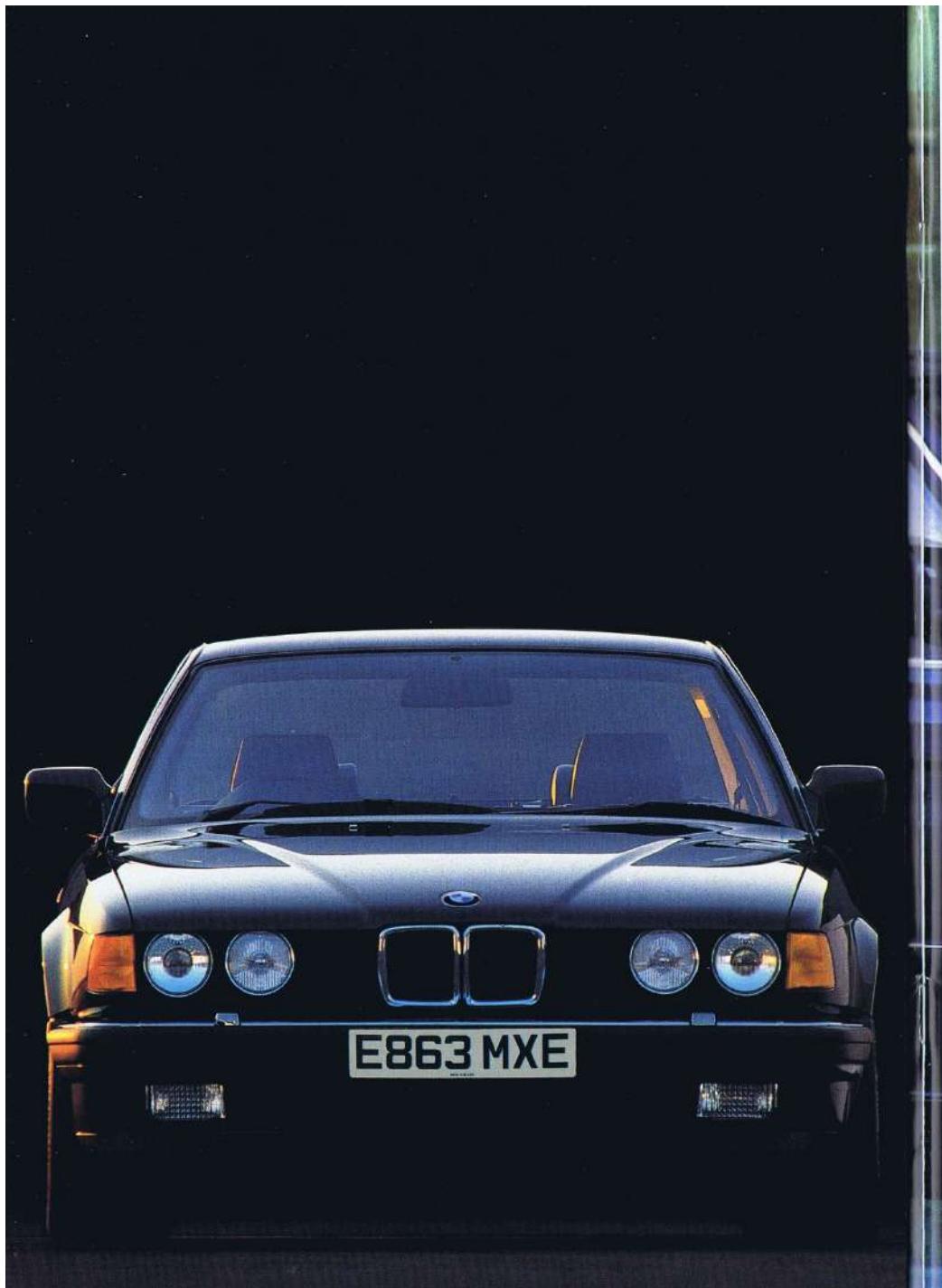


730i 735i 735iL





The new sporting elite.

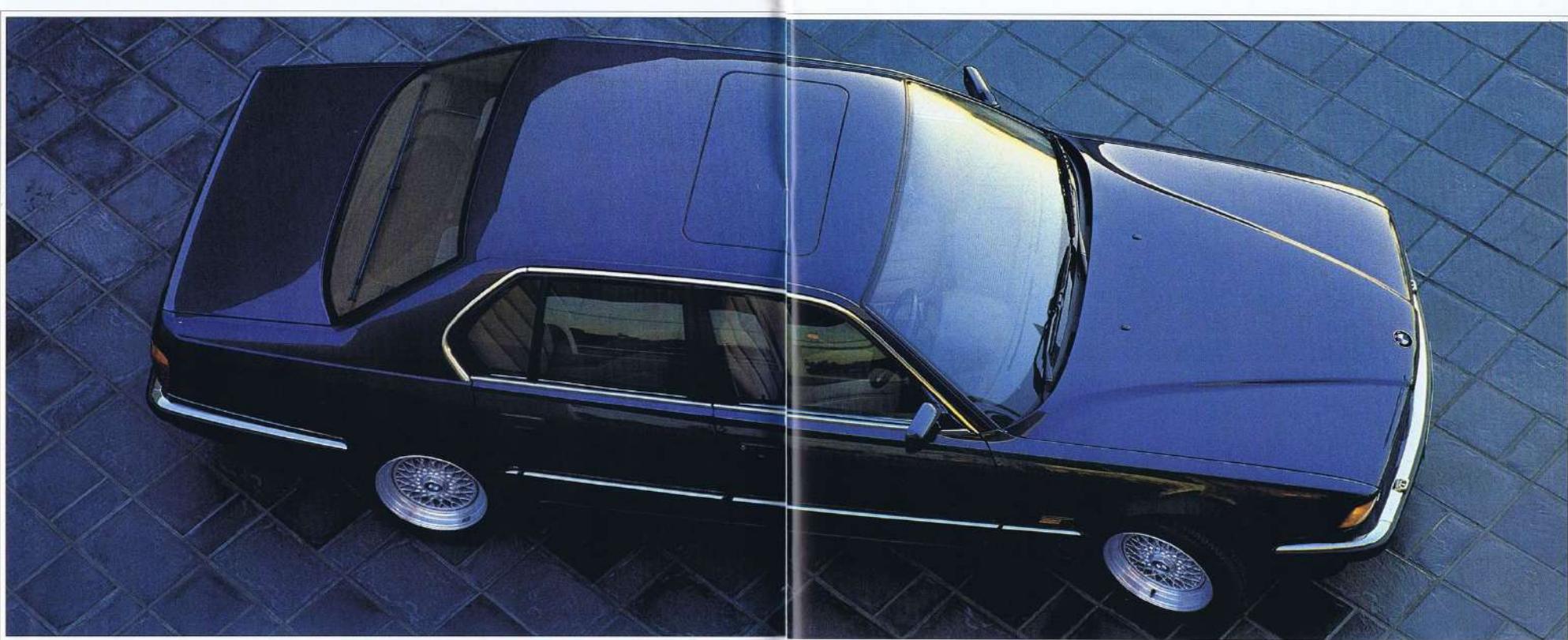
Ever since the car first existed, it has been the visible expression of the technological horizons of its time. But it wasn't long before it came to mean much more than just that. Before it had even outgrown its technical infancy, it had also become a reflection of the spirit of its age. From the elegance of the thirties, through the utilitarian, mass motoring approach of the sixties, right up to the present day, marked by a previously unparalleled sense of individuality. Today's driver can choose from a wider range of models and equipment than was possible even in the earliest heydays of the hand-built, made-to-measure car. So today, more than ever before, your choice of car is a very personal as well as a carefully considered decision.

The first consideration is invariably the technical standard a car is able to offer. But after that, its character and personality become decisive factors for many people. Some of us prefer a car that offers maximum relief from the "tedious chore" of driving. Whilst others see driving as a positive and active pleasure that opens up new opportunities, new dimensions.

BMW's position is completely unequivocal. BMW does not build passive cars. And never will. This attitude, which has been a cornerstone of the company's philosophy from the very beginning, is now more relevant than ever. Because our times demand dynamism and vitality from those who shape our society. They demand new, farsighted solutions and spontaneous reactions. All of them attributes which could quite easily be used to describe a BMW.







The style of a New Age.

From the initial design concept through to the first car rolling off the production line has taken something over 7 years. Over 7 years' development and planning. Testing and improving. And then continuously and meticulously refining.

These external features on their own already offer you a clue to the underlying concept. Greater elegance, greater dynamism, greater safety and, at the same time, significantly greater comfort.

This basic concept is immediately apparent in every design detail.

The striking low profile grille, the flowing, rounded edges, the gently rising waistline...elegance.

Wheel arches that will accommodate the widest tyres, or the integrated rear spoiler for better roadholding...dynamism.

Side windows protected against

the worst of the elements by an ingenious water channelling and wind-flow system...safety. However, at this point we should stop. Because it's not just the styling itself that we should consider, but the innovations that lie within and beneath it.

It only takes a glance to realise how many endless hours have been spent in unusually rigorous wind tunnel testing.

Indeed, the new 7 Series cars are living proof of how the wind tunnel can in fact come up with an elegant answer, provided you ask the right questions.

However, it has never been our policy to chase spectacular low drag coefficient records for their own sake, especially if this means making massive compromises in the practicality and safety of everyday motoring.

For instance, sacrificing rain channels in the name of reduced

wind resistance doesn't make sense to us, if it means that the upholstery receives a soaking every time you open the door in the wet.

And even the most flattering front to rear aerodynamics can't be right if

Over 7 years development and planning.

stability in crosswinds leaves something to be desired.

So road tests must also take lateral forces into account.

Indeed, we've done this so thoroughly over the past 7 years that the new 7 Series can now boast exceptional crosswind stability as well as a superlative drag coefficient.

The next item we devoted ourselves to was the underfloor.

We've designed it so that airflow at high speeds will be just as smooth under the car, too. This helps to re-

duce lift which in turn leads to noticeably better directional stability at fast motorway speeds and in long bends.

A word or two about the front section is also worthwhile.

In engineering terms, we've given it a negative rake. Which means it leans slightly forwards. Contrary to popular belief, this has no negative effect on the car's drag coefficient. But it does significantly improve the airflow to the cooling system.

The result of all these measures is that, with a drag coefficient of less than 0.32, the new 7 Series are among the sleekest cars in their class.

The safety of a car starts with the rigidity of the bodyshell. This is absolutely vital in preserving the survival area of the passenger cell in the event of a collision.

In addition to conventional measures, such as amply proportioned pillars and supports in all door

areas, together with exceptionally strong locks and hinges, we've developed a new kind of deformation feature especially for the new 7 Series: the impact box.

Forming an important component of the front crumple zone, this safety unit deforms progressively and predictably in a collision, literally soaking up the impact energy evenly and uniformly.

A new safety system that exceeds even the strictest US safety standards for head-on collisions. By 35%.

And because this system also protects the chassis, it helps to reduce repair bills.

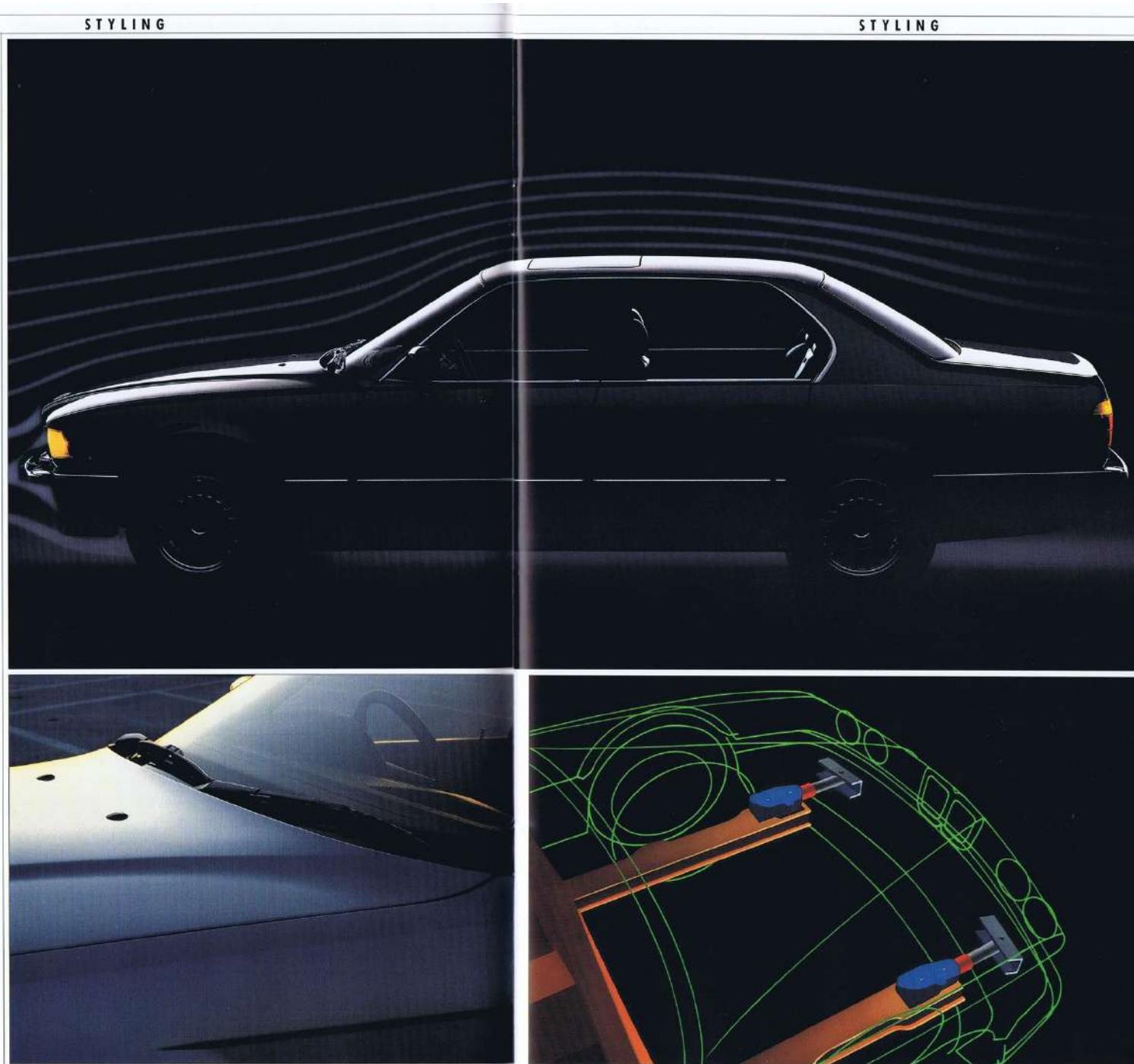
How to improve quality by leaving things out.

What goes for the concept behind the new 7 Series also applies to the car's production: new thinking.

Combining several body sections into one large pressing greatly increases production accuracy. (We've reduced the number of individual parts by 18%). This has then allowed us to reduce the number of spot and seam welds (down by 30%). And this in turn considerably reduces the risk of corrosion.

Eliminating potential problem areas, zinc-plating exposed parts, designing smooth body panels without any corners that can act as moisture traps. That's the kind of attention to detail that makes for long-lasting quality.

Windscreen wiper with integrated wind deflector profile and speed-related pressure control on the driver's side. Semi-recessed behind the engine compartment lid for maximum safety and good streamlining. Considerable improvement of wiper quality also at high speeds, covering 87 % of the total windscreens area. Windscreens heated at the bottom in wiper rest position.



All-round airflow improvement. For greater economy, reduced lift, high crosswind stability, and a smooth airflow pattern.

The new safety system. More protection for driver and passengers. More protection for the bodywork. The "impact box": another world first. A vital component of the front crumple zone that acts like an energy destroyer. In a collision it deforms progressively, absorbing the impact energy uniformly and evenly.

STYLING

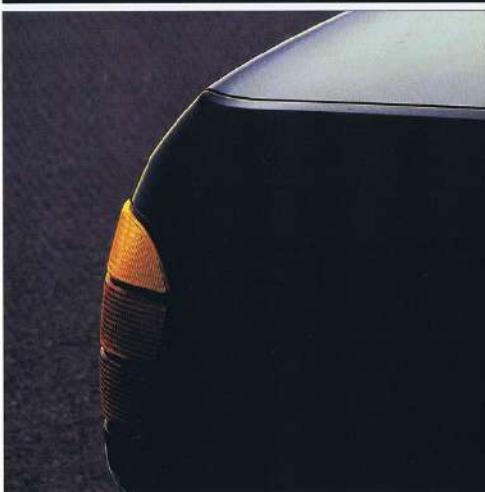
The rain diverting efficiency of the centre bulge has been further optimised.



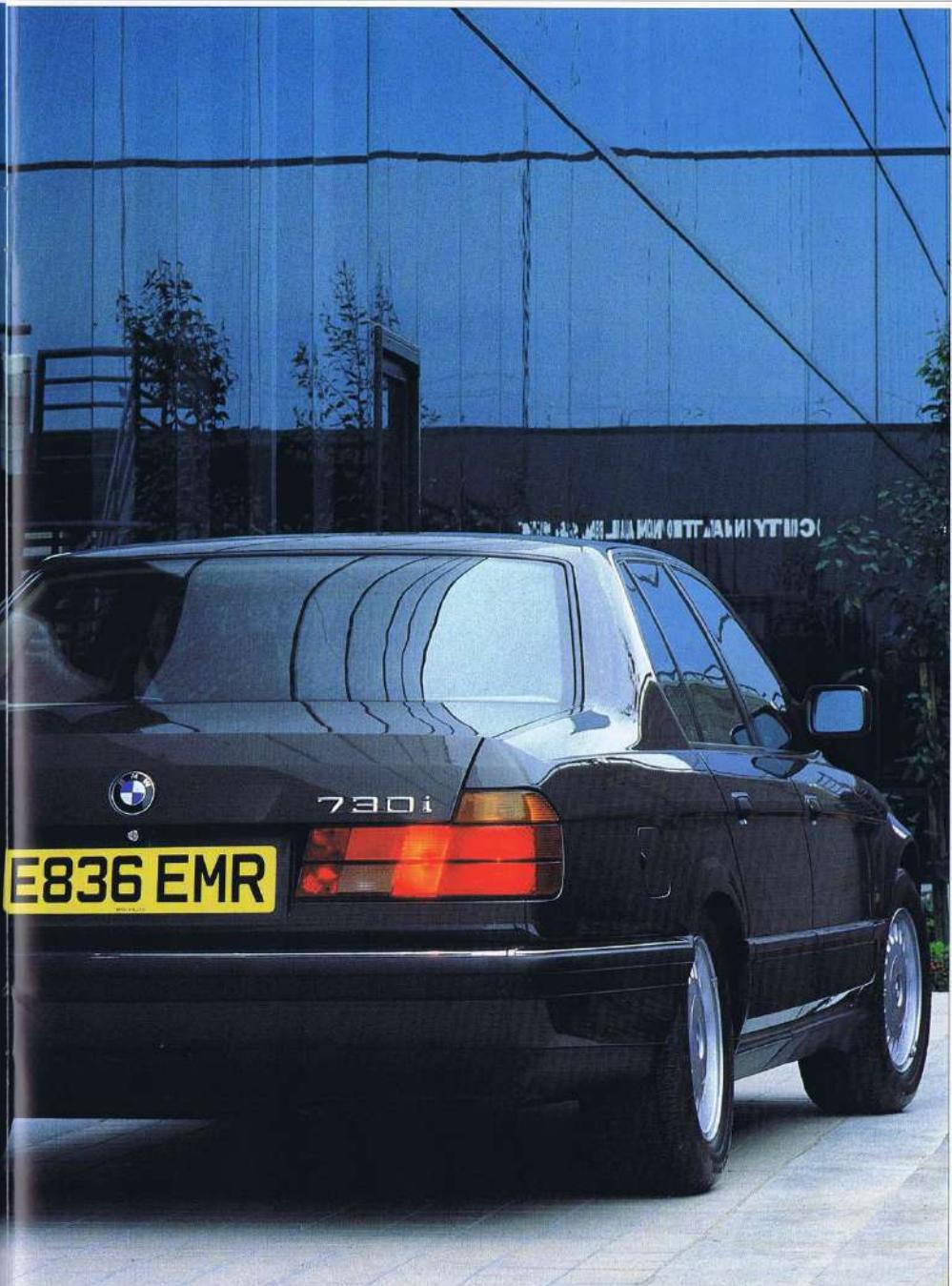
Large rear lights with separate indicators for much clearer signals. Self-cleaning and integrated into the bodywork.

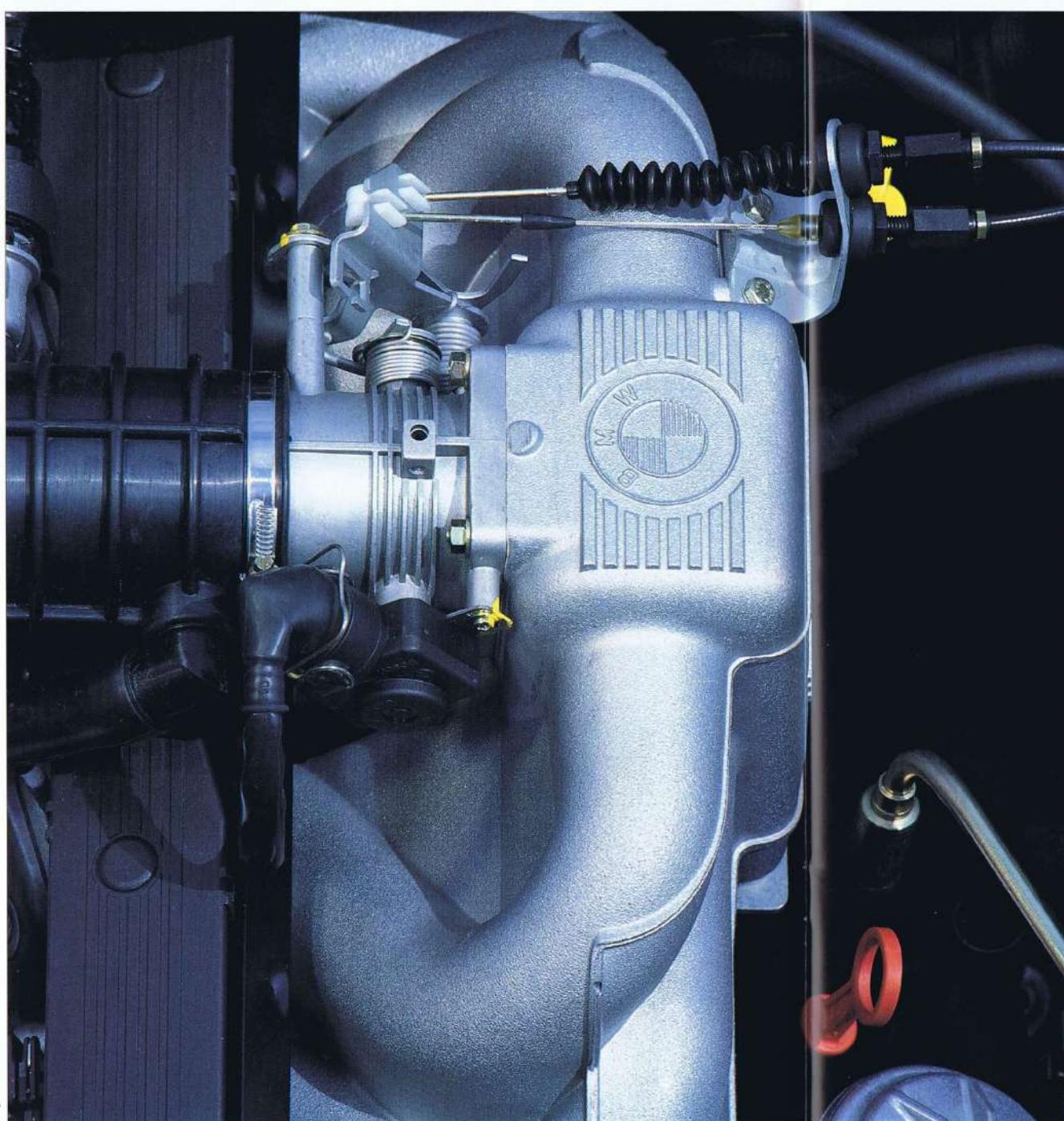


Raised rear with integral spoiler. A must for better roadholding, greater safety and a lower drag coefficient. Blended perfectly into the overall styling.



STYLING





Always a world apart.

Know-how, drive for perfection and, if we may say so, special talent provide the fertile ground for creating and implementing a superior engine concept.

For BMW, perfecting an already near perfect engine means continuously refining and improving every last detail. Checking and double-checking every single component time and again. And then ensuring that they work together in perfect unison.

The net result is a new, even better 6-cylinder inline power unit.

Improvement starts with the

The BMW 6 cylinder. A superior engine concept.

basic design. With reshaped combustion chambers and new piston crowns for added power and higher torque, plus an impressive standard of fuel economy. These measures result in an engine ideally suited for both leaded and unleaded premium fuel.

Driving comfort and motoring refinement have also been improved. New hydraulic engine mounts replace conventional rubber supports, ensuring vastly improved damping of engine-related body vibrations, as well as engine movements caused by bumpy roads. New aluminium pipes for both the engine and transmission oil

cooler guarantee corrosion-free durability and safety.

The same painstaking attention to detail has been given to all ancillary equipment and components.

A new fuel pump, now relocated inside the fuel tank itself, works much more reliably and, above all, much more quietly.

New alternators with purpose-designed air ducts ensure a greatly improved charge. Always providing enough current even for the toughest stop/start winter conditions. In addition, an improved air filter, a more efficient heavy duty fan, an aluminium exhaust system with internal parts made from stainless steel.

All in all, the new inline sixes represent a level of design sophistication that has achieved a new degree of perfection thanks to the decades of experience and

Striving for perfection through engineering excellence.

unlimited ambition of our engineers. And that's only the beginning.

BMW was the first engine manufacturer to apply electronics to engine control. Indeed, we appreciated and applied this farsighted technology from its earliest days. As a result, we now enjoy a substantial lead over our competitors in both experience and know-how.

ENGINE

The new inline sixes feature an electronic management system which must be unique in the world in terms of its precision and number of functions: Motronic III, BMW's 3rd generation Digital Motor Electronics.

Stated simply, Motronic III means more control points, even faster computations (in thousandths of a second), and even more precise engine management.

Special new cold start control measures the starting fuel mix much more exactly, increasing starting reliability and reducing fuel consumption.

It can even recognise a re-

peated cold start and react accordingly by altering the values. The mixture is made leaner so that the engine will fire more readily.

Motronic III employs a multitude of sensors to gather and read all

Motronic III has learnt how to learn.

the important data relating to the engine, ancillary systems and ambient conditions.

Engine speed, road speed and accelerator position are just a few of the factors that are calculated

against other data such as outside temperature changes and air supply.

The result: absolute precision in controlling ignition timing and fuel injection, achieving maximum power with minimum consumption as well as the lowest possible exhaust emission levels.

But Motronic III isn't just an improvement on its predecessors. It opens up completely new horizons.

The 3rd generation Motronic has learnt a new lesson: it's learnt how to learn.

It doesn't just play back a set programme, it compares actual values with ideal values and

decides what has changed, so that it can then take the right corrective action on its own.

For instance, it can regulate the idling speed of an engine with absolute precision throughout its life, because it knows how that engine has been driven, what stresses have been put on it, and how friction losses have changed.

It relates all those factors back to the blueprint stored in its memory and then decides what engine control adjustments are called for.

Only then does it issue the relevant commands to the injection valves for the correct amount of fuel

and the correct mix. And, as we've already said, it does all this without a break, in thousandths of a second.

Motronic III ensures that the engine always marries running reliability with maximum economy even under extreme loads. If necessary, it will alter the ignition

Advanced engine management for performance and efficiency.

angle and injection timing to prevent the engine and exhaust system from overheating.

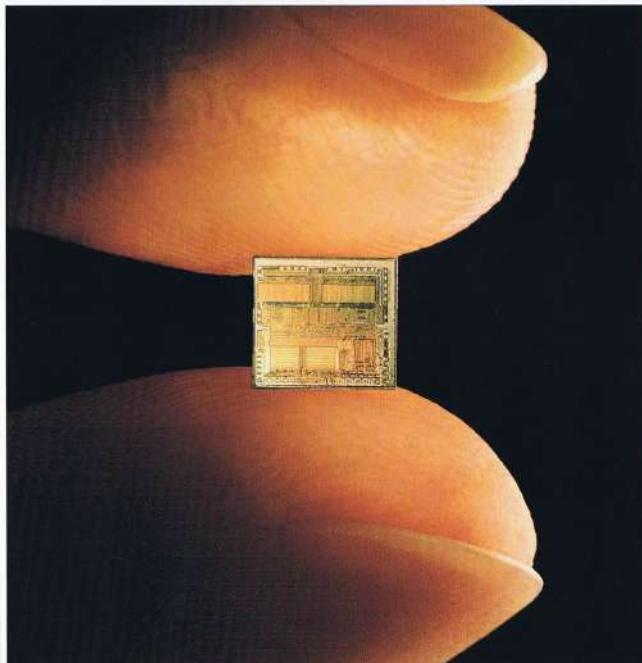
It recognises and stores faults

and malfunctions which can be retrieved later during routine servicing, providing an additional on-board diagnostic system for fast and inexpensive maintenance.

The combination of decades of experience and know-how with a willingness to accept the future.

The commitment to constantly improve every single detail, together with the freedom to strike out in completely new directions.

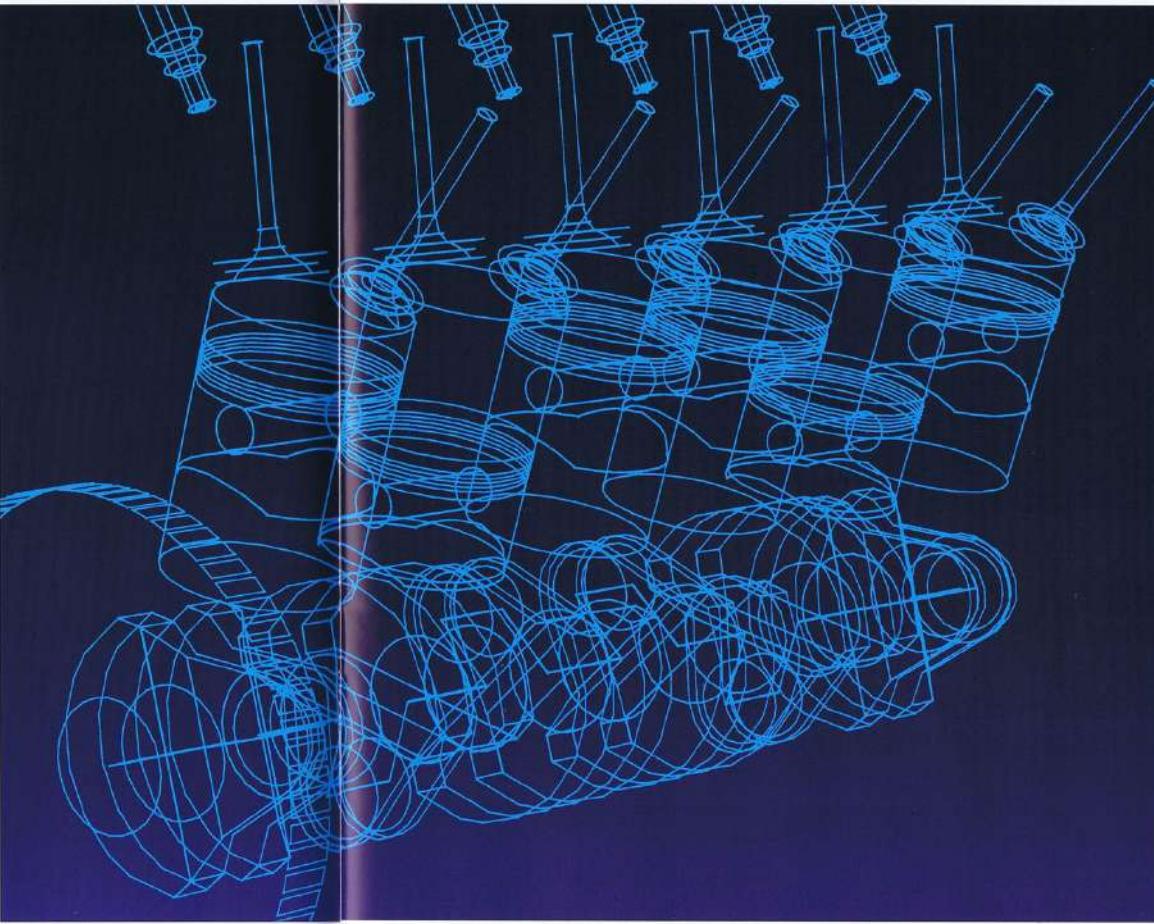
Engines, which in their all-embracing totality, represent the latest state of the art.



3rd generation Digital Motor Electronics. More functions with 50% fewer components: more efficient engine control with enhanced fail-safe features.

Computation intervals down to a thousandth of a second: increased power and torque. Improved fuel cut-off when coasting: greater economy. Self-adjusting idle control (accurate to 10 rpm). Better cold starting and cold running.

Electronic self-diagnosis for faster and more specific servicing. In total, a sum of functions that is unique in any car.



BMW's new inline 6-cylinder engines represent the perfection that comes with decades of leadership in engine development. Dynamism and smoothness become a reality. The perfect interplay between all the components and their ancillaries is transformed into genuine motoring comfort. This new generation of 6-cylinder inline engines reinforces more than ever just what has made BMW power units so famous. Perfection.



The perfect excuse to enjoy every bend in the road.

For a BMW driver, the most attractive line between two points is a curve. Because in a BMW the engine and suspension form one integral unit, each complementing the other perfectly. You could even say they improve each other.

The precision-arm suspension of the new 7 Series converts the dynamism of the engine into road performance in a quite inimitable way.

The scene is set by the larger chassis, a wider track, a longer wheelbase.

It continues with a body of exceptional torsional rigidity that main-

tains the optimum axle geometry even under the most extreme conditions.

Two additional factors are decisive if a car is to enjoy superlative han-

Precision tuned suspension for optimum comfort and handling.

dling: the quality of the front and rear axle design, and the way they interact.

Technically speaking, it all sounds rather complicated.

The semi-trailing arm rear axle

with its exceptionally rigid trailing arms has been so finely tuned to the double-joint spring strut front axle that together they effectively create one single mechanical unit.

Twin sleeve, gas-filled shock absorbers, improved direct feel, power-assisted steering and low profile tyres complete the precise, not to say sporty, chassis/suspension set-up.

As we've already said, it all sounds somewhat complicated, but the benefits are easily described: perfect directional stability, high crosswind stability, improved traction and roadholding. And, of course, more comfort.

SUSPENSION

A car's handling is also determined by the load on both the front and rear axles.

Capitalising on a lengthened wheelbase, we have, amongst many other things, made the gearbox 4.8% lighter to save weight at the front. To increase weight over the rear axle, on the other hand, we've moved the battery to beneath the rear passenger seat and relocated the fuel pump in the tank itself.

The numerous adjustments have resulted in something approaching a small sensation: distinctly higher unladen weight on the rear axle. And, as a result, an axle load ratio of 49% at the front near the engine and 51% over the rear axle.

It's a step that on the surface

may seem small, but it's one with far-reaching effects. Handling behaviour in winter is now noticeably improved and so is acceleration on slippery surfaces. Equally, the car's reactions are virtually unaffected by changes in

The 4-speed automatic transmission with 3 driving modes.

load (releasing the accelerator).

Braking stability is also greatly enhanced. And that's always comforting to know.

It starts with the choice between manual and automatic. Always a very personal decision.

On the one hand, there's the 5-speed manual gearbox, distinguished by its short stick travel and precise, positive shift. For active driving with a genuine sense of pleasure. As well as a liveliness where you're in complete control.

On the other hand, the 4-speed automatic transmission (optional) is by no means a poor relation. Featuring EH electronic/hydraulic control, it lets you choose whether you want the emphasis on economical motoring or whether you're in the mood for something a little sportier.

And you can also enjoy individual gear selection if you opt for this 4-speed with auto transmission electronic/hydraulic control (optional). This, for instance, allows you to start

off in third gear on slippery surfaces where added grip is a necessity. EH control is standard on the automatic transmission for the 7 Series.

Now from the gearbox to the whole drive train. Here again, the new 7 Series demonstrates exactly what elegant technology is all about: absolute efficiency with maximum driving ease.

Wider gearwheels make the transmission virtually soundless. A new synchromesh system makes the gearbox immune to gear crunching when the system is cold. Crunching may not do any actual mechanical harm, but it certainly doesn't do much for your ears.

And silence is the watchword all the way. That's why the 7 Series has

an acoustically isolated gearbox that reduces vibration noise to the barest minimum. And why we've incorporated aluminium transmission sup-

An acoustically tuned drive train.

ports that are inherently subject to less vibration.

If you're now really getting into the swing of things, you probably won't take too kindly to having to pull up suddenly. Unfortunately, that's how it is sometimes.

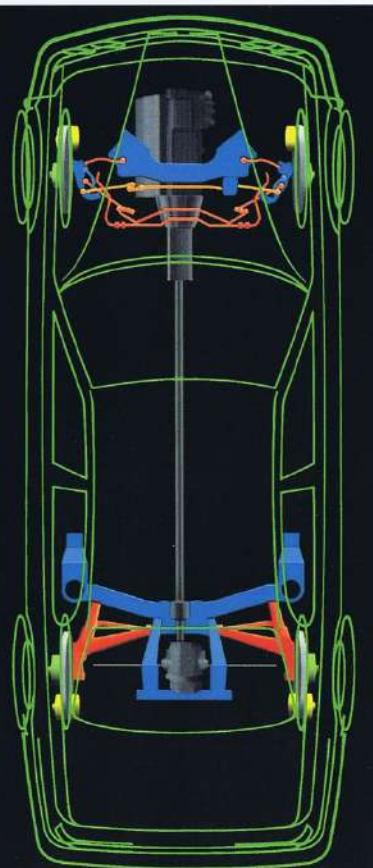
And that's exactly when the new 7 Series disc brakes come into their own. Brakes that are purpose-

matched to deal with the new performance: fist caliper disc brakes fore and aft, with bigger brake cylinders and thicker discs made from new heat-resistant materials and with asbestos-free pads.

Added to that, the standard ABS anti-lock braking system features an improved, dash-mounted warning light.

It's good to know that the braking system on the new 7 Series has a reassuringly powerful braking effect. Especially at those moments when there is no alternative but to stop right in your tracks.

The precision-arm suspension: perfect interplay between the semi-trailing arm rear axle and double-joint spring strut front axle. Complete predictability even in the most hazardous conditions.



Wider track. Longer wheelbase: the broad base for the new suspension. Optimised weight distribution over front and rear axles for better handling in winter weather, more stable braking, greater directional stability, plus more all-round motoring comfort.



Standard equipment: the perfected BMW 5-speed gearbox with short travel and positive, precise shift.



Optional: The 4-speed automatic transmission with electronic/hydraulic control, including 3 driving gear programmes.
E = Economy.
S = Sport.
M = Manual.
(e.g. direct shift into third to take off with greater traction on a slippery road).





Where man and machine come together.

The cockpit of a car reveals with complete clarity the convictions and general attitude of the manufacturer. Which is why approaches taken are both numerous and varied.

But, on this subject too, there's no disguising the BMW attitude: a BMW is, and always has been, designed for its driver.

You recognise these qualities the moment you set eyes on the curved dash design, the subject of so much praise by the experts. Each and every instrument is clearly visible. All switches and controls can be reached without stretching.

This fundamental BMW concept has naturally also influenced the cockpit design of the new 7 Series. And yet, even we have managed to find room for more improvements. They amount to attention to detail that's derived from the practical experience of everyday, nose-to-tail driving as well as motorway cruising.

All the instruments and controls on the new 7 Series are exactly where you'd naturally expect to find them and where you'd automatically reach for them.

Take the handbrake. It's positioned just far enough forward and towards the driver, so that your hand has no option but to fall directly onto it.

A second lockable glove compartment on the driver's side, the headlight and foglamp switches, they're all within easy reach. It all sounds very convenient and comfortable, and yet safety was one of our most important considerations.

No taking your eyes off the road

unnecessarily. No risk of confusing switches or controls. Never any danger of accidentally switching off the lights instead of switching on the wipers.

And all the instruments are large and easy to read.

Familiar, proven analogue systems are used for the most important information: road speed, engine speed, fuel, coolant temperature.

BMW's unique Energy Control

Everything is where you would naturally reach for it.

gives precise fuel consumption figures in miles per gallon.

All clearly in view through the purpose-designed gap in the steering wheel.

Secondary priorities are then communicated via digital display systems. Clear data. Clear information. For instance, mileage covered and the position of the automatic transmission selector lever.

All switches and symbols are illuminated, passing on their status in

split seconds. Another functional and safety-minded night driving aid.

The new Check/Control keeps a constant eye on everything that's significant in modern motoring.

And that's a lot.

Oil level. Oil pressure. Brake fluid. Brake pressure. Brake pads. Handbrake. Coolant level. Coolant temperature. Stop lights. Tail lights. Number plate lights. The low beams even when switched off.

If you think the number of functions is impressive, then the way faults are indicated is nothing short of sensational.

First: you never have to look up anything in the instruction manual. That's because Check/Control displays everything it's discovered right in front of your eyes. On an illuminated panel that automatically adjusts to the lighting and brightness level inside the car.

Second: it tells you how you should react to any given fault. Whether you should stop immediately, whether you can take care of the problem the next time your stop for petrol, or whether you can afford to leave it until the next service.



Analogue instruments in your primary field of vision. Everything of importance can be taken in at a glance. Day and night.

COCKPIT

A cockpit tailor-made for the driver. Ergonomically thought out down to the last detail. Clear instruments. Easy to use. With no risk of confusion. Clarity with elegance. Optional equipment (standard from the 735iA SE): Blaupunkt New York CR radio, automatic air conditioning, 4-speed automatic transmission with EH control, leather upholstery.



A minimum of 16 important functions are continuously monitored by the new Check/Control. Malfunctions are immediately indicated in clear, understandable language. The more important is always given priority over the lesser. The driver is always kept fully up to date.

COCKPIT

And third: if two or three things go wrong at the same time — after all, it is a theoretical possibility — Check/Control will establish clear priorities.

And here safety factors always come first.

As an option, or standard from the 730iSE, you can also enjoy all the advantages of the new BMW on-board computer. Yes, you've guessed it. The on-board computer is now even more wide-ranging in its functions and simpler in its programming.

From second to second, minute to minute, it continuously monitors

The on-board computer that warns you of black ice.

the outside temperature. The moment this drops to 3°C (35.6°F) and there's a danger of black ice, it sets off a clear, acoustic warning signal.

It also incorporates a safeguard against unauthorised starting of the engine: a pre-entered, personal code that offers you maximum security.

And there are many other features that make the on-board computer an irreplaceable co-driver.

It can store journey times, calculate average consumption figures, tell you when you next need to fill up. It can also, for instance, even remind you when to switch on for the News. Or tell you how warm or cold it is outside.

What's more, you can call up all this information while you're driving along.

The relevant facts show up as added data on the Check/Control display. Right in front of your eyes.

The new on-board computer: quite simply, a brilliant partner. More functions. Simpler programming. A co-driver you'll never want to travel without (standard from the 730i SE).



An experience in space.

It's easy to express it prosaically in terms of dimensions and measurements: the longer wheelbase and the increased length provide genuine interior space benefits, especially rear passenger kneeroom. The wider track and in-

creased external width do the same for shoulder room, front and back.

But that hardly does the matter justice.

It's the overall impression of spaciousness, even freedom, that really catches the eye. No car in its

class can offer you more of either.

We extend an open invitation to you to inspect it for yourself. Inch by inch.

Examine the finish of the seats, the shape of the switches, the seams, the roof lining and door

panel materials. Try out the armrests, the gearstick, the air vents, the steering wheel. Perfect craftsmanship wherever you look.

The automatic seat belt adjustment for front passengers is just one of the carefully conceived new features: the height of the belt anchorage changes with the longitudinal positioning of the seats. So drivers and passengers of every shape and size can rest assured that they're always automatically safely buckled in, because their seat belt is literally made to measure.

As for the new ergonomic rear seat belt system, that's nothing short of revolutionary. Because here we've done everything the opposite way round from usual. And it's a revolu-

tion that really does increase safety.

The reversed alignment of shoulder straps prevents passengers sliding into the middle of the car in a side-on collision. At the same time, the specially contoured seats

Comfort and safety combined.

themselves provide optimum lateral support on the outside as well.

The belt locks are fixed to the outside of the seats, ensuring that the lap belt is in the ideal position for maximum hip support. And, in an emergency, they are easier to reach from outside the car.

The belt can be fastened with just

one hand, making it simpler to use and providing yet another added safety benefit.

It goes without saying that the whole interior is upholstered and trimmed throughout with soft materials and energy-absorbing surfaces.

The added reassurance of central locking has been a standard on cars of this class for quite a while now. The Crash Sensor, however, is nothing so mundane. It registers and reacts to a collision by immediately and automatically releasing all door locks so that in an emergency help can be given from outside without hindrance.

New front seats with "multi-zone" padding on steel main springs.

INTERIOR

A glove compartment that turns conveniently towards the driver when opened. A lockable storage compartment with an integral coinholder on the driver's side. A compartment containing the first-aid kit under the front passenger seat. Fold-away roof grab handles.

There are numerous practical and attractive innovations on the new 7 Series. And, if you want to enjoy them in peace, then driving noise is certainly one thing that won't distract you.

Noise calls for a two-pronged attack. Firstly, you have to make sure that as little as possible occurs to

begin with. Secondly, what little remains must be eradicated mercilessly.

We've already described the lengths we've gone to in preventing noise arising. You'll remember the

Numerous attractive and practical innovations.

new hydraulic engine mounts, the acoustically isolated gear lever. But they're far from being the whole story. On the front and rear axle drive we've introduced dual elastic

mounts. With the single objective of keeping transmission and suspension noise to an absolute minimum.

Then came the tests at the Acoustic Centre. Working in a soundproof room, everything was examined, refined and perfected to ensure that as little noise as possible gets through to you.

Doors and windows had to fit exactly with imperceptible joins and were then sealed with an ingenious combination of rubber strips of varying thickness and cross-sections. And then we added carefully positioned sound-absorbing material to any surface that might

transfer noise.

Research into cause and effect, counter-measures, tests. Over and over again and all over. Using measuring instruments more sensitive than the keenest human ear.

We have no hesitation in claiming that no other production car in the world can offer you lower interior noise levels. Safe, comfortable, quiet. So all that's missing now is the right atmosphere.

The conventional way to adjust the warm air system is by hand. Not so on the new 7 Series.

Once the inside temperature has been selected, it is controlled

INTERIOR

and kept at that constant temperature electronically. Both driver and front passenger have their own infinitely variable and

Independent and infinitely variable heating system.

completely independent controls: each of them can choose their own personal climate.

A passenger compartment and an outside temperature sensor plus a temperature change sensor for both driver and front passenger en-

sure that the electronic temperature control always works faultlessly and with guaranteed accuracy.

A wide range of ancillary equipment also helps to control the environment in the new 7 Series: an auxiliary water pump for superior heating at low engine speeds, a quiet, high-performance radial fan blower and large cross-section roller vents for an ideal airflow pattern.

And what makes the heating system remarkable makes the ventilation even more impressive. Capacious airflow with very little noise. Altogether a very pleasant and relaxing atmosphere.

Loving attention to detail. Inch by inch. Quality with a visible sense of aesthetics everywhere. Room to breathe, room to live.



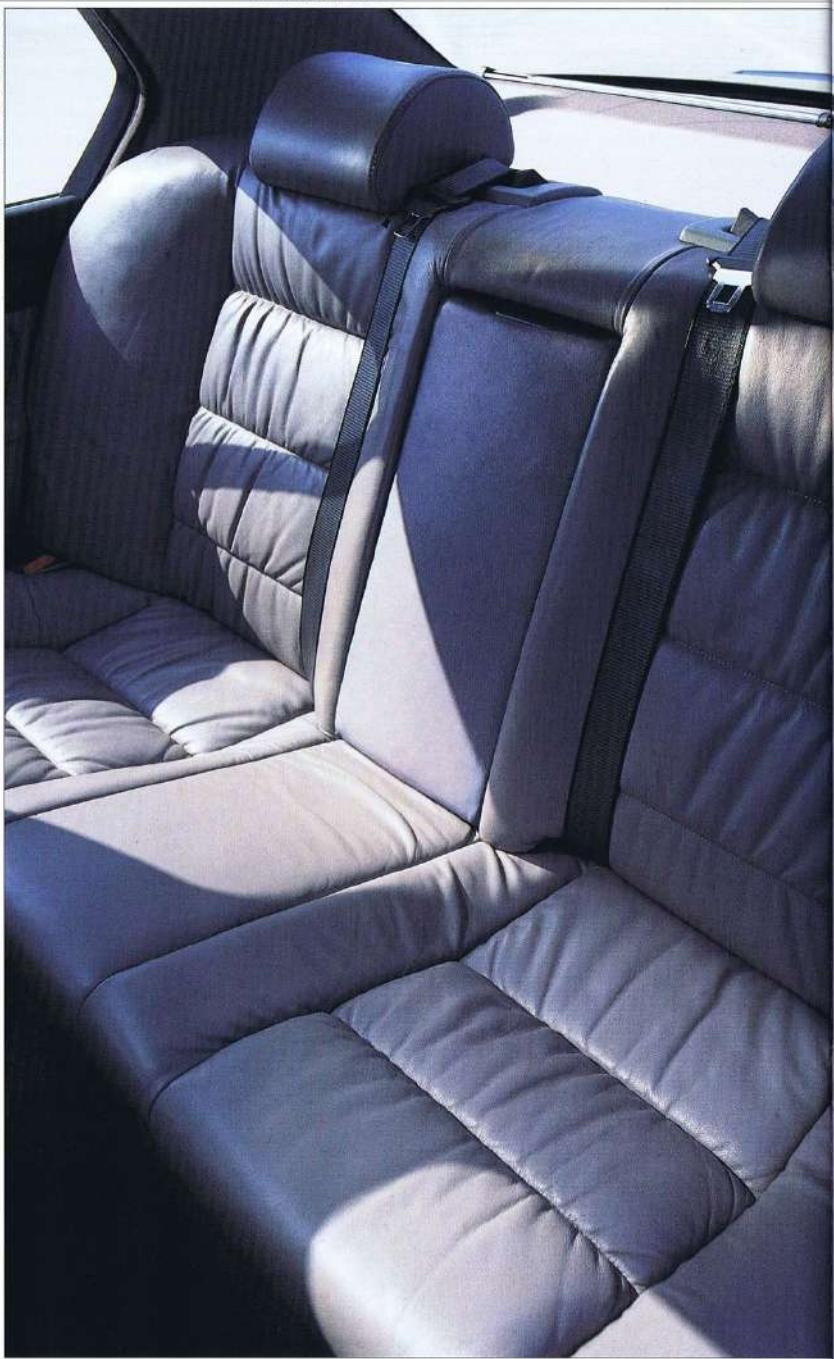
Functional and roomy. Extensive storage facilities. Electric windows. Handbrake closer to the driver. Comfortable seats with safety-minded side support, upholstered in wool velours (standard from 735i). Optional: 4-speed automatic transmission with electronic/hydraulic EH control. Radio/cassette case.



Electrically controlled heating and ventilation. Separate, individually adjustable zones for driver and front passenger. Ideal air distribution. Large, quiet, infinitely variable radial fan.

INTERIOR

The rear seats: specially designed to remove the stress of long-distance motoring. Belt locks fixed on the outside forming the ergonomic seat belt system. A storage compartment integrated into the central armrest (standard from 735i). Optional: nappa leather, silver (standard from the 735i SE).

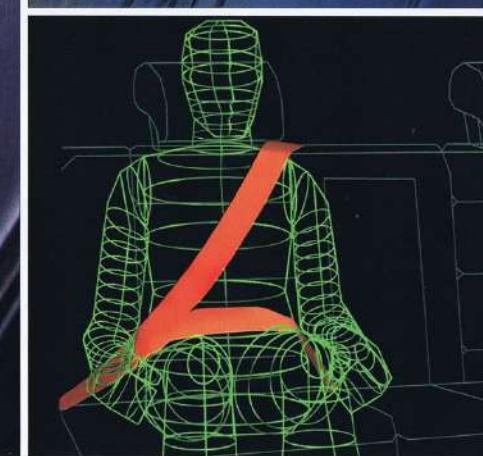


INTERIOR

Fold-away grab handles for driver and front passenger. Two directed beam reading lamps. (standard from the 735i). Electrically operated steel sliding/vent roof controlled from the front panel (optional on 730i).



Adjustable rear head rest restraints (standard from 730i SE).



Yet another BMW innovation. The new ergonomic seat belt system at the rear. The reversed alignment of the shoulder straps prevents passengers sliding into the middle of the car in a side-on collision. In addition, the specially contoured seats provide optimum lateral support on the outside as well. Belt locks fixed to the outside of the seats ensure the ideal lap belt position.

735iL



735iL



**You can
still go one better.**

If you've settled on the 735i you can now think in yet another dimension. Because alongside the standard model, already more than generous in space, there is a very special model as well: the 735iL. The overall length of this model has been increased by 4.5 inches, making it that bit sleeker, that bit more elegant. At the same time, the rear doors have been widened making exit and entry that much easier and more comfortable. And what that does for the car's looks and practicality,



it more than does for interior spaciousness. The 735iL offers extra legroom at the rear, a luxury you'll appreciate in numerous different ways. A luxury that becomes an even more amenable workplace if you've allowed the chauffeur to take the wheel. A luxury that becomes a

polite compliment when out with a business acquaintance. On long journeys, especially, it puts gratitude well and truly on your side. A luxury that will also be greeted with enthusiasm. Just think of your family and friends. But whichever way you look at it, one thing is certain, even if you keep this car jealously all to yourself: more space is one of the true pleasures of our time.

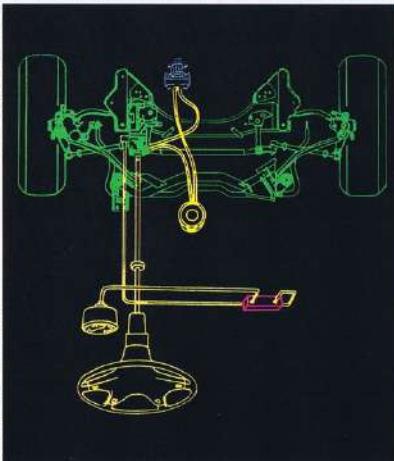
The right time to give your ego free rein.

Blaupunkt New York SQR 05.
Three wavelengths, station search, automatic compensation of station field strength, auto reverse, Dolby, tape grade selection switch, cassette programme search, separate treble/bass control, etc (standard from the 735i SE).



Automatic air conditioning. Individual well-being. Automatic temperature control and separate air distribution systems provide a constant and individually controlled environment for both driver and front passenger. Another unique BMW feature (standard from the 735i SE)

15.2" leather-trimmed sports steering wheel. Padded, leather-trimmed wheel with finger grips. Handsewn leather boss and spokes lined with an integral layer of polyurethane foam.



Servotronic. The new Servotronic offers power assistance geared to road speed. This provides substantially improved and finely tuned steering support at low speeds, for example when parking.



We spend many hours of our lives in cars. Therefore it is perfectly reasonable to consider every possible option that could enhance your driving pleasure.

There are so many ways that the time we spend in our cars can be made that extra bit safer, that extra bit more comfortable, and that extra bit more enjoyable.

Naturally, ideas about which options are essential or aren't, vary enormously.

For instance, a labour-saving automatic transmission isn't everybody's idea of fun.

For others, the perfect sounds of an expensive HiFi system are an absolute must. And all-leather upholstery or light alloy wheels are without question a matter of personal taste.

Sheer driving pleasure - BMW style.

BMW goes to extraordinary lengths to cater for the individual and personal aspect of driving pleasure. With a comprehensive range of options that will satisfy the most critical and personal

quality requirements as well as safety and comfort considerations.

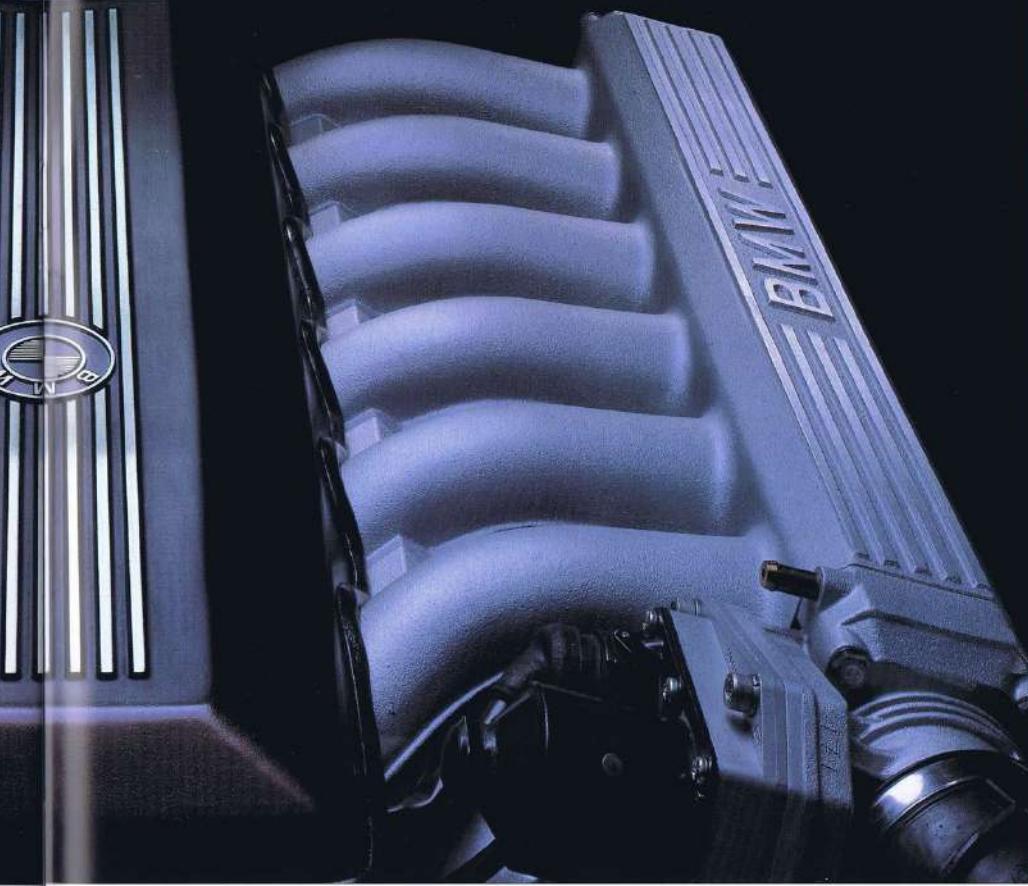
BMW has developed and refined production techniques to such an extent that many more individual demands can be met on the production line than most people could possibly imagine. And that's especially true of the new 7 Series.

Ask your BMW dealer about them.

BMW forged light-alloy wheels.
Cross-spoke 195 TR 415 sports wheels, For 240/45 VR 415 low profile tyres. Another elegant sporting touch for your 7 Series BMW.



Electric seat and mirror memory. Three different people can store their individual preferred driving seat position and that of both exterior mirrors, and then call up the data at any time. Equally, when reverse parking, the front passenger's mirror will dip automatically so that the near-side kerb is fully in the driver's view.



Perfecting a legend.

Only a few of us have ever really experienced the thrill of V12 performance. And yet we're all fascinated by the thought.

Tales of coins stood on their end on the engine block and staying upright while the engine is running. Of limitless power, combined with silky-smooth running. Of perfect

silence. And they're all true. 12-cylinder engines more than justify their legendary reputation.

As a technological concept, they provide a basis that is simply

unbeatable. However, saying "12 cylinders" doesn't on its own mean that everything can be taken for granted.

The combination of a legendary principle and the sophistication of modern technology is what makes the V12 of the new BMW 750iL a truly remarkable event.

The task given to our engineers was straightforward enough. Create the V12 of our modern age. No compromises allowed. Forbidden from the start was the temptation to economise by doubling up using BMW's perfected inline six.

Every component was developed from scratch. So that they could

be brought together into a perfectly balanced and harmonious whole. In other words, every engineer's dream.

The V12 of our modern age.

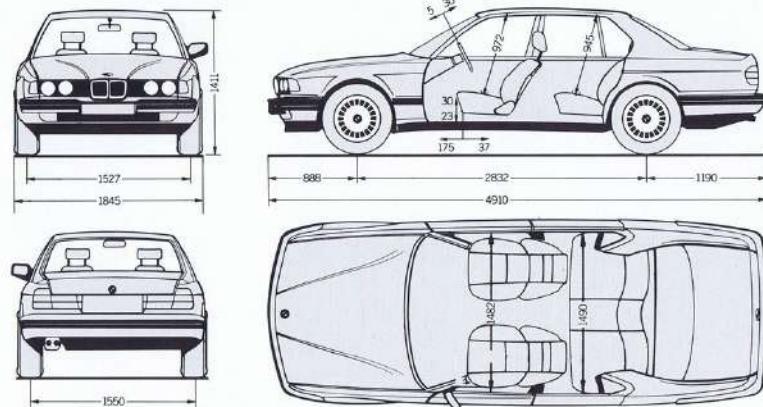
An all-aluminium unit. State-of-the-art light-alloy construction. Forged crankshaft with 12 counterweights and 7 bearings. Hydraulic valve clearance compensation. Aluminium pistons. Over 220 kW/300 bhp. Over 450 Nm max torque. Yet, the statistics on their own come nowhere near fully

describing this engine. Once you own one, the figures become irrelevant. You simply sit back and revel in the unsurpassed smoothness, the quietness, and the sophisticated power development. In short, it's an experience to be enjoyed, not talked about.

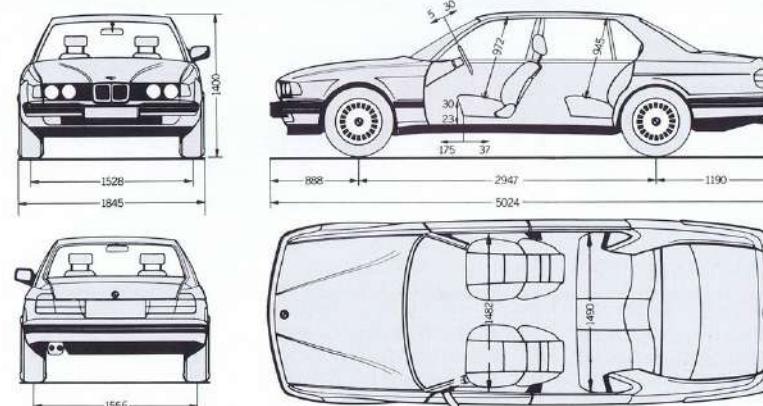
EXTERNAL AND INTERNAL DIMENSIONS

The most important data.

730i
735i



735iL



SPECIFICATIONS

730i 735i 735iL

WEIGHT

Unladen	kg / lb	1570 (1590) / 3462 (3506)	1590 (1610) / 3506 (3550)	1640 (1660) / 3616 (3660)
Max. permissible	kg / lb	2090 (2110) / 4608 (4653)	2110 (2130) / 4653 (4697)	2160 (2180) / 4753 (4610)
Permitted load	kg / lb	520 / 1147	520 / 1147	520 / 1147
Permitted axle load front/rear	kg / lb	1025 / 1190 / 2260 / 2624	1035 / 1200 / 2282 / 2624	1035 / 1210 / 2282 / 2668
Permitted roof load	kg / lb	100 / 221	100 / 221	100 / 221
Permitted trailer load unbraked/braked*	kg / lb	650 / 1600 / 1422 / 3528	650 / 1600 / 1433 / 3528	650 / 1600 / 1433 / 3528
up to max 12% incline				

ENGINE

Cylinders		6	6	6
Capacity	cc / cu in	2986 / 182.15	3430 / 209.23	3430 / 209.23
Stroke/bore	mm / in	80/89 / 3.15/3.50	86/92 / 3.39/3.62	86/92 / 3.39/3.62
Nominal output/rpm	kW/bhp/rpm	145/197/5800	162/220/5700	162/220/5700
Max torque/rpm	Nm/ft-lb/rpm	275/203/4000	315/232/4000	315/232/4000
Output per litre	bhp/ltr / ft-lb/ltr	66.1/67.9	64.2/67.7	64.2/67.7
Compression ratio/fuel grade	:	9.2/Premium grade leaded/unleaded	9.2/Premium grade leaded/unleaded	9.2/Premium grade leaded/unleaded

TRANSMISSION

Standard gearbox ratios I/II/III	:	1	3.83/2.20/1.40	3.83/2.20/1.40	3.83/2.20/1.40
IV/V/R	:	1	1.0/0.81/3.46	1.0/0.81/3.46	1.0/0.81/3.46
Final drive ratio	:	1	3.64	3.45	3.45

PERFORMANCE

Drag coefficient		below 0.32/0.67	0.32/0.68	0.32/0.68
Top speed	km/h / mph	225 (217) / 140 (135)	233 (225) / 144 (140)	233 (225) / 144 (140)
Acceleration 0-100 km/h / 62 mph	sec	8.9 (10.8)	7.9 (9.2)	7.9 (9.2)
Standing-start km	sec	29.6 (31.6)	28.5 (29.8)	28.5 (29.8)
Flexibility 80-120 km/h (50-75 mph)				
in 4th gear	sec	10.5	9.4	9.4

FUEL CONSUMPTION**

5-speed standard transmission				
90 km/h (56 mph)	mpg/lmp	37.2 (38.2)	36.7 (37.2)	36.7 (37.2)
120 km/h (75 mph)	mpg/lmp	30.4 (30.7)	29.4 (29.7)	29.4 (29.7)
City traffic	mpg/lmp	18.2 (17.2)	17.8 (16.9)	17.8 (16.9)
Average	mpg/lmp	26.2 (25.7)	25.4 (25.0)	25.4 (25.0)

WHEELS

Tyre dimensions		205/65 VR 15	225/60 VR 15	225/60 VR 15
Wheel dimensions		6 1/2 J x 15	7 J x 15	7 J x 15
Material		Steel	Light alloy	Light alloy

ELECTRICAL SYSTEM

Battery capacity	Ah	84	84	84
Alternator output	A/W	90/1260	90/1260	90/1260

* Values at max 12% incline.
Increase in trailer load possible.

** 735iL figures are approximate.

For detailed information, please consult your BMW dealer.

Values expressed in () apply to automatic vehicles with EH control.
Unladen weights refer to vehicles with standard equipment.
Optional equipment may increase this weight.

730i 735i 735iL

BODYWORK	<p>4-door saloon, monocoque, extremely rigid all-steel bodywork welded to the floor assembly, torsionally rigid safety cell on all planes, front and rear crumple zones with predetermined deformation, impact box, integrated roof crossbar, all-round body reinforcement, tank nested in rigid support structure, capacity 19.8 Imp gals (90 litres).</p> <p><u>ADDITIONAL FOR 735iL</u></p> <p>Increased fuel tank capacity: 22.4 Imp gals (102 litres).</p> <p><u>ENGINE</u></p> <p>Water-cooled 6-cylinder, inline engine, longitudinally mounted at the front and inclined, light alloy cylinder head, crossflow principle, spherical combustion chamber, overhead cam-shaft with 4 bearings, crankshaft running in 7 bearings with 12 counter-weights, viscous-coupled, speed-related fan with additional thermostat control, Digital Motor Electronics, hydraulic vibration damping. Long-life exhaust system (mainly in high-grade steel) with 2 silencers and 2 tailpipes.</p> <p><u>CHASSIS/TRANSMISSION</u></p> <p>Suspension: double-joint spring strut front axle, independent semi-trailing arm rear suspension (swept back by 13°) with double flex differential mounting, stabilizer bars and twin-tube gas pressure shock absorbers front and rear, engine-speed-related power-assisted steering. BMW 6 1/2 Jx15 steel wheels with flush wheel covers, low profile 205/65 VR15 tyres, asbestos-free brake pads, inner-vented fist calliper disc brakes front and rear, hydraulic brake servo, ABS anti-lock braking system.</p> <p>Hydraulically actuated single-plate dry clutch with plate spring, torsional damper and automatic adjustment for wear.</p> <p>5-speed manual gearbox (top</p>	<p>speed in 5th gear) with synchromesh also on reverse gear. Standard drive: engine at front, drive to rear wheels.</p> <p><u>ADDITIONAL FOR 730i SE</u></p> <p>Reinforced differential. 7 J x 15 light alloy cast wheels with lockable wheel bolts, 225/60 VR 15 tyres.</p> <p><u>ADDITIONAL FOR 735iL</u></p> <p>Self-levelling rear suspension.</p> <p><u>EXTERNAL EQUIPMENT</u></p> <p>Twin round headlights integrated into radiator grille. Foglamps in panel below bumper. Plastic bumpers front and rear, impact absorbing and resilient to 2.5 mph. Front and rear bumpers colour-matched to bodywork, with moulded front air dam and rear spoiler fully integrated into the bodywork. Engine compartment lid slightly raised over base of windscreen with part-concealed wiper spindles. Large rear light clusters with separate indicator lights. Covered and concealed towing hooks front and rear. Engine and luggage compartment lids supported by gas pressure lifts. Windscreen and rear window bonded to body. Green-tinted heat-insulating glass all-round. Rear-view mirrors in body colour. Central locking with security lock. Heated driver's door mirror, door lock and windscreen washer nozzles.</p> <p><u>ADDITIONAL FOR 735i</u></p> <p>Closed storage compartments integrated into front and rear armrest. Unicolour wool velour for door panels and all seats. Head restraints in rear. Leather-trimmed steering wheel rim.</p> <p><u>ELECTRICAL SYSTEMS</u></p> <p>Low-beam headlights and foglamps with ellipsoid technology. Constant-pressure wiper system. Frequency of intermittent wipe dependent on road-speed. Heated screen-wiper rest position. Service Interval indicator. Energy Control. Check/Control with visual indication of functions by means of LCD dot matrix character display (alphanumeric). Audible warning of signalled text. Electrically operated windows front and rear. Central locking. Central body electrics. Electronic current failsafe. Heating and ventilating with electronic temperature control and separate left/right adjustment. Analogue displays for speedometer, tachometer, fuel gauge, coolant temperature and Energy Control. Rear cigarette lighter illuminated. Automatic interior lighting system. Rechargeable glovebox torch.</p> <p>High-performance screenwasher system with heated nozzles.</p>	<p>stowage compartment on driver's side. Floor of centre console trimmed in leatherette. Armrest upholstered integrated in door trim. Roof grab handles integrated into roof with automatic spring hinges. Full velour floor carpeting. Luggage compartment capacity 17.5 cu ft. Toolkit in lined luggage compartment lid. Front seats in zoned foam upholstery with steel main springs and individually contoured rear passenger seats. Upholstery fabric in uni/striped nylon flock. Automatic height adjustment of front seat belt anchorages according to longitudinal adjustment of seats. Safety steering column. Ergonomic seat belt system with outside belt locks in rear. Vibration-free rear-view mirror on windscreen. Manual rear window sunblind.</p> <p><u>ADDITIONAL FOR 735i</u></p> <p>Additional equipment over 730i. 7 J x 15 light-alloy wheels and 225/60 VR 15 tyres. Electric steel sliding/vent roof. Automatic EH transmission. On-board computer III. Electric front seat adjustment. Centre armrests at the front. Head restraints at the rear. Rear seat reading lamps.</p> <p><u>730i SE</u></p> <p>Additional equipment over 730i. 7 J x 15 light-alloy wheels and 225/60 VR 15 tyres. Electric steel sliding/vent roof. Automatic EH transmission. On-board computer III. Electric front seat adjustment. Centre armrests at the front. Head restraints at the rear. Rear seat reading lamps.</p> <p><u>735i SE</u></p> <p>Additional equipment over 735i. Metallic paintwork. 195 TR 415 light-alloy wheels and 240/45 VR 415 tyres. Automatic transmission with EH control. Blaupunkt New York stereo system. Automatic air conditioning. Cruise control. Leather upholstery.</p>
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LIFE-LONG RELIABILITY

BMW Service is designed to ensure that your BMW always remains in perfect condition, reliable and economic. This commitment begins with the design and development of BMW cars.

Through the use of components and parts that are easy to repair.

Through modern technology such as the BMW Service Interval Indicator.

Through excellent product quality thanks to the most advanced and sophisticated methods of production.

Aftersales service is guaranteed by a most competent partner: the BMW dealer. He offers you everything you need, whenever you need it.

Specialists with excellent training and technical know-how.

Modern BMW-approved workshop equipment.

A reliable, long-term supply of parts.

BMW Approved Parts to keep your BMW in its original, as-new condition.

Added Value Services — customer convenience, fitted prices, seasonal events and special products.

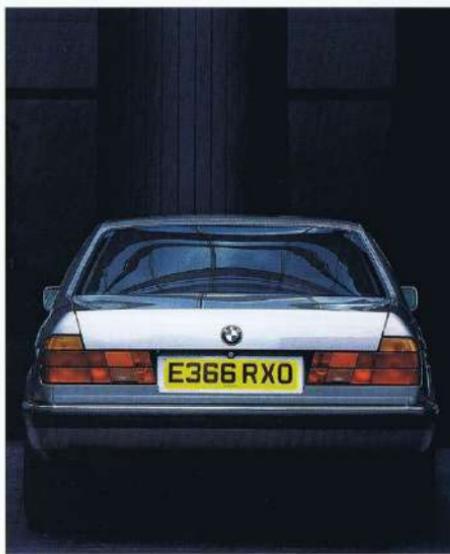
Efficient and conscientious repairs that give you excellent value for money.

This ensures that your BMW will remain what it is throughout its long life: the ultimate driving machine.

The models illustrated in this brochure show the specifications for the UK market. In part, they include optional equipment and accessories not fitted as standard.

According to the specific requirements of other markets, alterations in models, standard and optional equipment, as described in the text and illustrations, may occur. For precise information, please contact your BMW importer or dealer. Subject to change in design and equipment.

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THE ULTIMATE DRIVING MACHINE