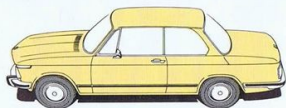




1502





The small step up to the 1502 is the great leap forward to BMW

Regardless of size and equipment, every BMW car is a harmonious combination of

performance and sophistication, with a high level of automotive technology forming the basis for safety and economy.

The most compact interpretation of this indisputable concept is the BMW 1502—a somewhat smaller large car rather than the larger small cars produced by so many other manufacturers.

The BMW 1502 offers excellence in engine and chassis,

in bodywork, equipment and safety at attractive terms. It does not in any way detract from the pleasure of being a BMW owner, if anything it increases the pleasure of becoming one.

The BMW 1502 has long elegant lines and a harmonious balance between bodywork and window area: a shape in tune with today—clear, unfussy and timeless.

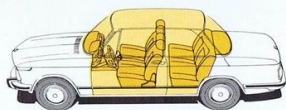
The rubber protective strips that run the length of the car at bumper height are not only for protection, but also emphasise the car's dynamic contours. The characteristic BMW appearance is completed by

the matt black radiator grille with its kidney-shaped BMW symbol and the headlights. Reversing lights are incorporated into the four section rear lights. The BMW 1502 represents the culmination of many years of model refinement—a thoroughly modern, forward-looking overall design, mature, reliable, economical and longlasting.

The BMW 1502: a car with

the supreme standards of quality we have come to expect from BMW.





The cockpit of the BMW 1502: an optimum control centre

Effortless, safe control of modern automotive technology is one of the major basic re-

quirements of driving safety. The operating controls of the BMW 1502 have been systematically designed in compliance with the highest safety standards to ensure this. The layout and design of the controls ensure excellent visibility and optimum actions and reactions.

The driver feels at home in the BMW 1502 from the very first moment. It assists its

driver to become an excellent car driver: superior technology ensures superior, fully controlled driving.

BMW 1502 comfort: The formula for the reduction of physical and psychological strain on the driver.

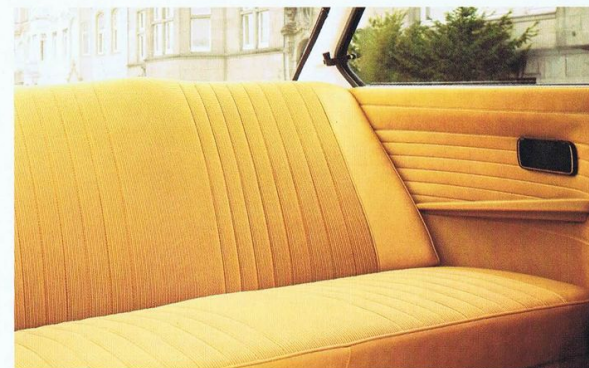
Making mistakes while driving is not so much a question of good and evil, but simply of human fallibility. With a BMW 1502, you buy extra reserves in the suspension system, the engine and the brakes that help to avoid mistakes by making them more controllable. You also buy a total system of driving comfort and this further helps to reduce errors. The demands that a BMW 1502 makes on its driver are minimal. In this way he has as much freedom of action as possible and can make his decisions in a relaxed, alert manner.

The comfort of the BMW 1502 is the result of careful research into the interplay between all factors.

The basis of this comfort is on the one hand a high standard of chassis design, and on the other an exact coordination between seat, sitting position and the positions of the pedals, steering wheel and operating controls.

Nothing has been spared in the ergonomically correct design of the seats. They are shaped and upholstered to give a model sitting position and excellent lateral support.

Both the front 3-point static seat belts and head restraints, whose height is easily adjustable individually at the press of a button, form part of the standard equipment.



The BMW 1502 has plenty of easily accessible spaces to put things on journeys: in the glove compartment, on the instrument panel and in the central console.

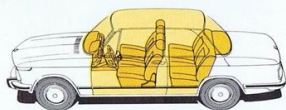
The BMW 1502 has an intensive, finely adjustable heating and ventilation system, which can be supplemented

by a 3-speed blower.

It is just as pleasant to be a passenger in the BMW 1502 as it is to be the driver. The relationships between travelling and sitting comfort, visibility and seat arrangements have been thought through to ensure a comfortable journey for all occupants.

(Picture shows BMW Bavaria)

Rev. counter, steel sun-roof, front quarter lights, metallic paintwork, light alloy sports wheels with steel radial tyres, styled sports wheels with steel radial tyres, front 3-point inertia reel seat belts, rear 2-point inertia reel seat belts, headlight wipers, H4 headlight, laminated windscreen, tinted windows, lockable petrol filler cap.



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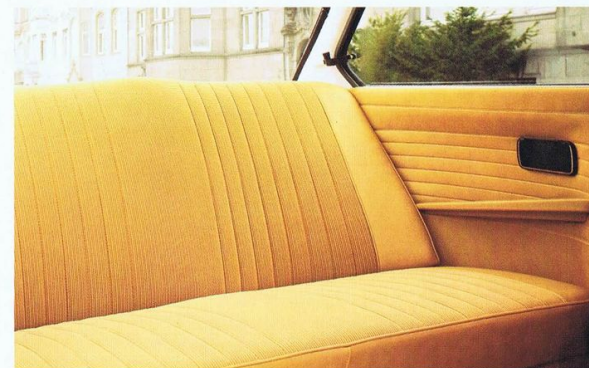
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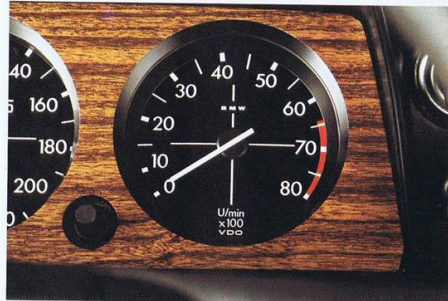
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Steel sun-roof*



BMW Bavaria radio*



Rev. counter*



Styled steel rims with steel reinforced radials.*

*Optional extras for the BMW 1502: the pleasure of increasing individuality.
Details of optional extras (obtainable at extras cost):
Heated rear window, various makes of radio

