

**AN EXPENSIVE
LUXURY SEDAN
SHOULD GRATIFY
MORE THAN
YOUR EGO.**



ONE AUTOMOBILE THAT COULD
TRUTHFULLY BE CALLED A
SHREWED INVESTMENT.

After all the marketing hyperbole
has been expended, there is one brutally
reliable way of determining a car's
inherent worth: how much of its original
price it retains on the used-car
market.

Seen in this revealing light, no other similarly priced luxury sedan—domestic or imported—approaches the BMW 528i.

According to the NADA figures
you see indicated in the chart, a 1979

\$20,000 sedans turned to the diesel
as a panacea.

Indeed, the diesel was cannily pur-
ported to be the absolute epitome of
efficiency—if not the very future of the
automobile on earth.

In the cool of the winter, however,
it was widely noted that the diesel was
not without its shortcomings.

Such problems as tortoise-like ac-
celeration, disconcerting engine noise
and inaccessibility of diesel fuel
(which is only sold in less than 9% of
all service stations) continue to defy
the best efforts of some of the world's
most exalted automakers.

The genius of the engineers at
BMW, Munich, Germany was to pro-
duce a gasoline-powered automobile
that not only delivers excellent gas
mileage, but does so without ever violat-
ing the BMW conviction that ex-
traordinary performance and brilliant
engineering are the only rational mo-
tives for purchasing an expensive
automobile.

Press the accelerator and the
528i's fuel-injected, 2.8-liter, overhead
cam engine (1) responds in a manner
that can only be described as exhilar-
ating—even by pre-pollution control
standards.

Yet, the 528i (with standard trans-
mission) delivers 18 EPA estimated
mpg and 30 estimated highway
mileage.

(Naturally, our fuel efficiency fig-
ures are for companion purposes
only. Your actual mileage may vary, de-
pending on speed, weather and trip
length. Your actual highway mileage
will most likely be lower.)

And, curious as it may seem, the
BMW 528i is the only luxury "sports"
sedan in its price class that offers a
surgically precise five-speed manual
gearbox as standard equipment (auto-
matic is available of course).

"ONE OF THE TEN BEST CARS
FOR A CHANGED WORLD" ROAD &
TRACK MAGAZINE

What is it about the BMW that
prompts normally blasé experts to pro-
claim that "once a knowledgeable and
experienced driver has driven a BMW,
any BMW, nothing else feels quite as
good as it did before".

Round a hair-raising curve and the
legendary BMW suspension system
(2)—independent on all four wheels—
flexes with a resiliency that makes one

	YEAR	ORIGINAL PRICE	CURRENT VALUE*	MPG (1)	MPG (2)
BMW 528i	1975	\$ 9,097	\$ 7,486	82 3%	
	1976	10,590	8,619	81 4%	
	1977	12,495	9,575	76 6%	
	1978	14,840	11,833	79 7%	
	1979	15,505	15,550	100 3%	
	1980	20,150			
CADILLAC SEVILLE	1975	Not Manufactured			
	1976	12,479	7,247	58 1%	
	1977	13,359	8,733	65 4%	
	1978	14,765	10,114	65 8%	
	1979	16,224	12,436	76 7%	
	1980	20,477			
MERCEDES 3000	1975	12,194	9,303	76 3%	
	1976	14,057	10,139	76 4%	
	1977	16,590	12,606	75 9%	
	1978	19,120	14,917	78 1%	
	1979	21,497	19,606	91 2%	
	1980	24,536			
MERCEDES 280E	1975	12,756	8,672	68 0%	
	1976	14,296	9,997	69 9%	
	1977	17,111	12,539	73 3%	
	1978	19,711	14,839	75 3%	
	1979	22,943	19,231	83 8%	
	1980	26,193			
JAGUAR XJ6	1975	13,100	7,342	56 1%	
	1976	14,250	8,653	62 7%	
	1977	16,100	10,333	62 9%	
	1978	19,000	12,963	67 9%	
	1979	20,000	N.A.		
	1980	25,000			

*Manufacturer's suggested advertised delivered price. Does not include

taxes, license, freight or optional equipment.

**Based on 1979 NADA figures. Based on all cars sold

reports from new and used car dealers throughout the continental U.S.

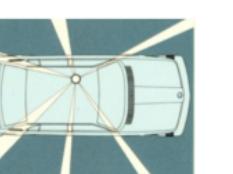
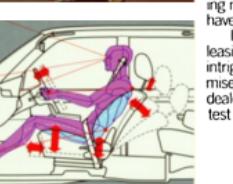
528i retains an astonishing 18% of its original price—and an average over the past five years of 84%.

While these numbers are, to say the least, unusual, they are easily explained.

The inescapable fact is that a BMW is worth more used because it is worth more new.

EFFICIENT PERFORMANCE
WITHOUT THE UNPLEASANT SIDE
EFFECTS OF A DIESEL.

In the panic of last summer's gas
crisis, many people in the market for



feel as if the car were slotted into the
roadway. A sensation that results
from highly advanced suspension tech-
nology and the virtually perfect
integration of man and machine.

Test its dual-circuit, disc-braking
system (3). One system operates in
the usual manner, on all four wheels.

Another, a backup system,
operates independently and is cap-
able of providing adequate braking
power—actually above the legally
prescribed limit—even if the primary
circuit should fail totally.

Skip behind the wheel and take
careful note of an interior designed to
facilitate serious driving.

One's taste for luxury would have
to be insatiable indeed to imagine an
appointment lacking in the 528i:
AM/FM stereo cassette, full-power
accessories, air conditioning, and the
like are all standard equipment.

Yet each and every facet has been
strategically engineered.

Its seats are anatomically shaped
buckets. Its front seats are so
thoroughly adjustable (4) that it is all
but impossible not to find a comfort-
able driving position.

All vital controls are within easy
reach. All ancillary instruments
are large and well-marked.

Its glass area (5) provides a virtual
greenhouse of visibility.

All in all, in a time of lowered au-
tomotive expectations, amidst increas-
ing mediocrity, the engineers at BMW
have actually improved the 528i more

If you find the notion of owning or
leasing a fuel-efficient BMW 528i more
intriguing than settling for a compro-
mise, phone your nearest BMW
dealership and arrange a thorough
test drive.

TECHNICAL DATA FOR THE BMW 528i.

DIMENSIONS AND WEIGHTS	<p>Four-door sedan with rigid steel safety cell passenger compartment and crush zones front and rear, integrated center roll bar. Length: 190.0". Width: 67.2". Height (unloaded): 55.9". Wheelbase: 103.8". Track front: 56.0", rear: 57.9". Turning circle dia.: (Curb to curb) 31.5 ft. Front door cutouts: 39.4". Rear door cutouts: 34.3". Two front bucket seats: 22.4" wide each. Rear bench seat: 54.3". Width at shoulder height: front 54.3", rear 53.7". Trunk capacity: approx.: 21.9 cu. ft. Fuel tank capacity approx.: 16.4 U.S. gal. including 1.6 U.S. gal. reserve.</p> <p>GVWR (gross vehicle weight rating) 4210 lbs. GAWR (gross axle weight rating) front 2040 lbs. Service load rear 2220 lbs. 970 lbs.</p>
ENGINE, POWER, TRANSMISSION, PERFORMANCE	<p>Six-cylinder four-stroke in-line, watercooled engine; longitudinally mounted and inclined, light alloy cylinder head, transverse flow principle, hemispherical swirl-action combustion chambers, overhead camshaft with four bearings, inclined overhead valves in V-arrangement, roller chain drive, vibration damped, crankshaft with seven main bearings and twelve counterbalance weights, torsion vibration damping, pressure oil circulation, full-flow oil filter with regulation valve; viscous speed-related fan drive with additional thermostat control circuit; Bosch L-Jetronic fuel injection, 3-way catalyst with Lambda sensor.</p> <p>Capacity 2788 cc./170.1 cu. in. Stroke 3.150" Bore 3.390" Power 169 hp. (SAE net) at 5500 rpm Torque 170 ft. lb. (SAE) at 4500 rpm Compression ratio 8.2:1 Breakerless ignition distributor controlled by engine speed and vacuum, 65 amp., 910 watt three phase current alternator, battery 12 volt, 55 amp-hrs.</p> <p>Hydraulically actuated single-plate dry clutch with plate spring, torsional damper and automatic adjustment. Optional automatic transmission: fluid clutch with torque converter.</p> <p>Gearbox:</p> <p>a. Manual transmission 5-speed overdrive 13.822 II 2.202 III 1.398 IV 1.0 V 0.813 R 3.705 b. Automatic transmission 3-speed is optional equipment. 12.478 II 1.478 III 1.0 R 2.090</p> <p>Final drive ratio 3.45:1 (hypoid gears)</p> <p>Split universal joint shaft with flexibly mounted central bearing and two universal joints, rear wheel drive through double universal joint shaft with maintenance-free homokinetic joints.</p> <p>Acceleration: 0-50 mph in 6.6 s., manual transmission Unleaded gasoline: 91 RON (87 AKI)</p>
CHASSIS AND BRAKES	<p>Front wheel suspension: independent on angled struts with helical springs and torsion bar stabilizer. Rear wheel suspension: independent on rubber mounted semi-trailing arms with helical springs and torsion bar stabilizer. Sports-tuned suspension. Collapsible safety steering column 1.08" axial adjustment of steering wheel, hydraulic speed related power-assisted steering system, three-part track rod, overall ratio 16.9:1. Light alloy rims: 6 x 14. Steel belted radial tires: 195/70 x 14</p> <p>Dual twin-circuit 4-wheel power braking system with servo unit and rear axle brake pressure regulating device. Sensor for brake lining wear indicator, front left and rear right. Front: ventilated 4-piston fixed-caliper disc brakes with automatic adjustment, diameter 11.0" Rear: fixed-caliper disc brakes with automatic adjustment, diameter 10.7" Mechanically operated handbrake, additional duo-servo drum brake, diameter 6.3" with self-servo shoes, acting on rear wheels.</p>
EQUIPMENT	<p>Exterior: Energy-absorbing bumpers with rubber moldings, braced against hydraulic shock absorbers. Quad headlights (automatically switched off with ignition), two backup lights, rear window defroster, electrically controlled outside rearview mirror for the driver side. Electric windows fully retracting front and rear. Tinted glass all around with dark green border on top of windshield, twin chromeplated exhaust pipe tips. Central electric locking system for all four doors, gas filler flap and trunk lid. Choice of metallic or non-metallic paints. Fog lights. Cavity seal, undercoating.</p> <p>Heating and Ventilating: Air conditioning, fresh air heater features low-noise three-speed blower, instant warm air response, easily adjustable temperature setting for passenger compartment, defroster jets for windshield and side windows, fresh air intake through individual adjustable grilles at the side and in the center, with separate adjustment for driver and front seat passenger side, warm air outlets for rearseat passengers, illuminated heating controls, flow through ventilation.</p> <p>Interior: Instruments, controls, lighting. Instrument panel features speedometer, odometer and trip recorder, tachometer, fuel and temperature gauges; warning lights for fuel reserve, oil pressure, hand brake, brake lining wear, heated rear window, alternator and braking system; infinitely adjustable orange lighted instrument panel. Stalk controls for high beams and headlight flashers, automatic windshield wiper/washer system with intermittent operation and two-speed wiper. Cigarette lighter, digital clock on dashboard. Interior lighting controlled by four door-mounted contacts. Warning light for "Fasten Seat Belts" Oxygen Sensor Service. AM/FM stereo cassette radio with four speakers.</p> <p>Reclining molded front seats, driver's seat with adjustable height and inclination, armrests on doors with integrated hand grips in front. Hand grips suspended from roof with clothes hooks for rear seat passengers. Rear parcel pockets and center fold-down armrest. Three-point automatic seatbelts, belts sockets attached to front seat bases, recessed reel retracted into front door post. Three-point automatic seatbelts in rear, two-point automatic seatbelts rear in the middle. Headrests with adjustable height and inclination in front. Telescopic steering column adjustment. Four-spoke padded steering wheel with safety impact pad and four horn contacts. Door locks with safety wedges, childproof safety locks on rear doors. Storage in lockable (and lighted) glove compartment (with socket for rechargeable flashlight [optional]) on the dashboard and in the pockets on the front doors, anti-glare rearview mirror, illuminated ashtray in front, two ashtrays in rear.</p> <p>Full carpeting, cloth or leatherette upholstery. Luggage compartment carpeted. Deluxe tool kit in trunk lid.</p>
OPTIONAL EQUIPMENT	Automatic transmission with dashboard shift indicator panel, dual position steel sunroof (electrically operated), leather upholstery, limited slip differential.

Alterations in models, standard and optional equipment, as described in the text and illustrations, may occur. Precise information should be obtained from your BMW dealer.



THE ULTIMATE DRIVING MACHINE.