

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



ONE AUTOMOBILE THAT COULD TRUTHFULLY BE CALLED A SHREWD 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

MODEL YEAR	ORIGINAL PRICE*	CURRENT VALUE**	RETAINED VALUE (%)
BMW 528i	1975	\$ 9,097	82.3%
	1976	10,590	81.4%
	1977	12,495	76.6%
	1978	14,840	79.7%
	1979	15,505	100.3%
	1980	20,150	
CADILLAC SEVILLE	1975	Not Manufactured	
	1976	12,479	58.1%
	1977	13,359	65.4%
	1978	14,710	68.8%
	1979	16,224	76.7%
	1980	20,477	
MERCEDES 3000	1975	12,194	76.3%
	1976	14,057	76.4%
	1977	16,590	75.9%
	1978	19,120	78.1%
	1979	21,497	91.2%
	1980	24,536	
MERCEDES 280E	1975	12,756	68.0%
	1976	14,296	69.9%
	1977	17,114	73.3%
	1978	19,711	75.3%
	1979	22,943	83.8%
	1980	26,193	
JAGUAR XJ6	1975	13,100	56.1%
	1976	14,250	60.7%
	1977	16,500	62.6%
	1978	19,000	67.9%
	1979	20,000	N/A
	1980	25,000	N/A

*Manufacturer's suggested dealer retail delivered price. Does not include taxes, license, freight or optional equipment.

**January 1980 NADA average retail value. Based on actual sales reports from new and used-car dealers throughout the continental U.S.

528i retains an astonishing 100.3% 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

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

Indeed, the diesel was cannily purported 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 acceleration, 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 produce a gasoline-powered automobile that not only delivers excellent gas mileage, but does so without ever violating the BMW conviction that extraordinary performance and brilliant engineering are the only rational motives 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 exhilarating—even by pre-pollution control standards.

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

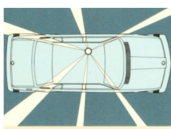
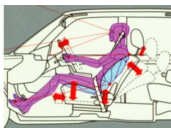
(Naturally, our fuel efficiency figures are for comparison purposes only. Your actual mileage may vary, depending on speed, weather and trip length. Your actual highway mileage will most likely be lower.)

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 (automatic 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 proclaim 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



feel as if the car were slotted into the roadway. A sensation that results from highly advanced suspension technology 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 capable of providing adequate braking power—actually above the legally prescribed limit—even if the primary circuit should fail totally.

Slip 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 comfortable 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 automotive expectations, amidst increasing mediocrity, the engineers at BMW have actually improved the BMW 528i.

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

TECHNICAL DATA FOR THE BMW 528i.

DIMENSIONS AND WEIGHTS	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. GVWR (gross vehicle weight rating) 4210 lbs. GAWR (gross axle weight rating) front 2040 lbs. rear 2220 lbs. Service load 970 lbs.
ENGINE, POWER, TRANSMISSION, PERFORMANCE	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. 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. Hydraulically actuated single-plate dry clutch with plate spring, torsional damper and automatic adjustment. Optional automatic transmission; fluid clutch with torque converter. Gearbox: a. Manual transmission 5-speed overdrive I 3.822 II 2.202 III 1.398 IV 1.0 V 0.813 R 3.705 b. Automatic transmission 3-speed is optional equipment. I 2.478 II 1.478 III 1.0 R 2.090 Final drive ratio 3.45:1 (hypoid gears) 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. Acceleration: 0-50 mph in 6.6 s, manual transmission Unleaded gasoline: 91 RON (87 AKI)
CHASSIS AND BRAKES	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	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.
EQUIPMENT	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 chrome-plated 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. 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 grills at the side and in the center, with separate adjustment for driver and front seat passenger side, warm air outlets for rear seat passengers, illuminated heating controls, flow through ventilation. 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. 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 rear-view mirror, illuminated ashtray in front, two ashtrays in rear. Full carpeting, cloth or leatherette upholstery. Luggage compartment carpeted. Deluxe tool kit in trunk lid.
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.