





BMW and the rest of the automobile world: Where philosophies differ.

One aspect of today's quality of life is provided solely and exclusively by the motor car: The possibility to move freely as an individual – to any destination and at any time.

As a result, the car a motorist chooses – despite all rational and purpose-orientated considerations – is also a question of that motorist's individual character and attitude.

And here BMW symbolizes a unique car concept that stands out from others in the motoring world.

BMW cars and their own, very special automobile world: Where philosophies stand united.

BMW is one of the very few car manufacturers that represents a specific car concept throughout its entire model range. BMW builds cars which, in their character and styling, offer the same standards: vitality and manoeuvrability compact styling and economy. Cars always based on a functional, unobtrusive overall concept of timeless elegance.

In the world of motoring the trends do not point towards size and status.

But towards BMW.

High-quality automotive engineering proves its superiority not at very high speeds, but at the speeds at which we normally drive in today's traffic.

Even at 80 km/h, for example, a superior chassis can prevent a dangerous situation from turning into an accident. And superior performance guarantees ample safety reserves when overtaking on hills and in city traffic.

The combination of such performance and genuine economy is an art in which BMW has always been the leader.

Another essential reason for the dynamic development of the Company and the growing popularity of BMW cars is the BMW standard of quality.

The quality of a BMW meets the most exacting demands. And it is not only the result of an exhaustive production process, but also the philosophy behind the process.

In addition to very high production standards, a careful finish and very thorough quality controls, BMW's all-round quality system excludes deficiencies from the very beginning in the planning and development phase.

This principle provides the basis for the quality and exceptional reliability, for the long running life and, not least, for the high resale value of BMW cars. Still – even the highest standard of

built-in quality is not enough if it is not backed up by a corresponding standard of production quality.

And it is to ensure such quality that BMW is making very large investments. A lot of this money is being invested in ultra-modern production facilities.

Another example is our new Aero-thermal Test Centre – one of the most modern facilities of its kind.

Here not only can we study every conceivable aerodynamic problem, but we also have an air-conditioned wind tunnel and a low-temperature test chamber in which we can, for example, simulate a 120 km/h snow-storm in the middle of summer, in this way checking the function, effect and reliability of various parts and components.

When will you make your move towards BMW?

After a motorist has gained his first experience at the wheel of a car, he will tend to become more demanding. He will want more than just the standard solution – more technical refinement, more individual fulfillment, more similarity between his own style and that of his car. He will want a car that is tailor-made to meet his requirements.

And here the best solution is BMW. Because BMW cars are designed and built to fulfil the personal wishes of the discerning motorist – as a more individual, outstanding and unique solution. After all, BMW cars are not built for the mass market and do

not have to satisfy as many average demands as possible.

An interesting point in this context is that over the years not only BMW cars have retained their typical, individual character, but also the motorists who drive them – motorists who choose the character and flair of a BMW.

This is probably because such motorists get exactly what they want from BMW cars: an optimum symbiosis of man and machine. Because after all, each car gets the driver it deserves.



The BMW model range: Freedom of choice.

The BMW model range starts with the compact 77 kW BMW 318i – an ideal car for many due to its size, and also its value and economy. And at the same time this most compact BMW is the only exclusive alternative in its class: A 'large' car made smaller but still incorporating the outstanding engineering of BMW's top-of-the-range automobiles. And not, as in so many cases, a small car in the range from 1.8 to 2.3 litres. BMW offers the discerning motorist 10 different models. These include the BMW 320i and 520i – cars from two different model series but with the same size engine and the same BMW straight six. This shows the range of choice within BMW's overlapping model range. This possibility of selecting a model

tailored to specific requirements, of choosing a car that matches its owner's personal style, temperament, and needs – this versatility of the BMW range is also demonstrated by the BMW 528i and 728i. Again, the choice is yours: Either the highest standard of automotive engineering and comfort in a compact form, or a car that combines genuine qualities of spacious luxury with the dynamism and vitality of BMW.

The new BMW 318i-323i:
A new way of moving up from today to tomorrow.

The new BMW 3 Series opens up new dimensions for the technical elite: This is the ideal car for the enthusiastic, sporting motorist. It offers a unique driving experience for cars in this class. Measured even by the exceptional standards of the previous model, the new 3 Series has become even more active and dynamic on the road. The 3 Series is also a new option for

motorists who have settled down in life but who would still enjoy a progressive driving machine. Because this BMW offers a wide range of standard equipment, a quality finish, outstanding comfort and all-round safety in a new, sporty but elegant body and with the typical driving characteristics of a BMW.

Now, the new BMW 3 Series offers technical features never before available in a compact car of this type. Supreme refinement from the 6-cylinder inline engine (from the 320i) 5-speed gearbox.

Electronic fuel injection with automatic fuel supply cut-off when coasting down to 1200 r/min on all 3 Series. Active Check Control – a very important contribution to road safety (from the 320i). SII Service Interval Indicator – much longer service intervals with a gentle style of motoring. FCI Fuel Consumption Indicator-precise measurement of fuel consumption in each gear.

Single-joint spring strut front axle – with the extra comfort and safety of the BMW double-joint axle. Brake drive compensation. 15° semi-trailing arm rear axle with dive compensation when accelerating. 175/70 HR 14 steelbelt tyres on the 318i. 195/70 HR 14 low profile steelbelt tyres with the 318i Executive option and 320i models. 195/70 VR 14 low profile steelbelt tyres on the 323i models. Light alloy rims are fitted with the Executive option.

The BMW 5 Series:
First-class motoring in ideal dimensions for today's traffic requirements.

The prestige of the BMW 7 Series and the exclusive, two-door stylishness of the BMW 3 Series is supplemented by the BMW 5 Series: A top-class car with superior performance and the outstanding merits of ultra-modern automotive engineering in the dimensions of the upper middleclass

range. The 5 Series is available in four different engine derivatives, each as individual in character as the needs they are designed to fulfil. From the 4-cylinder 518i, to the 6-cylinder models, 520i, 528i and culminating in the breathtakingly fast, luxurious flagship of the range, the 535i.

The advanced technologies of the 7-Series BMW:
More innovation for more efficiency:

Starting with the BMW 733i, the aerodynamically refined 7 Series now features ultra-modern digital electronic system. Contrary to many conventional engines, this advanced power unit gives real fuel economy not only in standard tests at normal operating temperature, but also under realistic driving conditions – for example after the engine has been started cold, in short-distance stop-and-go traffic, in bad weather etc. As an option, the BMW 728i, 733i and 735i are also available with a completely new

4-speed automatic transmission. Incorporating a converter bypass clutch in 4th gear, this transmission acts as a genuine overdrive. As a result, you now have the choice of an automatic transmission that is as economical as a comparable 5-speed manual gearbox. For the ultimate blend of luxury and performance, the BMW 745i, unique to South Africa, is the obvious choice. From the 24-valve M1 engine incorporating the latest electronic engine management technology, which on the automatic is linked directly to the electronic gearbox which offers 3 driving modes, to the luxurious refinement of the all leather hand-stitched interior – the 745i offers the uncompromised solution.

When we build a coupé, we don't build a re-styled saloon.
But a real coupé: the BMW 635 CSI.

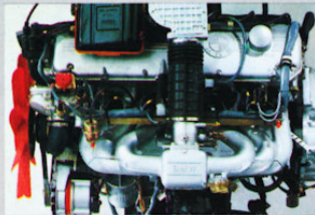
BMW coupés have always been cars for the individualist.

And not just saloons made a bit sportier to look at. So a BMW coupé offers you driving at its very best. With exhilarating performance and absolute dynamism. The combination of a sophisticated chassis and high performance engines

makes the BMW coupé an extremely dynamic car with outstanding performance and optimum roadholding. It offers the driver genuine sportiness with excellent handling qualities and a standard of all-round agility you would otherwise only expect of racing cars.

	Capacity cm ³		DIN kW	Acceleration 0-100 km/h		Top Speed
	4 CYL	6 CYL		in sec.		in km/h
318i	1766		77		11.9	179
320i		1990	92		10.9	189
323i		2316	110		9.6	203
518i	1766		77		13.0	169
520i		1990	92		12.1	182
528i		2788	135		9.3	207
535i		3453	160		7.3	222
728i		2788	135		9.5	201
733i		3210	145		8.6	208
735i		3430	160		7.9	217
745i		3453	213		6.9	241
635 CSI		3430	160		7.4	229

All models are available with automatic gearboxes as an option: 3 speed on 3 and 5 Series models and 4 speed on the 6 and 7 Series models. In addition an Executive option on 318i-323i, 518i-528i and 728i is available. The Executive option includes various levels of equipment tailored to meet the demands of the BMW buyers in each category.



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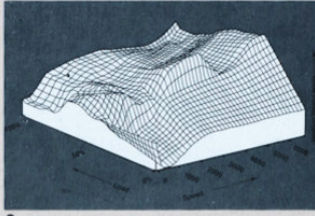
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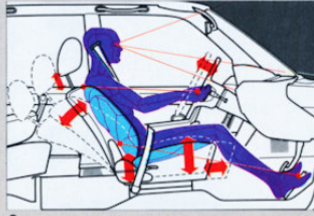
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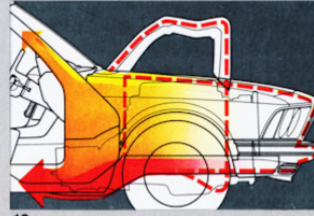
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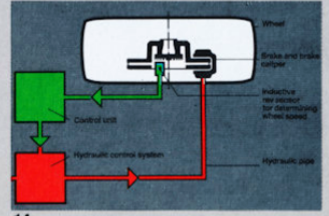
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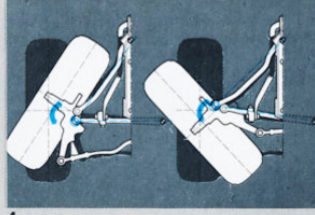
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To have any future, a modern car must provide all-round efficiency.

Today's traffic makes many demands of the man and machine system. And where the contribution of modern car technology comes to an end, the driver is left to his own devices. This creates increasing physical and mental stress for the driver and proves how wrong it is to buy an inefficient car – a car that makes a limited contribution to the man/machine system. BMW cars, on the other hand, are designed to give the driver every aid, making him a better driver thanks to their sophisticated technologies. And it is these very same technologies that also ensure the economy of a BMW.

A BMW provides all-round performance and efficiency. Which makes the BMW driver a better driver.

Traffic conditions nowadays require the motorist to be quick and flexible in his actions and reactions. And this is easier – and safer – with a powerful car than it is with an underpowered automobile. Which is precisely why it is much easier for the driver of a BMW to adjust properly.

The power and performance of a BMW is the result of an optimum technical concept combined with years of experience in motor racing.

The BMW chassis: The ideal characteristics for performance and comfort.

From one model generation to the next, BMW has optimized the chassis close to perfection. The result is active, dynamic performance in cars that respond spontaneously to the steering, but remain neutral and easy to drive even when pushed to the limit. By tradition, BMW chassis have always been among the best. Two new BMW chassis features are

the semi-trailing arm rear axle (5) and the double-joint spring strut front axle (3, 4) of the larger BMWs.

In a BMW, comfort is more than just a luxurious passenger compartment.

To drive efficiently, you need good visibility. And you need an ideal seat to give the right support in fast bends. This is why BMW has carefully researched the optimum interaction of the ideal seating and visibility position (6) with the pedals, steering wheel and controls. A BMW makes it easy for the driver to drive safely. The uncompromising, driver-orientated and ergonomically designed interior of all BMW cars sets new standards (7, 8).

When the worst comes to the worst, a BMW does not give up. It gives in. Systematically.

The BMW Body Testing Division gives particular attention to the interaction between vehicle deformation and the effect of individual safety measures (9, 10, 11).

The result of this unusually systematic development work by BMW is the BMW Life Preservation System: A wide range of individual design features carefully coordinated to interact in providing maximum safety.

BMW means progress. So why lag behind?

Electronic systems make motoring safer and more comfortable. They take the strain off the driver and improve his driving skill. At the same time, electronics help to make cars more economical and meet increasingly stringent environmental requirements.

No other car manufacturer is as thorough and consistent as BMW in the use of sophisticated, advanced electronic systems for standard-production cars.

Power, economy and refinement for the future: BMW cars with electronic fuel injection.

All BMW's have fuel injection and this

advanced system of electronic fuel injection is standard from 1.8 Ltr and 2.8 Ltr on the 3 and 5 Series range respectively and on all 6 and 7 Series models.

Advanced technologies even allow you to drive without fuel. With the BMW fuel supply cut-off.

When coasting, BMW's electronic fuel injection models (1) run totally without fuel down to an engine speed of 1200 r/min (1000 r/min from the 733i and on the 635 CSI). This means even greater economy and cleaner exhaust emissions also in city traffic.

Digital Electronic System.

In 1979 we introduced the world's first fuel injection engine with an electronic grid control system (2). Now, the improved DES system incorporates a grid control for the ignition, fuel/air mixture and warm-up phase, in this way making even better allowance for the running conditions of the engine (from the 733i, 635 CSI). The result is a further improvement in fuel economy, cleaner exhaust emissions, even greater running smoothness and ideal interaction between the engine and the manual gearbox or automatic transmission.

The BMW anti-lock braking system: Electronics for optimum braking in all situations.

The BMW 728i with Executive option through to the 635 CSI are fitted as standard with a braking system that spells out absolute safety in critical situations. Because the ABS anti-lock braking system prevents the wheels from locking in emergencies, keeps the car fully controllable and allows the driver to steer clear of danger even when applying the brakes on different road surfaces (14).

The automotive way to extra safety: The Active Check Control.

From the BMW 320i, 528i and 733i all BMWs now feature the new Active Check Control, a highly efficient sys-

tem that constantly supervises the most important car functions and fuel, oil and coolant levels while driving (12).

The BMW on-board computer: New signals for an economic future.

The BMW on-board computer is available as a standard feature on the BMW 733i, 735i, 745i and 635 CSI. Its functions range from the outside temperature warning all the way to the anti-theft code and the automatic determination and control of vehicle data (13).

BMW offers the driver additional information for economic motoring: With the BMW FCI Fuel Consumption Indicator.

A completely new type of fuel consumption indicator is standard on electronic fuel injection models (except 745i). The FCI Fuel Consumption Indicator shows the driver exactly how much fuel in l/100 km his car is currently consuming. Comparisons have shown that such a constant indication of the exact fuel consumption allows a substantial improvement in fuel economy (15).

A new step into the future of economic motoring: The BMW SII Service Interval Indicator.

The electronic system of the BMW SII Service Interval Indicator stores and evaluates information on the car's running conditions. In this way the Service Interval Indicator (standard on all BMW's) provides a flexible indication of which service or inspection is required and when – an extended interval if you drive gently and a shorter interval if you like to drive hard (16).

The electronic information systems of BMW cars provide a wide range of data to help you optimize economy. So we are constantly moving closer to the ultimate achievement – a perfect team of man and machine.

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