving roadholding and straight-line stability. Even the underbody's components are recessed, with surfaces smoothed for optimum aerodynamics.

Thoughtful details throughout are a BMW tradition. An impact-absorbing bumper system protects the bodyshell. The windows fit flush with the body, ensuring that water flows off efficiently for optimum visibility, even in heavy rain. But they are neither too large nor too steeply raked, which can cause uncomfortable interior heat levels.

Double glazing on the side windows ensures greater insulation from exterior temperatures and noise, as well as increased air conditioning efficiency. (Standard on 750iL.)

Elegant high-gloss walnut trim on the dash, console and doors adds both visual and tactile pleasure. Combined with the supple gathered Nappa leather upholstery and a superb sound system, one is virtually surrounded by rewards for the senses.

Special extra touches abound. A fold-down center armrest in the rear seat contains a convenient storage compartment. For ease of entry at night, interior lights turn on when the door handle is lifted. The windows and sunroof can be closed from the outside by holding the key in the locked position in the driver's door. In the 7-Series, form and function have been combined in a design tour de force that sets it apart from anything else on the road today. And tomorrow.

DRIVING A BMW WILL SPOIL YOU FOR ANY OTHER CAR.

There is a very special feeling you get when you take the wheel of a BMW. The thrill of active driving pleasure. Confidence. Control. Comfort. The sense of complete harmony one feels with a BMW isn't a coincidence, but rather the objective of our design philosophy.

Everything about the 7-Series sedan is designed with one thought always in mind: Make the driving experience as rewarding as possible. That means make it luxuriously comfortable, make it involving, make it efficient and easy. That's where BMW ergonomics come in.

Expert systems that put the driver in command. Controls and information panels are designed and placed to become an extension of the driver's arms, legs and eyes. Driving skills are optimized. The instrument panel sweeps in toward the driver for a true cockpit effect, putting everything directly at your fingertips. The primary zone contains often-used items such as the instruments and steering column stalks. The secondary zone is to the right and contains controls for heating and cooling, the sound system, and an on-board computer, which performs a variety of functions from computing average speed, to determining "miles to empty." The Check/Control system keeps track of 13 important functions, providing the driver with information at a glance.

The BMW Cellular Telephone puts instant communication and clear reception at your fingertips. It features hands-free operation, automatic answer and redial, voice recognition and stalk control operation. (Available as an option on the 740i/iL.)

The air is fresher inside than out. The climate control system has individual temperature controls for driver and passenger, as well as separate control of air flow for rear passengers. To prevent any change

All instruments are directly in the driver's line of sight with large analog dials for primary information such as road speed and engine speed, and digital displays for mileage and secondary information such as the Check/ Control system.

in air delivery, fresh air flow varies in relation to road speed. The system contains an electrostatically charged micro-filtration system that completely filters out particles such as pollen down to 5 microns in size, and eliminates or reduces bacteria, diesel smoke and atmospheric dust. The on-board computer can be set to activate the ventilation fan at a preset time, ensuring immediate cool comfort in hot weather driving.

Toward a better world. BMW's early commitment to protecting the environment has led to the use of a new air conditioning refrigerant, hydrofluorocarbon-134a, which has a zero rating in ozone depletion potential. Tomorrow's environmental challenges are a major component of BMW's research.

Separate air conditioning and temperature controls allow driver and passengers optimum comfort at all times.

Comfort and elegance redefined. The successful quest for perfection is obvious in every detail of the 7-Series interior. From the inlaid walnut accents on the doors, instrument panel and center console, to

the exquisite fit of the carpeting. From the soft, supple leather upholstery to the driver's seat with three-position memory settings. The leather seats are not only a pleasure to the eye and the touch, but feature a

multi-zone orthopedic design, combining soft cushioned comfort and firm contours to ensure proper support. The seat belts adjust automatically to your preferred seating position. And the seats have such a wide range of individual adjustments you'll feel they were contoured specifically for your height and build.

A sound investment. Luxury and quiet are synonymous. Yet, the ultra-quiet 7-Series interior is a perfect environment to enjoy superb sound. The anti-theft AM/FM stereo system has 10 speakers for concert hall nuance and intimacy. The 740i/iL is prewired for a multi-play CD player (standard on the 750iL). Pleasure and practicality — all part of the BMW driving experience.

Air drawn from the outside passes through a micro-filter that removes pollen, dust particles and even some bacteria.

A SAFER DRIVER IS A BETTER DRIVER.

Safety throughout:
1. Special front and rear impact absorbers virtually eliminate damage to the body in minor impacts up to 5 mph.
2. In front/rear collisions up to 9 mph specially designed crumple tubes help prevent major damage to the body, limited to a few easily exchangeable parts. This extra safety also means more economical repairs.
3. The side impact protectors and
4. highly stable supports and cross members
5. help to reinforce the extremely rigid steel body as a protective passenger "safety cage".

While BMW's designers were creating the stunning shape of the 7-Series, engineers were turning to computer aided design (CAD) to assist them in creating a solid, secure passenger compartment that would provide maximum occupant protection.

Quiet and safe. The exceptionally rigid construction of this large sedan reduces vibrations, offering more than just an incredibly quiet interior. In a head-on collision against a solid barrier at 35 mph, the front structure absorbs 36 percent more energy than the U.S. government's 30 mph standard; the passenger cell remains stable. And integrated bumpers, designed to absorb impacts of up to 5 mph with no body damage, lower the cost of repairs from minor incidents. Easily replaceable "crumple tubes" absorb impact energy at speeds up to 9 mph. Occupants in the front remain securely positioned because BMW safety belts are anchored to the car's seats, as well as to the body structure. And dual airbags protect both the driver and front passenger in an impact. Each detail of a BMW is the result of meticulous research and testing, providing exceptional safety as well as the perfect ride.

BMW's dual airbag supplemental restraint system — standard for both driver and front passenger — inflates within split-seconds, and a sensor unlocks all doors and switches on the interior lights.

Standard on all BMWs, a four-sensor anti-lock braking system (ABS) offers added safety in emergency braking. ABS prevents wheel lock-up under hard braking, allowing the driver greater control in avoiding objects and the ability to drive out of potential accidents.

Making you a better driver. Quick, responsive steering, breathtaking handling characteristics and sure-footed anti-lock braking are as important to safety as they are to maximizing the driving experience. These safety considerations have been an important part of all BMWs for years. Just as quality sports equipment improves your athletic abilities, BMW's quality, safety, performance, and response provide the information and control needed to increase your driving skills. BMW is perhaps the only automobile company today that considers raising your skill more important than simply raising your status. And that's what makes the difference between an ordinary car and The Ultimate Driving Machine.®

BMW: INNOVATIVE TECHNOLOGY.

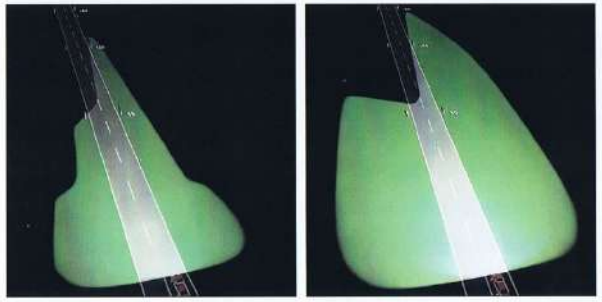
Technical innovations that have set standards worldwide are the bedrock of BMW's heritage and reputation. With BMW, the testing never stops. And the results are those special touches or features that make driving easier, safer and add to your personal enjoyment.

BMW's uniquely designed Honeycomb light alloy wheel/tire combination offers a striking new style accent.

Xenon lights. On low beam, xenon lights are far brighter than even the best halogen bulb. Covering a longer range, the high beams illuminate traffic signs and objects on or along the roadway earlier, increasing driver awareness and reducing response time. (Standard on the 750iL.)

Automatic Soft Close. Standard on the 750iL, this feature automatically closes the trunk lid securely once the lid is lowered.

A unique catalytic converter cuts emissions. Exhaust emissions from the new 8-cylinder engine flow through special exhaust pipes, insulated with air between double walls. This provides a faster warm-up for more efficient operation and greater emission control.



A new xenon headlight system expands the range of illumination for nighttime driving. For comparison: halogen light on the left, xenon light on the right. Better visibility is an active BMW safety feature, one of many designed to aid the driver's ability.

ON THE ROAD, OR AT THE DEALERSHIP. THERE WHEN YOU NEED IT.

A BMW is a product of the most advanced manufacturing techniques available. It is built to be dependable and reliable, and to provide years of safe, enjoyable driving. BMW's commitment to quality and customer satisfaction is clearly demonstrated by its most extensive warranty coverage ever: a 4-year, 50,000-mile bumper-to-bumper warranty. And a 6-year/unlimited miles guarantee against rust and corrosion perforation.* Providing quality after-the-sale service is a prime concern for BMW dealers. Technicians are thoroughly trained and frequently updated on new techniques and diagnostic systems. And owners are only a toll-free call away from friendly BMW service. BMW's Roadside Assistance program provides emergency assistance 24 hours anywhere in the country. It provides towing, lock-out service, on-site assistance, even trip interruption benefits. And the BMW Service Card continues and expands this service after the term of the warranty at a nominal charge as long as you wish.*

Today about 75-80% of all materials and components of a BMW can be recycled. And BMW's objective is to make our cars fully recyclable. The illustration presents the recyclable parts of the 7-Series models.

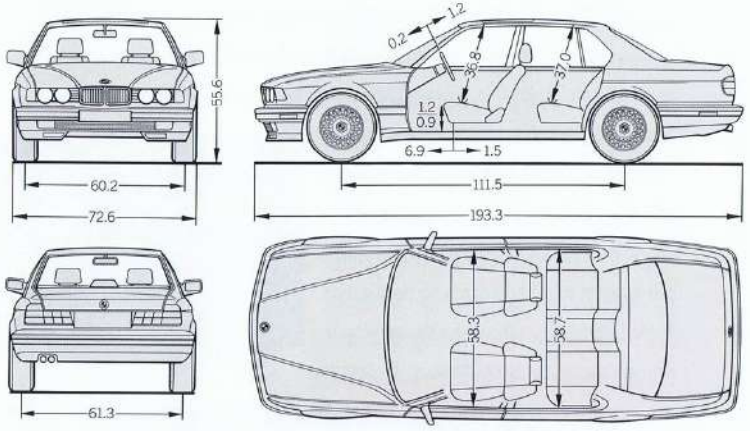
Unequalled after-the-sale service, on the road and at the dealership. Just another of the many benefits of BMW ownership.

*Even though a BMW is well constructed and maintained, emergencies can arise, and for that reason, your new BMW comes with a Roadside Assistance Program.** The BMW Service Card extends those services after the warranty/free Roadside Assistance expires. A new BMW Maintenance Plan (standard on 750iL, available as an option on 740i/iL) covers all scheduled maintenance and repairs for the life of the warranty.*

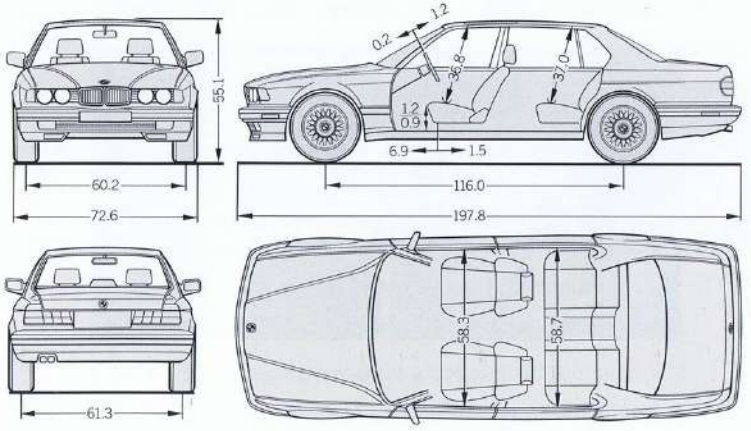
* See your dealer for details on these limited warranties.
** Services provided by Cross Country Motor Club, Inc., Boston, Mass. 02155 except in California, where services are provided by Cross Country Motor Club of California, Inc., Boston, Mass. Benefits may vary to conform with the laws of your state.

TECHNICAL DATA.

740i



740iL
750iL



		740i	740iL	750iL
WEIGHT				
Unladen	lbs	4002	4090	4167
Max. permissible	lbs	5038	5127	5182
Permitted load	lbs	1035	1035	1015
Permitted axle load front / rear	lbs	2804/2762	2448/2822	2514/2756
Permitted roof load	lbs	220	220	220
POWER PLANT				
Cylinders		8	8	12
Capacity	cu.in.	243	243	304.4
Bore / stroke	inch	3.5/3.1	3.5/3.1	3.31/2.95
Nominal output / rpm	hp (SAE) / min.	282/5800	282/5800	296/5200
Max. torque / rpm	lb-ft / min.	295/4500	295/4500	332/4100
Compression ratio / fuel grade	:1	10.0/super unleaded	10.0/super unleaded	8.8 regular unleaded
TRANSMISSION				
Standard gear ratios I / II / III	:1	3.55/2.24/1.54	3.55/2.24/1.54	2.48/1.48/1.00
IV / V / R	:1	1.00/0.79/3.68	1.00/0.79/3.68	0.73/– –/2.09
Final drive ratio	:1	2.93	2.93	3.64
PERFORMANCE				
Drag coefficient	c_d	0.34	0.34	0.34
Top speed*	mph	149	149	155
Acceleration 0-50 mph	sec	5.5	5.5	5.5
0-60 mph	sec	7.1	7.1	7.1
1/4 mile	sec	15.5	15.5	15.4
FUEL CONSUMPTION**				
Automatic				
City	mpg	16	15	12
Highway	mpg	22	22	18
WHEELS				
Tire dimensions		225/60 ZR 15	225/60 ZR 15	225/60 ZR 15
Wheel dimensions		7J x 15	7J x 15	7J x 15
ELECTRICAL SYSTEM				
Battery capacity	Ah	85	85	85
Alternator output	A / W	140/1960	140/1960	140/1960

* Top speed limited electronically.
** EPA-estimated figures are for comparison purposes only. Your actual mileage may vary, depending on speed, weather and trip length: actual highway mileage will most likely be lower.

THE STANDARD EQUIPMENT OF YOUR BMW 7-SERIES.

Power Plant

740i/740iL: Light-alloy 8-cylinder, cylinder heads with roof-shaped combustion chambers and 4-valve technology, four overhead camshafts running in five bearings, hydraulic valve play compensation, crankshaft running in five bearings with six counterweights. Sintered connecting rods, nickel alloy electroplated cylinder walls.

Digital Motor Electronics with hot film air mass metering, distributorless ignition system, fully sequential fuel injection and cylinder-selective, adaptive knock control. Self-learning idle speed control; on-board diagnosis with failsafe running functions. Hydraulic engine mounts. Exhaust manifolds and pipes with double walls and insulating air gap up to the catalytic converter. Dual oxygen sensor control.

750iL: V-12 4-stroke inline engine, spherical combustion chamber, overhead camshaft with seven bearings, hydraulic valve play compensation, crankshaft running in seven bearings with 12 counterweights. Digital Motor Electronics, separate control unit for each row of cylinders with electronic grid controlled ignition. Long life exhaust system (made largely of stainless steel) with two silencers and twin tailpipes.

Suspension/Transmission

Suspension: double-pivot MacPherson strut front axle, semi-trailing arm at the rear axle, swept back by 13°, dual elastic differential mounts, anti-roll bars and twin-tube gas pressure shock absorbers front/rear, Servotronic power steering, floating-caliper disc brakes front/rear with asbestos-free brake pads, discs are ventilated, anti-lock brake system.

Five-speed automatic transmission with EH control.

Standard drive: engine at the front, power transmission to rear wheels.

740iL/750iL: Self-leveling rear suspension. Vacuum brake servo.

750iL: Automatic Stability Control + Traction (ASC+T). Four-speed automatic transmission with EH control. Brakes hydraulically assisted.

Body

Four-door sedan, monocoque all-steel extremely stable bodywork welded to the floor assembly, torsionally rigid safety cell on all planes, front and rear crumple zones with predetermined deformation, impact boxes, integral roof crossbar, all-around body reinforcements, tank integrated in rigid supports, tank capacity 21.5 gal.

740iL/750iL: Fuel tank capacity: 24 gal.

U.S. Importer: BMW of North America, Inc. Woodcliff Lake, N.J. 07675. BMW reserves the right to make changes in specifications, standard and optional equipment without prior notice. Further information can be obtained from your BMW dealer.

Exterior Features

Radiator grille with integral dual round headlights. Foglights in front spoiler. Front and rear side markers integrated in bumpers. Plastic bumpers front/rear with impact absorbers for full regeneration in collisions up to 5 mph. Front and rear bumpers in body color — spoiler at the front, bumper fully integrated in car body at the rear. Hood rising up toward the windshield with partly covered windshield wiper blades. Large rear light clusters with separate direction indicators. Hood and trunk lid supported by gas-pressure springs. Windshield and rear window bonded onto body. Green heat-insulating glass all around with dark green shade in windshield. Both rear-view mirrors painted in body color, right-side rear-view mirror tilting down automatically when in reverse gear. Electric heating of driver and right side mirrors, driver door lock. Central locking with convenient closure mode.

740iL/750iL: Wider rear doors.

750iL: Side windows double insulated glass.

Interior Features

Sporting, elegant interior design. Wood trim on doors, instrument panel and console. Driver and passenger airbag with knee protection, collapsible safety steering column resisting pressure from the front.

Illuminated glove compartment with lock facing toward driver and opening/swiveling pivots. Large storage space in front of stickshift/selector lever. Safety ashtray. All-around door lining including armrest. Storage box with lid in front/rear armrests.

Fold-down roof grab handles integrated in roof lining. Velour carpet. Electric adjustment of driver and front passenger seats. Driver seat memory with three different settings. Front seats in multi-zone foam with steel base springs and integrated seat belt retractors. Rear seats with individual body contour. Nappa leather upholstery. Rear-seat headrests. Leather-covered steering wheel rim with airbag. Front seat belts with automatic adjustment for height as a function of longitudinal seat position. Ergonomic seat belt system at the rear with belt lock at the outside. Vibration-free mirror on windshield. Third brake light integrated in parcel shelf/rear window frame. Luggage compartment capacity 17.6 cu. ft. Toolbox in trunklid. Luggage straps in trunk.

740iL/750iL: Electric adjustment of rear seat headrests.

750iL: Voice-activated Cellular Telephone, six-disc CD changer.

Electrical System

Low-beam headlights and foglights in ellipsoid technology. Road-speed-related wiper system. Intensive cleaning system with heated nozzles.

Service Interval Indicator, Energy Control, Check/Control with text display of functions in instrument cluster by means of alphanumeric LCD matrix. Sound signal when text is displayed. Fourth-generation on-board computer with additional remote control from steering wheel lever and integral digital clock. Warning signal for outside temperature. Hour signal. Display dimmer. Electric windows front and rear. One-touch open for passengers, open and close for driver's side. Electric steel sliding/vent roof with built-in wind deflector. Central body electrics. BMW Hi-Fi System, CD ready AM/FM Stereo Cassette player with 10 speakers, 10 x 25 watt amplifier and integral equalizer. Pre-wired for BMW Cellular Telephone. Diversity antenna system integrated in rear window. Electric memory of driver's seat, rear-view mirrors and steering column adjustment. Automatic air conditioning with separate left/right control. Mico-filtration system.

Electronic central locking including window lifts and steel sliding/vent roof closure from driver's door. Keyless entry alarm system. Analog speedometer, tachometer, fuel gauge, coolant temperature and Energy Control displays. Illuminated cigarette lighter at rear. Two illuminated vanity mirrors. Interior lights with automatic delay function. Front interior light combined with two directional reading lamps. Rear reading lamps.

740iL/750iL: High-pressure headlight cleaning system.

COLOR AND UPHOLSTERY

Standard Colors

218 Alpine White

668 Jet Black

Metallic Colors

301 Cashmere Beige

252 Calypso Red

294 Azure Blue

273 Iceland Green

244 Sterling Silver

237 Granite Silver

259 Brocade Red

Leather Upholstery 740i/iL

0440 Parchment

0438 Light Silvergray

0439 Ultramarine

0226 Black

Leather Upholstery 750iL

0434 Parchment

0436 Light Silvergray

0433 Ultramarine

0232 Black

Note:
Paint availability varies throughout model year. We suggest you visit your local BMW dealer and inspect the actual colors.

Recommended Exterior and Interior Color Combinations

				Standard Colors		Metallic Colors						
Model	Interior Fittings		Key-No.	Jet Black 668	Alpine White 218	Granite Silver 237	Sterling Silver 244	Calypso Red 252	Brocade Red 259	Iceland Green 273	Azure Blue 294	Cashmere Beige 301
740i 740iL	*Leather*	Black	0226	●	●	●						
		Light Silvergray	0438	●	●	●	●	●	●	●		
		Ultramarine	0439		●							
		Parchment	0440	●	●			●	●	●	●	●
750iL	*Leather*	Black	0232	●	●	●						
		Light Silvergray	0436	●	●	●	●	●	●	●		
		Ultramarine	0433		●							
		Parchment	0434	●	●			●	●	●	●	●

Interior upholstery colors not available in all exterior paint finishes. See your local BMW dealer for accurate details. This brochure shows the current recommended combinations of colors and materials. Specifications listed are subject to change without notice.

TECHNOLOGY GUIDE.

A BMW automobile consists of many component parts; years of research and development have gone into every one of them before they were ready for production.

Some of these technical concepts and features are mentioned in simple-sounding terms or even in abbreviations. In order to avoid confusion, following are explanations for the abbreviations/terminologies of BMW technical features.

Automatic Stability Control + Traction (ASC+T)

Automatic Stability Control + Traction (ASC + T): This system processes data from the ABS wheel-speed sensors. Anytime a drive (rear) wheel begins to lose traction, ASC+T acts on the engine's electronic accelerator and ignition timing, as well as on each rear brake individually, to reduce engine torque. This action controls the drive wheels to the precise degree necessary for optimum tire grip. Thus any tendency for the wheels to spin is quickly brought under control, enhancing driving stability on slippery surfaces (or, for that matter, even on dry roads under extreme acceleration or cornering). A console switch allows the driver to switch off ASC+T if desired.

Check/Control

Check/Control supervises the proper function of all major features and bulbs on the car and shows the driver their condition or any deviation from their proper operation. An important innovation is that Check/Control also monitors and displays major lamp functions when not in use (off). Defect information is displayed in alphanumeric characters and is accompanied by a sound signal. This information is subdivided into priority levels depending on its significance.

Diagnostic system

The on-board diagnostic system is part of the Digital Motor Electronics (DME III). Signals of malfunctions and even related operating conditions are stored electronically, and later shown and interpreted on the screen of the Service Scope in the BMW Dealer's repair shop. This way the task of failure analysis is made much easier, and repair costs are reduced.

Digital Motor Electronics

BMW uses in its spark ignition engines the most advanced form of engine management: the third generation of Digital Motor Electronics (DME III). DME III monitors with utmost precision engine control, parameters such as ignition, timing, fuel injection and mixture control, as well as numerous ancillary functions. It provides optimal power with the lowest possible fuel consumption and emission levels under all operating conditions.

Double glazing

In the case of double glazing, two windows are bonded to one another with a gap of 3 mm in between. This open space is filled with air treated by a drying agent embedded in the glue around the sides of the window. Double glazing (with an overall thickness of 9 mm) gives the windows a much better insulating effect against extreme temperatures and noise, and prevents the windows from misting over.

Energy Control

At speeds over 5 mph, Energy Control keeps the driver informed of the car's current fuel consumption, to help save fuel and resources. The analog face display is integrated in the tachometer.

Ergonomic seat belt system

With the ergonomic seat belt system at the rear, the seat belt latches are at the outside of the seats, and not in the middle, as is usually the case. The first advantage is that this allows convenient single-handed use of the seat belts without having to grope around, thus making passengers more willing to buckle up in the first place. Two further benefits are that it

Ergonomic seat belt system

is easier to fasten the belts for children in their special seats, and that none of the passengers can sit in front of the belt latch. The most important advantage, however, is the extra safety offered by this concept: coming out of the rear hat-shelf at right angles, the seat belt fits virtually all adult passengers. Body restraint is improved by the better geometry of the hip belt, reducing the risk of injury. The same kind of optimum protection is also offered in side collisions, where the belts hold back passengers moving towards the middle of the car, preventing head contact.

Four-valve technology

Incorporating two inlet and two outlet valves, four-valve technology provides a better cylinder charge, substantially improving engine output and torque throughout the entire speed range.

Intermittent wiper

The intermittent wiper function varies the windshield wiper operation intervals according to road speed. If desired, the intermittent wiper function can be adjusted manually.

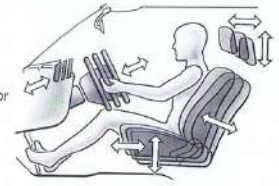
Knock control

By varying the ignition timing, knock control prevents engine knocking and possible damage to the engine. This allows an increase in the compression ratio without the risk of damage. As a result, the engine is able to make optimum use of the fuel.

Limited-slip differential

The drive wheels of a car run at different speeds while moving around a turn — the inner wheel covering a shorter distance than the outer wheel. While a normal differential compensates for this difference in speed and wheel travel, the compensation effect may be negative in some cases. For example, if one drive wheel is running on a slippery surface, the differential will transmit the entire power of the engine to that wheel alone. As a result of this excess power the wheel will spin, while the other wheel, which still has a good grip on the road, remains immobile. This effect can be reduced by a limited-slip differential, where the clutch transfers up to 25 percent of the torque to the wheel with the better grip. Under normal circumstances, however, the compensating effect of the differential remains unchanged.

Memory function for driver's seat



Memory

The memory function for electrically adjusting the driver's seat "remembers" three different seat positions and the related positions of the headrest and rear-view mirrors, at the touch of a button. This eliminates the need to spend a long time searching for your desired position. Just press the button once — clearly an advantage on cars regularly driven by different people (e.g., members of a family). The right outside mirror tilts down automatically when the driver shifts into reverse gear, which facilitates parking and offers the driver a clear view of the curb.

Micro-filtration system

The micro-filtration system removes impurities from the air inside the car. Incoming air passes through an electrostatically charged micro-filtration system. This completely filters out particles such as pollen, coal and asphalt dust. About 60 percent of particles down to 0.5 micrometer are filtered out. Bacteria, oil smoke, diesel smoke and atmospheric dust are some of the pollutants that are eliminated or reduced.

Microprocessor

A microprocessor receives input signals from the starter, tachometer, odometer and an engine-temperature sender. When the car is running, it processes this information continuously, calculating the mileage when maintenance will be required. The driver sees a row of light-emission diodes (LED) plus "Oil Service" and "Inspection" lights. If the car is new or freshly serviced, all green LEDs light briefly when the ignition is switched on, to indicate that service is not yet needed. As time for service approaches, fewer green LEDs light. When service is due, the yellow LED and either the "Oil Service" or "Inspection" light come on. Should the owner postpone maintenance, the red LEDs illuminate.

On-board computer

The on-board computer offers the driver all the data needed for comfortable and efficient driving, such as: date, time of day, average speed, average fuel consumption, miles left in the tank at present rate of use, distance to the point of destination, speed limit and even the outside temperature. The computer also functions as a timer. At the same time, the on-board computer increases safety since it is capable, for instance, of alerting the driver to icy road conditions; it also provides a coded anti-theft security lock. All the information can easily be called up by remote control on one of the steering column stalks while driving, without moving the hands from the steering wheel.

Servotronic

Servotronic is a very special kind of power steering, not based on engine speed like a conventional system, but rather on the speed at which the car is actually traveling. It gives ample power assistance during parking maneuvers and at low road speeds, and reduced assistance – with a better feeling for steering – at high speeds. As a result, power assistance is perfectly tailored to motoring requirements at all times.

Xenon light

Xenon light replaces the usual incandescent coil by an electric arc to generate brilliant white light. Compared with a conventional headlight system, this provides much brighter and more consistent illumination of the road ahead and to the side, offering the driver much better visibility of signposts, side markings and obstacles on or next to the road. A further advantage is that xenon low-beam headlights have a longer service life than conventional light systems.

Zinc-coated materials

The BMW body is protected against road salt spray and water through the use of zinc-coated materials wherever needed, especially in cavities. This careful use of zinc, while preserving the quality of the car for many years, also saves a valuable material resource.

THE ULTIMATE DRIVING MACHINE

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