

In the sedate and somewhat stuffy world of the very expensive luxury sedan, the BMW 733i is indeed rare.

Introducing a remarkable new automobile from the BMW stable.



Photograph: 733i, European version.



The BMW 733i, a decidedly unconventional luxury sedan.

At the Bavarian Motor Works, it has long been a contention that, while the pursuit of luxury is no vice, extraordinary performance is the only thing that makes an expensive car worth the money. The latest expression of this belief is the new BMW luxury sedan, the 733i.

The BMW 733i provides all the creature comforts one could sanely require of an automobile — supple leather, full power accessories, et al. But more than that, it provides a



driving experience so deeply satisfying it may spoil you for any other car.

No performance sacrifice. The genius of the 733i lies in the fact that the BMW engineers have managed to incorporate the performance characteristics of a BMW in a large luxury sedan.

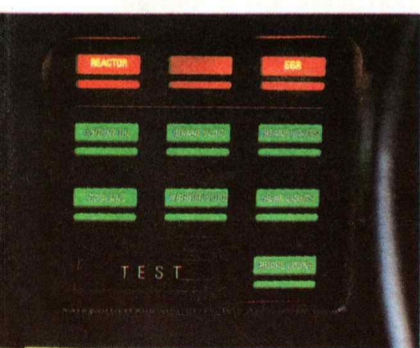
Under the hood of the 733i is the same basic engine that powers BMW racing cars. A 3.3 litre, electronically fuel-injected masterpiece of engineering that the editors of Road & Track magazine unequivocally call "...the most refined in-line six in the world".

Its four-speed Getrag manual transmission (automatic is available) slips precisely into each gear. Its acceleration comes up smoothly, with the turbine-like sound peculiar to BMW, but with the growl of power muted to a whisper.

Rather than deprive the driver of "road feel" — as do the steering systems of many luxury sedans — the suspension system of the BMW 733i provides the driver, through the steering wheel, with instant, precise information at all times. But with none of the harshness that is often a concomitant of sensitive road feel. Unobtrusively, the 733i suspension subdues washboard, frost-heave, the thump of expansion joints on concrete highways, and other irritants of Canadian driving.

Integration of man and machine. The interior of the conventional luxury sedan is deliberately planned to isolate the driver from the world outside, the road beneath and the mechanical functionings of the car.





BMW thinks differently; the interior of the 633i is biomechanically engineered to include the driver as one of the functioning parts of the car.

For example:

All instruments and controls are strategically positioned to help avoid even a split-second loss of concentration; pedal direction and pedal pressure have been carefully balanced to reduce fatigue and facilitate effortless gear changing; the driver's seat is adjustable for both seat angle and height.

So successful is this integration of man and machine that when you drive the BMW 633i for the first time, you will experience an almost total oneness with the car.

This is the true mark of a BMW.



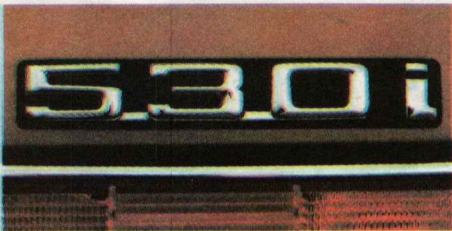
The BMW 633CSi coupe, the personal car par excellence.

Throughout Europe and North America, BMW's new coupe has been greeted as a surpassingly beautiful automobile.

The 633CSi is a limited production car; such attributes as the deep sheen of paintwork and impeccably matched leather upholstery are the result of considerable handwork. However, the beauty of the CSi is more than skin deep. The sheer pleasure of driving a BMW, particularly this BMW, is its other dimension. The responsiveness, the sense of total control, are an integral part of the appeal of the 633CSi, the personal car par excellence.

Many car experts hold the opinion that BMW sports sedans are the best in the world.

What makes them remarkable?



BMW engineers assert that the mere presence of high quality components does not produce an outstanding automobile.

They believe fervently that, like the tempering of steel under intense heat, the pressures of racing breed evolutionary change. Racing has been the spur for the constant improvement of the superb BMW powerplants. For suspension subtleties. For refinements in aerodynamics.

And has resulted in plaudits such as the "Road and Track" assessment of the BMW 530i as "the best sports sedan in the world".

Extraordinary Performance. The 530i can go from nought to sixty in nine seconds flat, from sixty to nought in a mere 128 ft., corners with a complete absence of fuss and bother, and goes exactly where you point it.

Is unusual performance useful in these days of lower speed limits? Certainly. Because it reacts exactly, immediately and impressively, because it feels taut and solid, an outstanding automobile is a source of pleasure in heavy expressway traffic as much as on narrow, winding side roads.



True Luxury. Unlike most high-performance cars, the 530i is eminently practical and comfortable. Its rear seat has ample head, leg and shoulder room. Its trunk has a capacious 21.9 cu. ft. of useable space. The 530i is also meticulously crafted and finished. From the quiet click of a closing door to the deep glow of fine paint work, the 530i is a luxury automobile in the true sense of the word.

The unique 320i. The virtues of the BMW 320i are similar. Smaller and lighter than the 530i (2 doors, 4 seats, 4 cylinders) the 320i is incredibly nimble and exact in all it does. The evolutionary descendant of the near-legendary 2002, it is an absolute joy to drive. In terms of quality, space and performance there is nothing quite like the BMW 320i.



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From the 733i to the 320i, BMW's share many basic similarities. Examples:

BMW cockpits are a model of efficient layout. Instruments are visible at a glance; at night they are bathed in a soft orange light, as are jet aircraft instruments. Controls are reached quickly and safely. No detail is skimmed; the quartz clock is accurate to one second a day.

Safety. BMW has long been in the forefront of safety research. Both front and rear are engineered to deform at pre-determined rates. Which means that BMW engineers have determined where, and by how much, the hood and trunk will buckle in crashes at different speeds. Between them, the passenger compartment is a steel cocoon of immense strength.

Summation. As the editors of "Motor Trend" magazine once observed:

"The reaction to a BMW is always the same. The first-time driver takes the wheel, and after a few minutes no other automobile will ever be the same again."



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