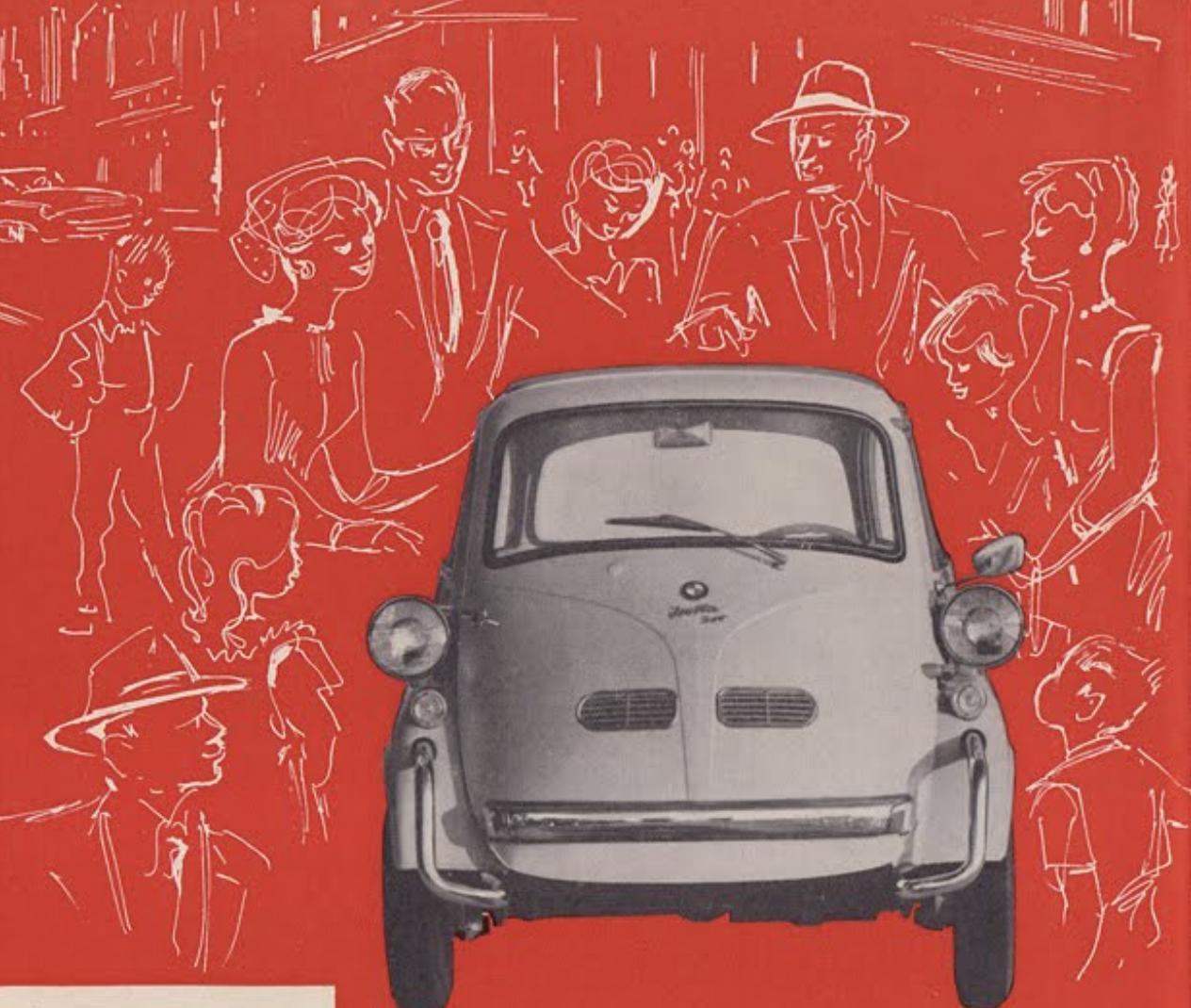




NOW... EUROPE'S HIT CAR IS HERE



300



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!

How 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.

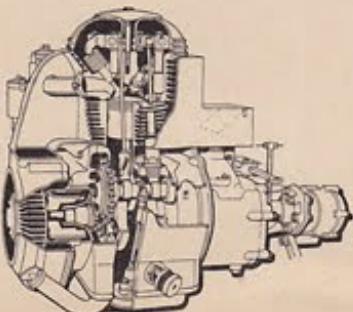




Isetta

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.

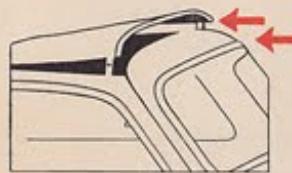
Completely unobstructed 4-way vision is just one of the many outstanding Isetta features. And for fine weather, your Sun-Liner roof slides back for real convertible pleasure.

PROVEN ENGINE PERFORMANCE —

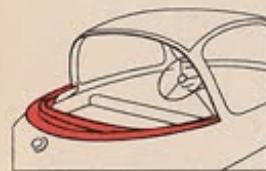
The famed BMW aircooled engine with overhead valve has won world wide acclaim everywhere. Compact power plant gives instant cold weather starts, plenty of pick up, trigger quick response in heavy traffic. Full power performance on steepest up-hill grades, and down the highway. Maximum speed 55 mph, cruising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

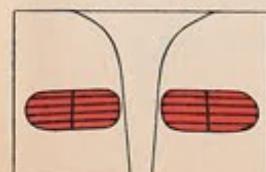
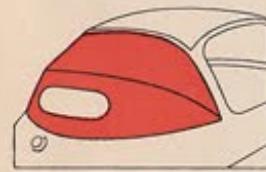
The 1955 Mille Miglia, — the tough 1000 mile Italian road race, proved the performance of the Isetta Motocoupe, which covered the distance at an average speed of almost 50 miles per hour. A performance which was acclaimed all over the world.

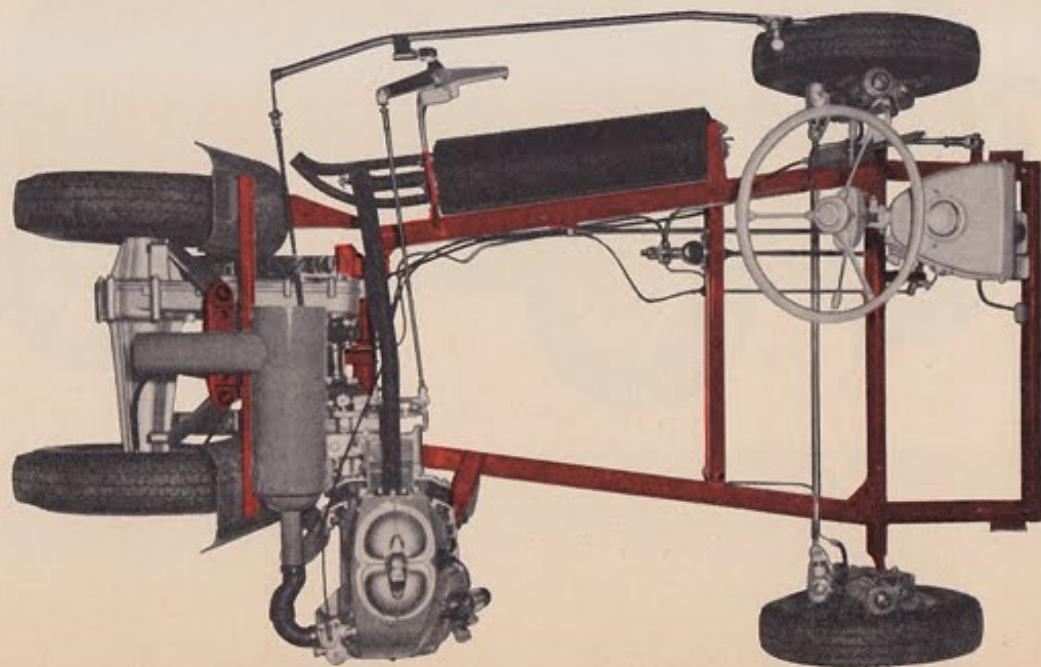
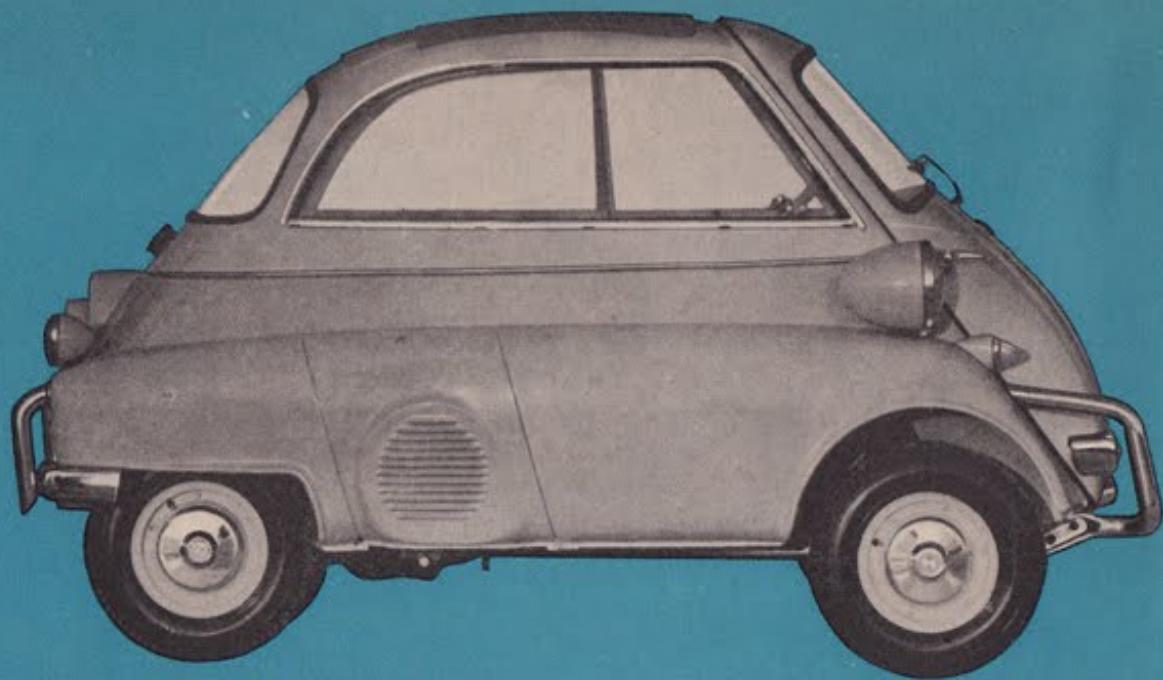


Adjustable air vent top
permits comfort con-
trolled circulation of air.



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 creating 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.

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



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



Exclusive U. S. Distributor
for BMW Isetta

FADEX COMMERCIAL CORPORATION

487 Park Avenue
New York 22, N. Y.

West Coast:

FADEX WESTERN MOTORS, INC.

519 West 15th Street
Long Beach, Calif.

BMW ISETTA SPECIFICATIONS

Engine	BMW fan-cooled single cylinder four-stroke engine
Bore	72 mm (2.83 in.)
Stroke	73 mm (2.87 in.)
Capacity	298 c.c.
Compression	7.0 to 1
Power	15.5 HP (SAE)
Valves	over-head valves, push rod operated
Lubrication	Circulating system with gear type pump
Starter	12 Volt starter
Electr. Equipment	12 Volt / 130 Watt Generator
Engine Position	Right hand side, transverse behind the seat
Clutch	Single plate dry clutch
Transmission	BMW 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
Wheel Suspension	Independent front wheel suspension, swinging arms, coil springs and hydraulic shock absorbers. Rear wheel suspension, quarter elliptic leaf springs and telescopic hydraulic shock absorbers.
Wheels	Split-rim disc wheels. Spare wheel with tire
Tire Size	4.80 - 10
Steering	Steering wheel, reduction steering gear, smallest turning circle approx. 24 feet
Brakes	Four wheel hydraulic brakes. Brake diameter 7 in. Total brake lining area 49.9 sq. in.
Dimensions:	
Tread, front	47.2 in.
Tread, rear	20.4 in.
Wheelbase	58 in.
	Overall length 89.9 in.
	Overall width 54.3 in.
	Overall height 52.6 in.
	(unladen)
Weight:	
Kerb weight	approx. 770 lbs.
Carrying capacity	507 lbs.
Road Performance:	
Max. Speed	52.8 miles per hour
Climbing ability	First gear 1 in 3
Fuel consumption	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