



*Manufactured in Britain*

# *Isetta*



THE WORLD'S CHEAPEST CAR TO BUY AND RUN





# Outrageously cheap to run— comfortable—safe!

## FOUR-WHEEL SAFETY WITH REAR TWO-WHEEL DRIVE

Most people are aware that four wheels are more stable and hold the road better than three. The Isetta has this extra four-wheel safety with the added advantage of two-wheel drive, giving almost the performance of a cross-country vehicle.

## PERFORMANCE AND RUNNING ECONOMY

The Isetta will cruise "for ever" at 50 m.p.h., and at this speed it has a petrol consumption of up to 70 miles per gallon. In a recent test, it was found to have a consumption of 93 miles per gallon at a steady speed of 30 m.p.h. Moreover, it is exceptionally economical and simple to run in other ways. An air-cooled engine: one sparking-plug only: a sump capacity of only 3 pints: only 6 greasing points—they speak for themselves. With four forward synchromesh speeds (and one reverse gear) the Isetta has remarkably quick acceleration. It is fitted with Dunlop tubeless tyres, with a life of 24,000 to 28,000 miles on the front and 35,000 to 40,000 on the back.

## COMFORT

Isetta comfort sets a new standard among small cars. Its bench-type seat will hold three medium-sized persons or two large, giving plenty of unobstructed leg room. With quarter elliptic leaf springs and two long-stroke telescopic hydraulic shock absorbers at rear, and independently sprung front wheels, it gives an exceptionally smooth ride. The built-in draught-free and rain-proof "sunshine" roof can be folded right back, and there are sliding windows to give added ventilation. For winter a most efficient heater ensuring circulation of a continuous supply of fresh warm air is available as an optional extra.

There is unrestricted all-round visibility, and the Isetta's "finish" is superb. Access is from the front; the door closes silently, and is fitted with a fingertip safety lock.

## FROM THE DRIVER'S VIEWPOINT

Turn the Isetta's ignition-key starter and there is an immediate response from the world-famous B.M.W. 295-c.c. 4-stroke engine—even in the very coldest weather. This air-cooled, overhead valve engine is acknowledged to be one of the most robust and reliable in existence. Steering (there is a choice of right- or left-hand drive) is positive and accurate with quick reaction to parking requirements.

The Lucas electrics are 12-volt, and the headlamps are exceptionally powerful. Instruments are by Smiths.

## EASY PARKING

Since its length is no more than average car width, it can be placed nose-on to the kerb, and is therefore the easiest car in the world to park.

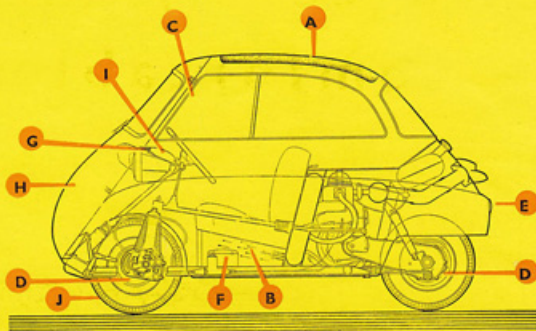
## PLENTY OF ROOM FOR LUGGAGE

A very large shelf behind the seat gives plenty of room for luggage or shopping, and in addition a luggage grid can be fitted as an optional extra.

## MAINTENANCE AND SPARES

In designing the Isetta, particular attention has been given to keeping costs of maintenance down to rock-bottom. The long-life tubeless tyres and the fully-tested, exceptional cheap-to-service engine are symptomatic of this principle. Good spares service is assured, wherever you go, by the Isetta world-wide Service Organisation with its works-trained engineers.





## EQUIPMENT

- A** Built-in sun-roof.
- B** Built-in heater (optional extra).
- C** Sliding windows.
- D** Hydraulic braking to all four wheels.
- E** Twin rear lights. Illuminated numberplate and brake stop light.
- F** Comprehensive tool kit under seat.
- G** Electric ignition starter. Hand dipper and trafficator controls.
- H** Large glove and papers pocket in front door panel.
- I** 12-volt electrics by Lucas.
- J** Long-life Dunlop tubeless tyres. All wheels interchangeable.

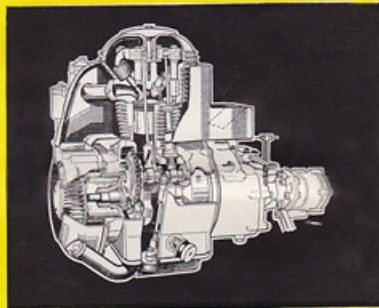
## ENGINE B.M.W. fan-cooled single-cylinder four-stroke square engine.

Bore	... 72 mm. (2.83 in.)
Stroke	... 73 mm. (2.87 in.)
Capacity	... 295 c.cm. (18.30 cu. in.)
Compression	... 7.0 to 1.
Power	... 13 b.h.p.
Valves	... Overhead valves, push-rod operated.
Lubrication	... Circulation system with gear type pump.
Starter	... 12-volt dynamo starter.
Electrical Equipment	... 12-volt/130-Watt Generator.
Engine Position	... Right-hand side, transverse behind the seat.
Clutch	... Single-plate dry clutch.

**TRANSMISSION** B.M.W. four forward speeds and reverse gearbox attached to the engine. Final drive: Resilient mounted drive shaft and totally enclosed, fully-adjustable chain drive in oil-bath.

**CHASSIS FRAME** Rigid tubular chassis frame by Rubery Owen.

**WHEEL SUSPENSION** Independent front wheel suspension by Rubery Owen and Girling; swinging arms, coil springs and shock absorbers. Rear-wheel suspension, quarter-elliptic leaf springs and telescopic long-stroke hydraulic shock absorbers.



**WHEELS** By Dunlop. Disc type with spring on hub-caps.

**TYRE SIZE** 4-40-10 Dunlop Tubeless.

**STEERING** Steering wheel, reduction steering gear by Burman.

**BRAKES** Four-wheel hydraulic brakes by Girling. Brake diameter 7 in. Total brake lining area 50.25 sq. in.

## DIMENSIONS

Track, front	... 47.2 in.	Overall length	89.9 in.
Track, rear	... 20.4 in.	Overall width	54.3 in.
Wheelbase	... 58.0 in.	Overall height	52.0 in. (unladen)

## WEIGHT

Kerb weight ... approx. 770 lbs.

Carrying capacity 507 lbs.

## ROAD PERFORMANCE

Max. Speed ... 52 miles per hour.

Climbing ability First gear 1 in 3.

Fuel consumption Town and Country, 75 miles per gallon.

**EXTRAS** Comprehensive range of extras available. See supplementary list.

**OTHER MODELS** There is also a pick-up version of the B.M.W. Isetta. Ask for details from your nearest Isetta agents.

**NOTE**—The manufacturers of the British-built B.M.W. Isetta reserve the right to introduce modifications in the design of the Isetta without previous warning.





## THE AMAZING

*Isetta*

Motor-cycle economy with all the comfort and safety of a car . . . that sums up the amazing B.M.W. Isetta in a nutshell.

The fact that it is small and nippy, ridiculously easy to park, cheap to run and maintain, and quite surprisingly roomy makes it the perfect family "second-car"—for going shopping, for getting to work or the station, for taking children to school. And it obviously appeals to business-men and sales representatives as the ideal run-around in big cities.

But the Isetta is very much more than a convenient small-car. Its magnificent performance, reliability, ease of maintenance and

driving comfort mark it out as a car in its own right. For instance, a production-line Isetta completed the gruelling 1,000-mile Mille Miglia race at an average speed of 49.6 m.p.h.—a performance that was rightly acclaimed all over the world. And on official trial the Isetta covered the 2,350 miles from Sicily to Sweden in 62 hours, averaging 37.9 m.p.h., stops included. On the Continent where over 60,000 have been produced, it is regularly driven on long motor-tours on every sort of road imaginable. Now under production in Britain by a British-owned and British-staffed factory, the Isetta is undoubtedly the best value in small-cars that money can buy.

## What they say about the ISETTA

"This best of all the economy cars."

*Tom Wisdom in the 'Daily Herald' — 3/4/57.*

"It's a World-Beater."

*Courtenay Edwards in the 'Daily Mail' — 3/4/57.*

"Cheapest four-wheeled car in the home market."

*'Financial Times' — 3/4/57.*

"In a recent test of the present car I found it could corner quicker than most big cars and could be parked nose-to-the-kerb."

"Though it is but a three-seater I prophesy a big future for it as a runabout capable of long holiday trips when wanted."

*Robert Walling in the 'Evening Standard' — 3/4/57.*

"... We very soon found out that the Isetta is a real car. The first thing that impressed was the finish, which is good, the paintwork in particular being considerably better than many full-sized cars. The performance, road holding, ride and steering, the things that worried us, have all surpassed expectation."

"Although not fully run in yet, there is no trouble in keeping up with town traffic, much indeed can be overtaken, the engine being lively and the gearbox a joy to use."

"The road holding is such that sharp main road corners can be taken almost at sports car speed, which is extraordinary for such a short-wheelbased and crab-tracked machine. Ride is good (not too hard, not too soft), and the steering light and positive — even if the wheel is almost in the 'bus' position."

"The longest journey yet made was Edinburgh-Perth and back. Cruising at 45 m.p.h., the consumption on premium petrol was about 70 m.p.g."

"... When petrol rationing ends, the Isetta will most certainly stay with us, because it is the cheapest and best form of town transport, and above all, it is fun to drive."

*Letter to 'The Motor' — 6/3/57.*

"A practical miniature of Extreme Economy and Lively Performance."

"Four wheels... make for excellent stability in all conditions."

"... takes really bad, almost 'colonial' roads as well as do some four-seat saloons."

"... more than robust enough for continuous hard driving."

*Extracts from 'The Motor' Road Test — 13/3/57.*

# Isetta

## GO-GETTER!

REPRESENTED BY

ISETTA OF GREAT BRITAIN LIMITED,

Designed and printed by Samson Clark & Co. Ltd.



### PRICES

*(including Purchase Tax)*

#### 300 c.c. Models

STANDARD SALOON

£383. 19. 6.

'PLUS' MODEL

£399. 19. 6.

Extra fittings include:

Front Bumper Horns, Rear Bumper with Overriders, Side Mirror, Pocket on Door, Grab Handle, and Hub Caps.

'Plus' model with 2-pedal control £424. 19. 0.

Optional Extra Special

Duo-Colour Scheme  
£15. 0. 0. inc. P.T.