

# BMW TODAY

BMW CANADA INC. NEWSLETTER SPRING 1991

## Introducing the Newly Designed 1992 BMW 325i

### The Perfect Balance of Spirit and Substance

Celebrating the 25th anniversary of its first compact sports sedan, the 1602, BMW Canada proudly announces the introduction of the totally redesigned 325i. As with its predecessors, this third generation 3-Series is an evolution of BMW automotive design. Providing a harmonious balance between spacious design, agile handling and dynamic performance, the 1992 325i continues to set new standards in an automotive category it helped launch over a quarter of a century before.

#### The Perfect Balance of Tradition and Innovation

The 1992 325i doesn't merely call itself all-new, it looks all-new. It's sleeker, more aerodynamic than ever before and more contemporary in its appearance. Windows bond flush with the body. Wipers are partly concealed. Even the door handles are recessed to improve aerodynamics. The low slung hoodline is perfectly balanced by the tall rear deck, providing a cleaner flow of air over the automobile. This results in a quieter interior and improved fuel efficiency.

But with evolution doesn't come revolution. The traditional kidney-shaped grille remains, although it is raked back to improve aerodynamics. The dual round headlights that have been a hallmark of BMW design continue to give the all-new 325i that distinctive BMW look. In this model they are encased in smooth, full-

width glass covers for better aerodynamics and easy cleaning. The restyled rear light clusters wrap around the body and have been deliberately positioned higher for maximum visibility by other drivers.

With these changes the all-new 1992 BMW 325i manages to balance tradition with innovation. Its new styling separates it from other would-be look alikes on the road. Yet, it maintains the classic timelessness that is

new 325i, these improvements also make it a safer car. The new central-link suspension allows even more stability during cornering so the car can steer around potential problems with more control.

To go along with this, BMW further refined both the passive and active safety components of the automobile. Together, these improvements create the perfect balance of driving enjoyment and protection.



so integral to all BMW designs. It is, as it always has been, an individual in design and personality.

#### The Perfect Balance of Fun and Responsibility

The third generation 325i benefits from years of BMW testing in the area of handling. Improvements to both the front and rear suspension make this new 3-Series sports sedan a true pleasure to drive. Along with enhancing the handling of the

#### The Perfect Balance of Size and Comfort

The 1992 325i is larger than its predecessor in almost every respect—it's longer, wider, taller, with an increased wheelbase. Inside, the improved dimensions add up to improved passenger comfort. Knee room in the rear improves by over 2.5 cm (1 inch), shoulder room by

nearly 4.5 cm (1.75 inches). Elbow room is over 5 cm (2 inches) better in the front, over 9 cm (3.5 inches) better in the rear. As well, the new design adds even more room to the trunk area. Far from being called a "small BMW" any longer, the all-new 325i redefines the word 'compact'.



# The New Look 325i

## Balancing beauty and function

In its styling, the new 325i is conceived to remain appealing long after many other sedans have lost their flair. Most noticeable is the powerful silhouette of the car, a new variation on a typical BMW theme.

Aerodynamics have been improved in every respect. The result is a new coefficient of drag that measures only 0.32, a 19% improvement over previous 325 models.

Such results are commendable when merely pursuing aesthetic principles. But in the case of the new 325i, these results also take on a functional component. Improved aerodynamics do more than add a contemporary look to this new model. They help reduce wind noise within the cabin and help the car run more efficiently, thereby saving fuel. These improvements are also engineered to create stronger downward pressure by the air as it travels over the 325i. Front axle lift is reduced by 44%, rear axle lift by 19%. This improves stability and, therefore, safety as well.

Aerodynamics could have been improved even further. In many cases, though, reducing aerodynamic drag has an adverse effect on stability when the car is exposed to crosswinds. Avoiding this compromise is

a major achievement on the part of BMW's development engineers. The new 325i, in its current design, is the perfect balance of both straight-ahead and lateral stability.

### The mechanics of a grand entrance

Attention to detail has always been an attribute associated with BMW. It's no small wonder that so much effort went into improving the way you enter and exit the new 325i. A new door seal system has been designed that integrates the water trap moulding with an all-round outer seal and edge protector. This new system achieves 3 objectives – doors close quietly but with a solid sound, they appear neater and water is prevented from dripping onto the driver or passengers as they enter.

The windows again demonstrate this attention to detail. By adopting bonded-in glass, the torsional rigidity and over-all strength of the automobile is improved. Made of heat insulating glass, windows help reduce temperature build-up in the car during hot weather. The clear glass windscreens contain a green strip that improves visibility for drivers with limited night-time vision or sensitive eyes. Water channels are carefully

designed to minimize dirt on both the side and rear windows. All-around, vision has been enhanced to further improve active driving safety.

### Making things better means making them easier

Further improvements to visibility can be found in the design of the wipers and optional headlight cleaning system. The wipers include an intermittent function dependent on the car's road speed. When the car is travelling slowly, the wipe time is slower. As the car picks up speed, the intermittent system automatically adjusts the wiper speed to maintain maximum visibility. Should the wiper blades become frozen to the windshield, the wiper motor automatically shuts off to prevent burn-out.

For added convenience, the engine compartment lid is now rear-hinged (as opposed to front-hinged on previous models). As well, the hood features a special 90-degree opening position for easier engine access. The trunk lid extends down almost to the bumper for more convenient loading and unloading. Both the hood and trunk lid feature gas-filled struts to make opening and closing effortless.



# Looking in on the newest BMW

## Balancing comfort and control

The interior of the new 325i continues the theme developed by the exterior design. Contemporary styling blends with ergonomic sensitivity to create an environment with a sense of purpose. The new 325 interior is designed throughout to keep the risk of accident injury to a minimum: smooth, flowing lines, energy absorbing surfaces and soft materials are the principal features.

Reflecting a tradition very important to BMW, the cockpit received particular attention. The main displays are provided by clearly legible analog dials. Instruments are again clustered for ease of reading. The centre console is inclined towards the driver for easier access. Controls are grouped by primary and secondary driving needs with the primary group positioned around the steering wheel for more immediate access. To minimize searching and allow the driver to concentrate fully on traffic conditions, all switches and controls are within easy reach. Rotary switches for lights, heating and air conditioning have been redesigned for even better identification by sight and feel.

## A more intelligent BMW

New for 1992 is the inclusion of BMW's Multi-Information Display (MID) system fitted as standard equipment in the centre con-

sole. This unit displays information regarding time, date, outside temperature, system faults and warnings in clear, written text.

Included as well is a Service Interval Indicator. This system takes the guess work out of servicing your new 325i. It electronically monitors engine speed, operating temperature and mileage to determine the right time for service based on your driving habits, not on a pre-established schedule.

The body shell is even more rigid in this edition of the 325i. This not only improves road behaviour, it eliminates the kind of squeaking and creaking noises often found in automobiles. More rigidity also reduces body vibration so that driver and passengers alike are more comfortable.

## Improving the climate

Heating and air conditioning have also undergone improvements. The heating and ventilation system is a completely new development. Temperatures are adjusted by way of a rotary dial. Once set, the system maintains a constant temperature by using air temperature sensors in the cabin. This temperature is maintained regardless of changing conditions outside.

The air conditioning provides complete freedom and comfort for both driver and passenger. Separate temperature controls for both sides of the automobile allow the driver and passenger to select individual temperature settings. For people with allergy concerns, the ventilation system also provides a built-in microfilter to trap dust, pollen, bacteria etc. that enter the car from outside.

Beyond safety and function are features of pure ergonomic genius. The interior lights dim slowly upon entering so both you and your passengers won't find yourselves suddenly sitting in the dark searching for keys, seatbelt latches etc. A warning buzzer is activated reminding you of lights left on when the ignition is switched off. The front seats are molded to provide more generous knee room for the rear seat passengers. Provisions have already been designed into the centre console for installing a car phone, cassette holder and more.



# The substance behind the style

Balancing performance with efficiency

The 24-valve six-cylinder engine that powers the 1992 325i is being used for the first time in a 3-Series model. But it is not without its own tradition. For over 20 years, BMW has been fine tuning its multi-valve technology both on and off the track.

This new 2.5 litre powerplant produces 189 horsepower, 12.5% more than the previous 325i model. Yet, it manages fuel more efficiently. Helping to accomplish this feat is fully sequential fuel injection plus a direct, solid-state ignition system and centralized spark plug position. BMW engineers also redesigned the combustion chambers for better filling, precise mixture ignition, perfect gas exchange and minimum flow resistance.

Managing this new powerplant is BMW's unique Digital Motor Electronics (DME). Among its many functions, DME determines ignition timing and fuel injection volume more than 100 times a second. By constantly maintaining optimum ignition and burning, fuel efficiency is maximized. DME also analyzes all factors essential to proper engine management: road conditions, engine speed, load, temperature and altitude.

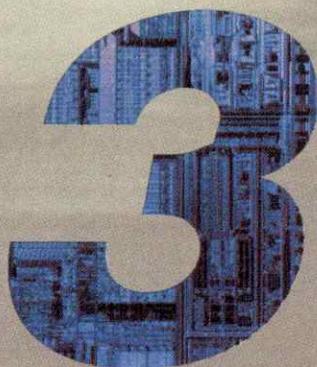
## Keeping maintenance to a minimum

Digital Motor Electronics help facilitate maintenance. While the engine is running, DME memorizes all the relevant data pertaining to the powerplant's operating condition. Linked to BMW's Service Tester, it quickly tells service technicians where and when problems have occurred. This reduces maintenance time and cost.

Also acting to minimize maintenance costs are the double-life spark plugs, newer, easier-to-reach camshaft, solid state ignition system and hydraulic valve clearance adjusters. Chains have replaced the belts that drive the camshafts to increase efficiency and, again, keep maintenance to a minimum.

Harnessing this new powerplant is a new 5-speed manual transmission. This new transmission features a higher final drive ratio as well as wider gear ratios overall. Also available is a new optional electronically controlled 4-speed automatic transmission.

That the 325i powerplant sets new standards of performance is almost accepted as commonplace. That it does so while also exceeding California's strictest emission control standards is extraordinary.



## Message from the President

In 1966, BMW surprised the automotive world and delighted motoring enthusiasts with its introduction of the 1602 series. There had never been anything like these cars before – compact, agile, sporting machines that offered their drivers the very best of BMW's automotive tradition in a 2-door design.

Today, history recognizes the 1602 as the original sports sedan. Its successors have helped shape automotive ideals for 25 years, setting new standards in performance, comfort, safety and driver appeal. In the early 70's it was the now famous BMW 2002 that captured everyone's imagination. By the mid 70's, the first of the 3-Series was introduced – the 320i. This designation would become synonymous with automotive excellence.

From 1983 to 1990, the second wave of 3-Series automobiles was even sportier and more elegant than its predecessor. In 1984, BMW introduced the 325e. It was the first 3-Series available in Canada with a 6-cylinder engine, once again setting the pace for sports sedans to follow. During this time, BMW helped define the concept of customized automobiles. This 3-Series saw the launch of new body styles that included the addition of four-door models to the lineup, Cabriolets and, the quintessential sports sedan of all time, the M3.

Twenty five years after its introduction, BMW has produced over 4.5 million of these sports sedans. It seems only appropriate that, on their silver anniversary, the latest and greatest of this noble lineage should be born.

Scheduled to be launched this spring, the new 3-Series has grown up without growing old. Combining the individuality and spirit of its predecessors with greater space, safety, luxury and dynamic modern styling, it embodies the very best of its 25 year legacy and sets new standards for the future.

As with any BMW, a full appreciation of the new 325i's talents can only be experienced on the road. So while you may read all about this latest BMW, we heartily suggest you test drive it at your nearest BMW dealer. It is an experience not to be missed.

**Victor H. Doolan**  
President  
BMW Canada Inc.

## Safety

### Tilting the balance in your favour

#### Active Safety

The new BMW 325i is among the safest cars on the road today because it's also one of the most surefooted. This stability is a component of what BMW refers to as Active Safety – design elements introduced into an automobile that actively promote accident prevention. For example, the new 3-Series features 'free-form' halogen headlights and fog lights that provide superior visibility compared to standard halogen headlights.

These design elements also include an increased track width and wheelbase, superior aerodynamics that help hold the car to the road and, most importantly, a perfect 50:50 weight distribution.

The rear suspension is based on the totally new and highly successful layout first seen on the BMW Z1. The 325i is now more stable during sudden moves such as quick lane changes. The transition from straight-line to cornering travel is smoother. In all, the new rear suspension contributes to both the safety and comfort of driver and passenger alike.

Integral to the whole concept of Active Safety is an automobile's ability to stop. Here again the new 325i is at the forefront. It features a new Anti-Lock Braking system designed specifically for BMW's requirements. At the heart of this system are the largest disc brakes in its class both front and rear. Improved ventilation helps resist overheating and maintain control.

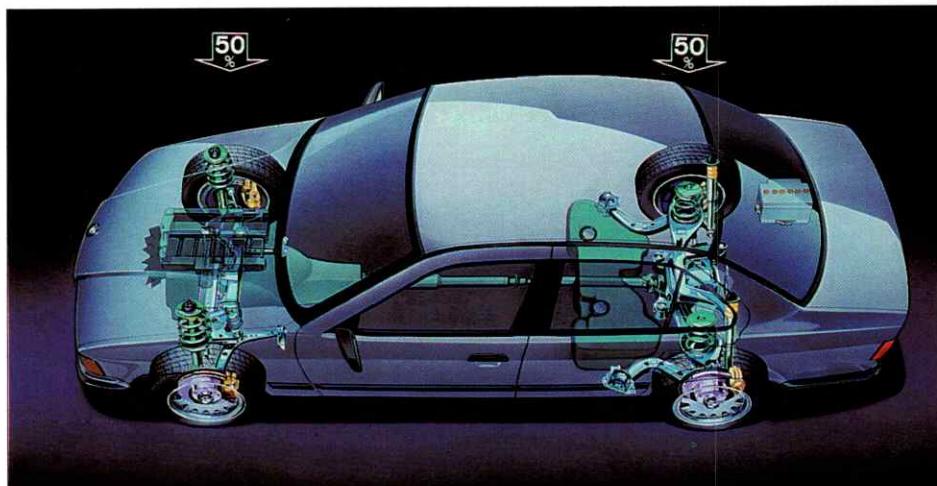
#### Passive Safety

This aspect of the 325i's safety concept provides the highest possible standard of occupant safety. In fact, it significantly outperforms worldwide safety standards for head-on collisions, rear-end collisions, rollovers and side collisions.

The body shell now sets new standards in rigidity. Thanks to this exceptional rigidity, the area occupied by the driver and passengers is designed as a survival zone in severe collisions. The hood is designed for controlled deformation, minimizing any risk of it entering the interior. The roof structure is actually 30% stronger than official regulations call for. This provides increased protection in case of rollover. The door locks are designed to support the base of the door in case collision occurs. This ensures the door will still open after an accident occurs.

The law requires that occupant restraint systems be engineered based on frontal collisions of 48 km/h (30 mph). The BMW 325i system is based on a frontal collision speed of 56 km/h (35 mph). The seatbelt system also provides a higher than average degree of passenger and driver safety. Mechanical belt latch tensioners automatically tighten the seatbelts during impact. This new technology uses a spring loaded system with its own independent sensing device. These tensioners react to sudden impact and pull down on the belt buckle, tightening the seatbelt by simultaneously pulling across the belt and shoulder strap. This system minimizes an occupant's forward movement and therefore further reduces the possibility of impacting any part of the interior.

Rear seat passengers are also better protected. The ergonomic rear seat belt system improves protection in sideswipe collisions. This system has seat belt latches on the outside of the seats. This prevents rear passengers from colliding. It also allows help from the outside to disengage the seatbelts quickly in case of an accident.

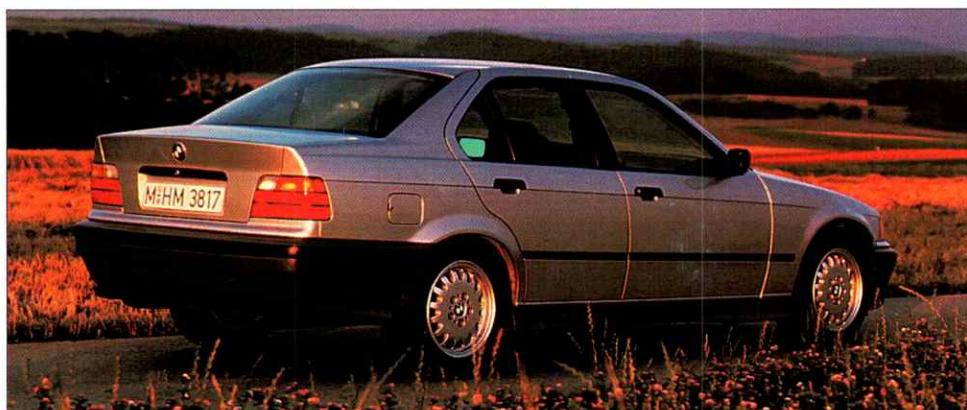


## The Perfect Balance of Individuality and Value

One feature BMW wanted to include in the all-new 325i was choice. While everything else may have been thought of, there is still room for someone to make an individual statement with their personal 325i. The choice begins with 12 different exterior colours, 8 metallic and 4 non-metallic paints. Any one of these colours can be matched with 4 different interior colours. Add to this selection the possibility of 3 interior styles including cloth, leatherette and fine-grained natural leather. In total, over 62 different combinations can be ordered.

The value of BMW automobiles is, by now, legendary. Their reliability and durability make them sought-after targets for resale. More than 15 years after production stopped, for example, many BMW 2002's can still be seen on the road in excellent condition.

The all-new 325i follows in this proud tradition. Built with care by people who are more craftsmen than technicians, every new 325i will stand the test of time with grace and stamina. BMW is so confident of this quality that the new 325i is covered by a 4 year, 80,000 km and 6 year corrosion warranty. It is among one of the best warranty plans available on a luxury automobile.



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## Equipment New 325i

	M.S.R.P.	G.S.T.	Total M.S.R.P.
Manual Transmission	\$34,900	\$2,443	\$37,343
Automatic Transmission	\$36,340	\$2,544	\$38,884
<b>Standard Equipment</b>			
ABS Antilock Braking System			
Power Assisted Steering			
Tires 205/60 R 15 H			
Alloy Wheels 7J x 15			
Central Locking System			
Green Tinted Glass			
Green Tinted Band Windscreen			
Fog Lights			
MID Multi Information Display			
Interior Illumination Package			
Rear Screen Antenna			
Power Windows			
Heated Seats (front)			
Air-Conditioning with Microfilter			
BMW Sound-System with 10 speakers			
Heating for External Mirrors, Doorlocks and Window Washers			
<b>Available Options</b>			
Leather Upholstery			
Metallic Paint			
Limited Slip Differential			
Leather Sport Steering Wheel			
Air Bag			
Adjustable Steering Column			
Alloy Wheels – Cross Spoke Styling			
Electric Sunroof			
Non-smoker Package			
Electric Seat Adjustment			
Ski-bag			
Front Center Folding Armrest			
Sports Seats			
Lumbar Support Driver's Seat			
Rear Seat Head Rests			
Headlight Cleaning			
Auxiliary Ventilation			
Cruise Control			
On Board Computer			
CD-Changer Pre-wiring			
Sports Suspension			

For more information concerning the full range of BMW models, contact your local BMW dealer or send your business card to: A. Osborne, BMW Canada Inc., 920 Champlain Court, Whitby, Ontario L1N 6K9



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