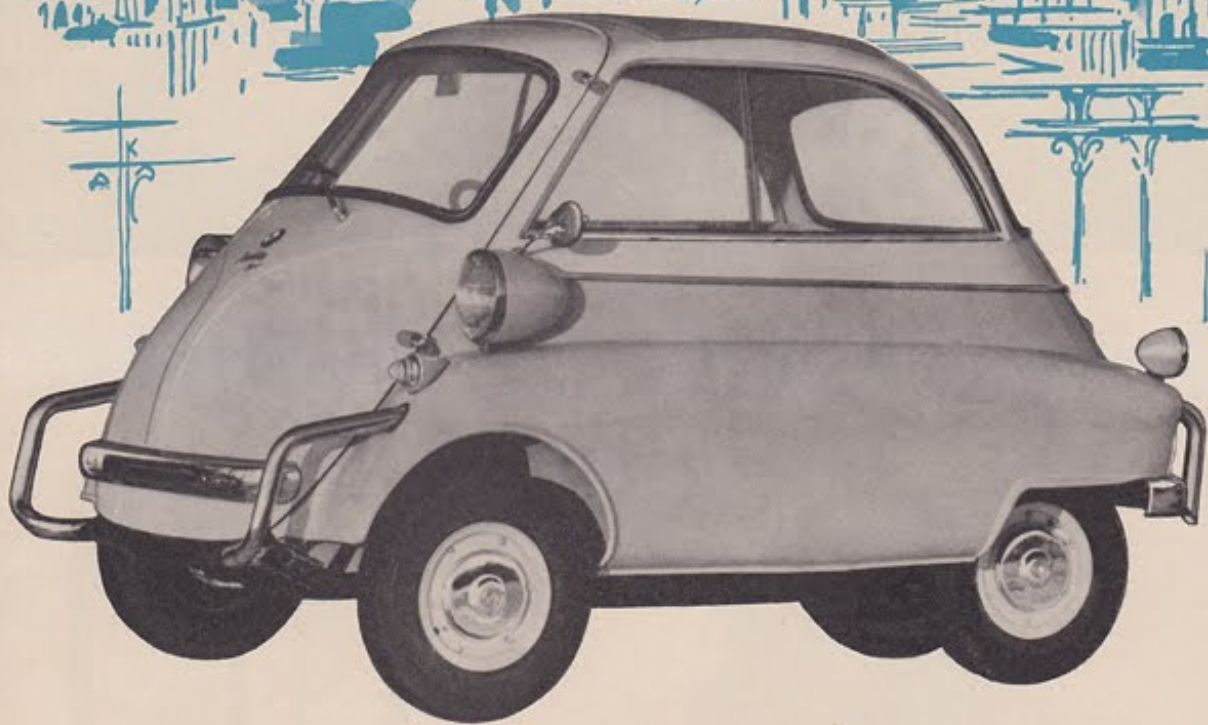


# Isetta



*NOW... EUROPE'S HIT CAR IS HERE*





A sensation in Europe . . . the talk of the town  
in the United States . . . it's the BMW Isetta "300",  
the unique answer to acute parking space problems,  
perpetual big-city traffic snarls!

# Isetta

**H**ow often do you drive out of your way because you can't find parking

space near your destination, because you don't want to pay

inflated parking lot prices? How often are you forced to park in

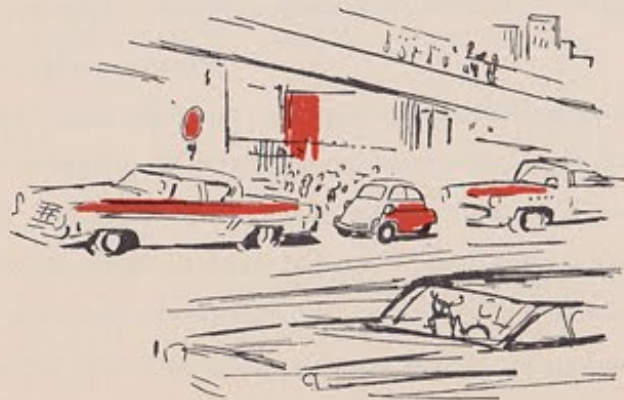
a crowded garage, then waste precious time waiting for your car?

You'll never waste time and money on parking again, once you're a lucky

Isetta owner. Drive to the heart of town . . . ignore traffic jams . . . park

right in front of office, theatre, railroad station . . . there's always

room for an Isetta! And it's so maneuverable, so amazingly economical.



## **BMW ISETTA "300"**

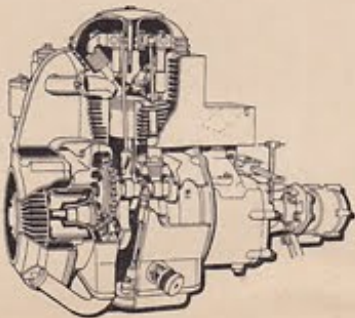
the most distinctively styled –  
most practical car ever  
designed for city driving.





**NO CAR EVER OFFERED ALL  
THESE REVOLUTIONARY FEATURES**

- 60 miles to the gallon
- Air cooled engine
- Auxiliary gas tank for instant switch over
- Complete 4-way vision!
- Free check-ups 300, 1000, 2000 miles. Complete regional dealer service and spare parts. Trained personnel.
- Body reinforced by rigid tubular steel structure
- Powerful overhead valve engine for instant cold-weather starting!
- Heater standard equipment



There's no easier way of getting in and out of a car, than through the wide swing-open front door of the BMW Isetta. Try it yourself — just step in standing up, turn, sit. As convenient as that . . . and no more crumpled clothes, mashed hats, ever.

Two adults and a child have room to spare in the ample front seat.

A rear carrier accommodates sport equipment and luggage.

Completely unobstructed 4-way vision is just one of the many outstanding Isetta features. And for fine weather, your Sun-Liner roof slides back for real convertible pleasure.

**PROVEN ENGINE PERFORMANCE —**

The famed BMW aircooled engine with overhead valve has won world wide acclaim everywhere. Compact power plant gives instant cold weather starts, plenty of pick up, trigger quick response in heavy traffic. Full power performance on steepest up-hill grades, and down the highway. Maximum speed 55 mph, cruising speed 45 mph.

The BMW Isetta is the ideal second car – for shopping trips, commuting to the station, picking up the children after school. And the cost is so modest. The car almost pays for itself in gasoline, oil and maintenance savings alone. No matter where you live . . . there's an Isetta dealer near you . . . with a complete line of spare parts in stock. If you should ever need them, though Isetta owners overwhelmingly agree that they've never before had a car that stays road perfect for years – needs so little maintenance.

The 1955 Mille Miglia, – the tough 1000 mile Italian road race, proved the performance of the Isetta Motocoupe, which covered the distance at an average speed of almost 50 miles per hour. A performance which was acclaimed all over the world.

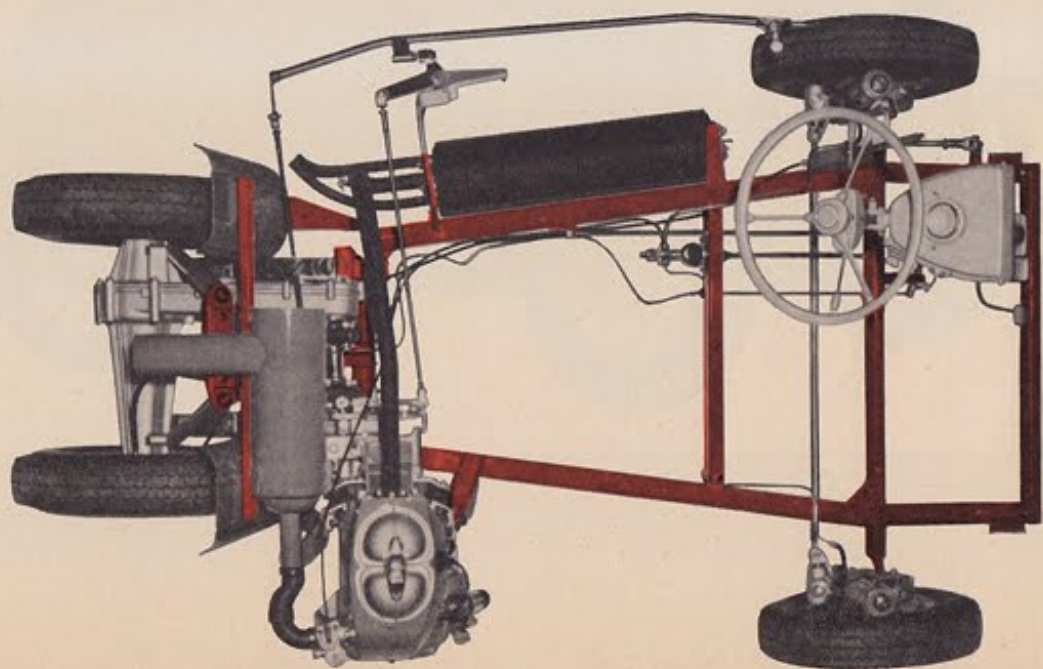
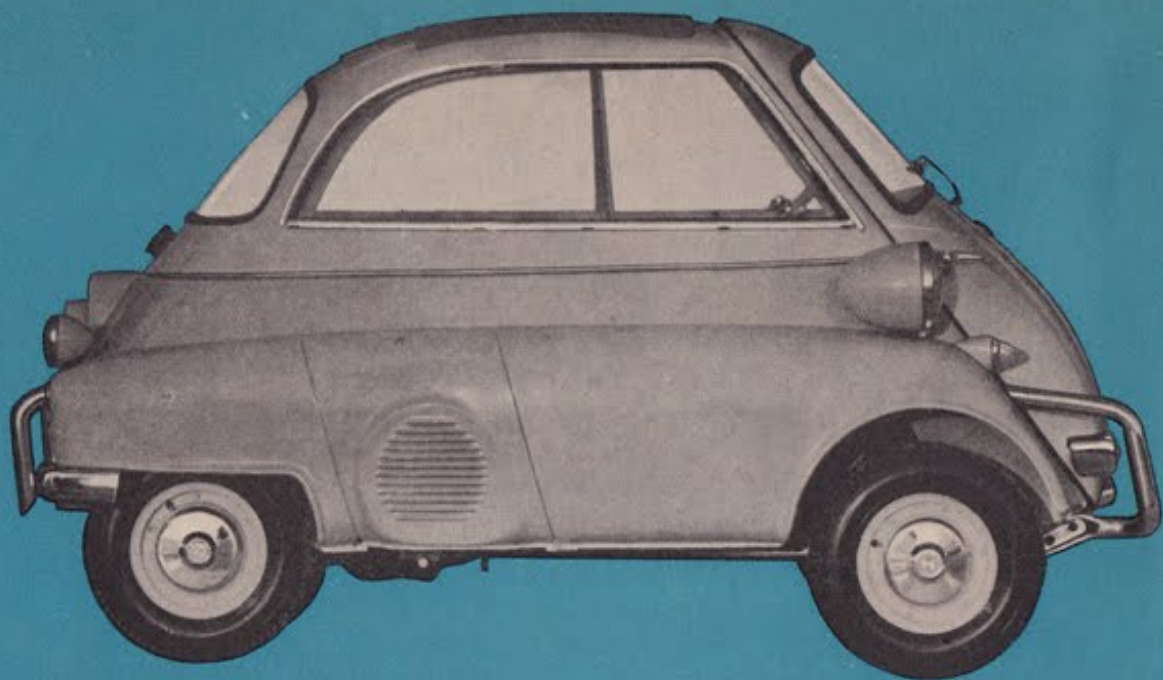


Adjustable air vent top permits comfort controlled circulation of air.



Standard Sun-Liner model with sunroof foldback canopy. The BMW Isetta is also available with a convertible hood and an adjustable front door ventilation system.





The famed BMW engine has gone through  
innumerable performance and endurance tests . . .  
with flying colors. The engineer's reports  
show why: optimum power . . . highest  
efficiency! . . . But the engine alone doesn't  
tell the whole Isetta story. Years of work . . .  
millions of dollars of research went into creat-  
ing the handsome "line of tomorrow" styling.  
No wonder the custom-made BMW Isetta  
has won the second car market here and  
abroad . . . has become the favorite of business  
men, housewives, students . . . everyone who must  
drive . . . and all those who drive for pleasure.



\*Isetta owners have at their  
disposal a thoroughly trained  
Isetta service organisation  
with all necessary spare parts

The versatile BMW Isetta is perfect for the station-  
bound commuter for shopping trips, taking  
children to school and club visits. It's the all-purpose  
car for practical driving fun all year round



Exclusive U. S. Distributor  
for BMW Isetta

**FADEX COMMERCIAL CORPORATION**

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West Coast:

**FADEX WESTERN MOTORS, INC.**

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Engine  
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Lubrication  
Starter  
Electr. Equipment  
Engine Position  
Clutch  
Transmission  
  
Final drive  
  
Chassis frame  
Wheel Suspension

Wheels  
Tire Size  
Steering

Brakes

Dimensions:  
Tread, front  
Tread, rear  
Wheelbase

Weight:  
Kerb weight  
Carrying capacity  
Road Performance:  
Max. Speed  
Climbing ability  
Fuel consumption

**BMW ISETTA SPECIFICATIONS**

BMW fan-cooled single cylinder four-stroke engine  
72 mm (2.83 in.)  
73 mm (2.87 in.)  
298 c.c.  
7.0 to 1  
15.5 HP (SAE)  
over-head valves, push rod operated  
Circulating system with gear type pump  
12 Volt starter  
12 Volt / 130 Watt Generator  
Right hand side, transverse behind the seat  
Single plate dry clutch  
BMW four forward speeds and reverse gearbox  
attached to the engine  
Resilient mounted drive shaft and totally enclosed,  
fully adjustable chain drive in oil-bath  
Rigid tubular chassis frame  
Independent front wheel suspension, swinging arms,  
coil springs and hydraulic shock absorbers. Rear wheel  
suspension, quarter elliptic leaf springs and telescopic  
hydraulic shock absorbers.  
Split-rim disc wheels. Spare wheel with tire  
4.80-10  
Steering wheel, reduction steering gear, smallest  
turning circle approx. 24 feet  
Four wheel hydraulic brakes. Brake diameter 7 in. Total  
brake lining area 49.9 sq. in.  
  
47.2 in. Overall length 89.9 in.  
20.4 in. Overall width 54.3 in.  
58 in. Overall height 52.6 in.  
(unladen)  
  
approx. 770 lbs.  
507 lbs.  
  
52.8 miles per hour  
First gear 1 in 3  
approx. 62 miles / U.S. Gal.

Modification to details and specification without reserve  
Body design licensed by Iso s.p.a. Milan / Italy  
Printed in Germany MC 122 e 100 10. 57



**BAYERISCHE MOTOREN WERKE AG MUNICH / GERMANY**