



To some, a road is just a road.

To a BMW it's a good friend.



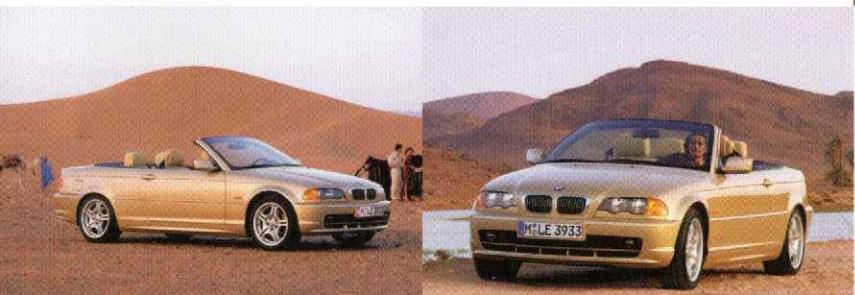


A good friend is always spontaneous.

The BMW 323Ci cabriolet is the very essence of free spirit, as much about style as it is about enjoyment. The 323Ci will take you somewhere just for the fun of it, in supreme comfort. Drive the 323Ci cabriolet and you'll see why it's the car that makes you realize exactly what friends are for.



323Ci cabriolet





3

A friend always stays in touch.

Superior handling and undeniable comfort, it's what the BMW 3 Series does best, hugging corners with all the eagerness of a warm greeting. The 3 Series travels the road with a performance and style that is uniquely BMW. Keeping in touch is the essence of the 3 Series, and is what it takes to make a friend for life.





328Ci coupé

Best New Luxury Coupé

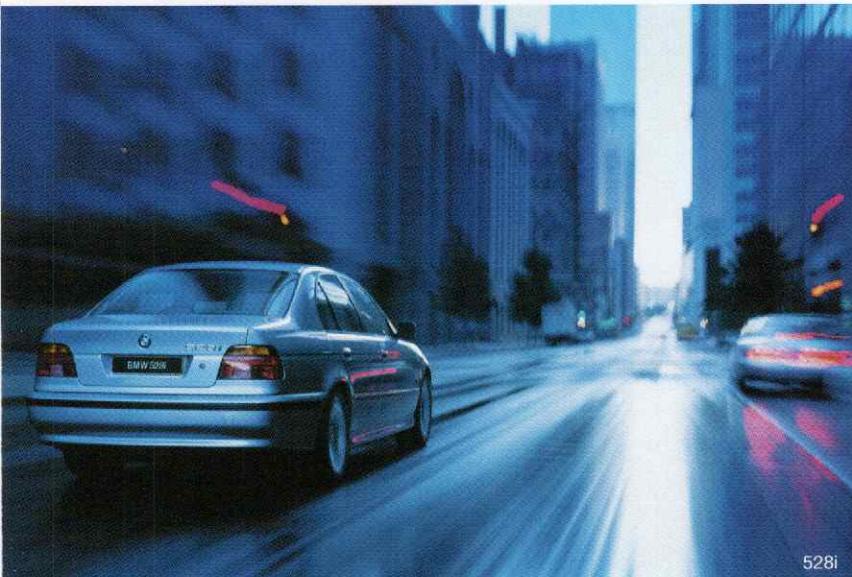
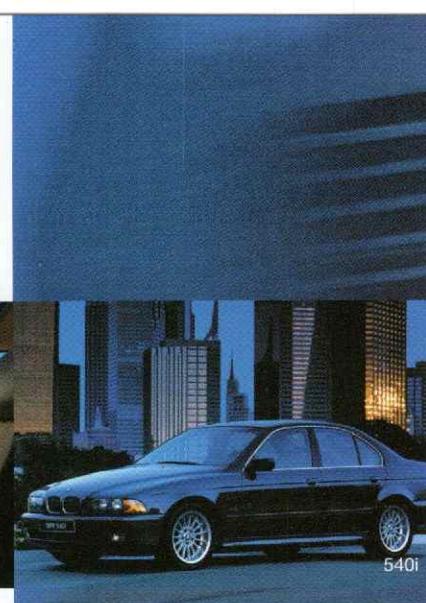
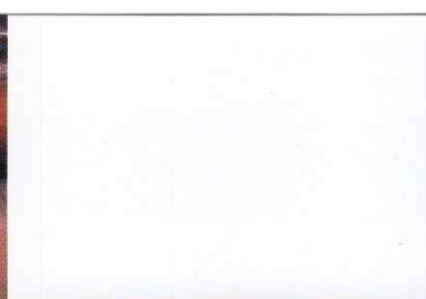


AJAC
Automobile
Journalists Association
of Canada





A friend is
always there for you.



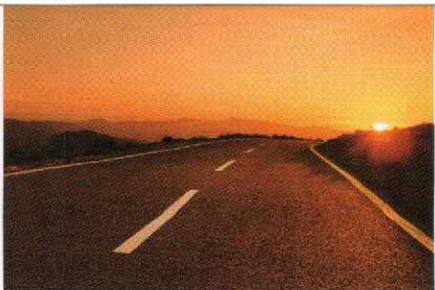


528i



5

7

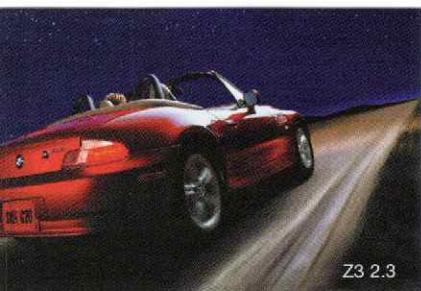


Most of all, a friend gives you your own space.

For the BMW 7 Series, a spacious, yet commanding presence on the road is what sets it apart from the rest. The 7 Series is the top tier of the performance luxury world, travelling in style wherever it goes. At BMW we know a friend is someone that always gives you room to move.







Z3 2.3

A friend is someone you can have a blast with.

The BMW Z3 is the desire, the excitement, and most of all the dreams of those who take the wheel. Unbridled passion drives the Z3's classic roadster lines, effortlessly moving ahead of its time. The Z3 drives roads that know life is never easy and it just needs to be left behind once in a while.

Z3



Z3 2.3



Z3 2.3



Z3 2.8



M

A friend is with you to live for the moment.

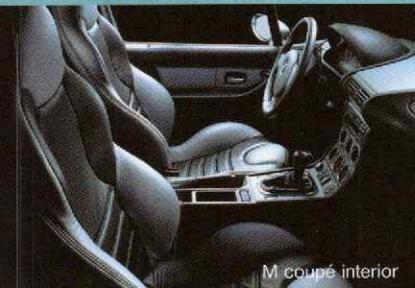
M. The most powerful letter in the alphabet. The BMW M Series embodies the latest technology fuelled by pure, uncompromising power. Every time you take the wheel of an M Series you will be on the cutting edge of motorsport performance. Any road that shares this lust for life is truly worthy of being called "friend".



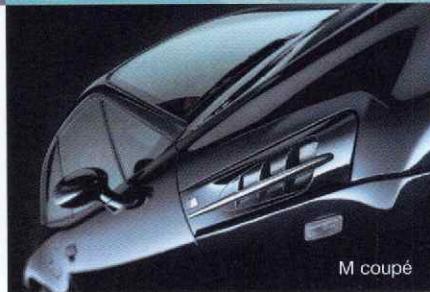
M coupé interior



M roadster



M coupé interior

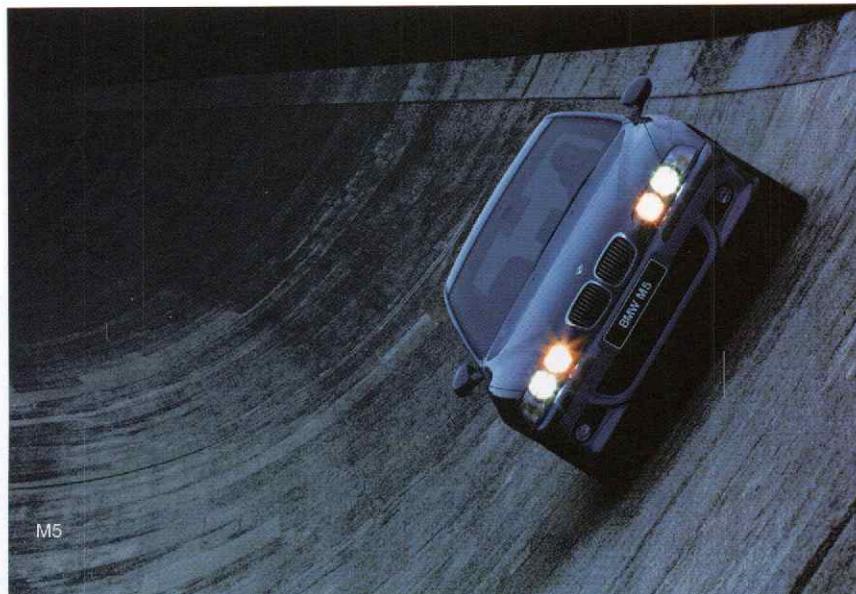


M coupé





M coupe



M5



X5

They stick with you through the rough spots.

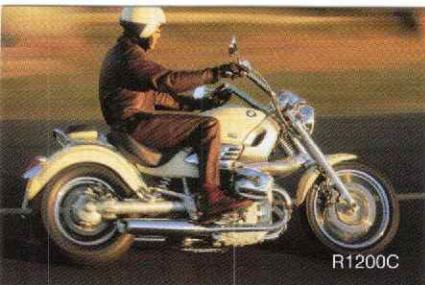
BMW presents the X5 Sports Activity Vehicle.* An entirely new category of BMW, an entirely new category of vehicle. The X5 brilliantly combines the capability of a Sports Utility Vehicle with the performance, handling and luxury of a BMW. This flagship of a brand new BMW category visits friends in town or in the country, on road or off road with the same vitality and smoothness.



*See your authorized X5 SAV Retailer for more information.



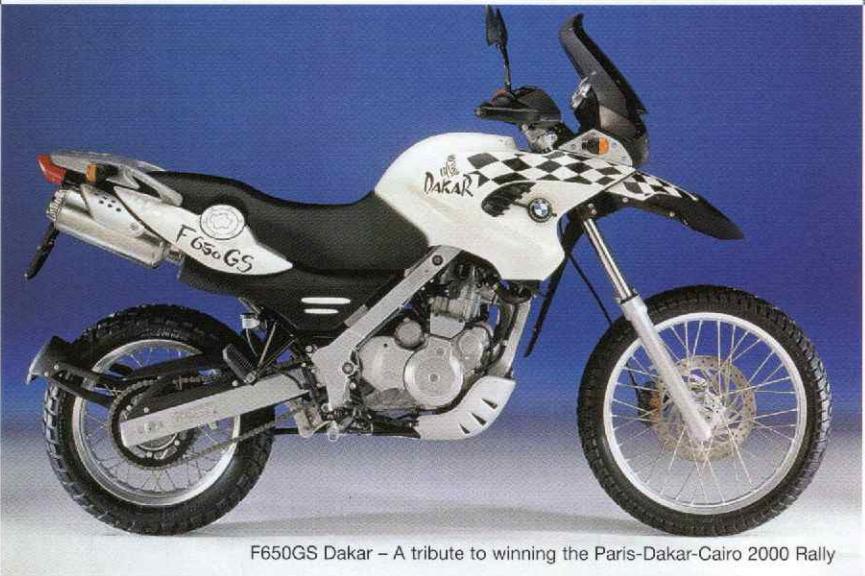




R1200C



R1100S



F650GS Dakar – A tribute to winning the Paris-Dakar-Cairo 2000 Rally

A friend adds a little excitement to your day.

Just the thought of taking the high road anywhere is exciting enough. For a BMW Motorcycle*, the thrill of the road is looking for that perfect ride. A BMW Motorcycle's outgoing nature never fails to impress, wherever it goes. Whether meeting them for the first time or the first time in a while, a BMW Motorcycle welcomes roads with open arms.



R1100R

Motorcycles

*See your authorized BMW Motorcycle Retailer for more information.



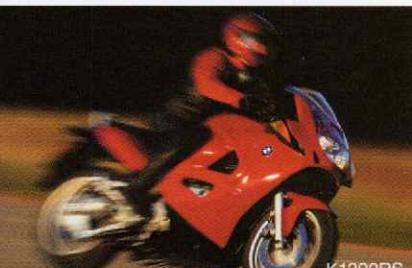
R1200C Avantgarde



R1100RT



R1150GS



K1200RS





A natural accompaniment.

BMW Accessories, there to help you realize that it's the little things in life can make the biggest difference. This range of accessories is BMW craftsmanship in its most perfect form. BMW Accessories fit seamlessly into your own lifestyle, able to make a statement without raising their voices. They are all that BMW is, and ultimately will become.

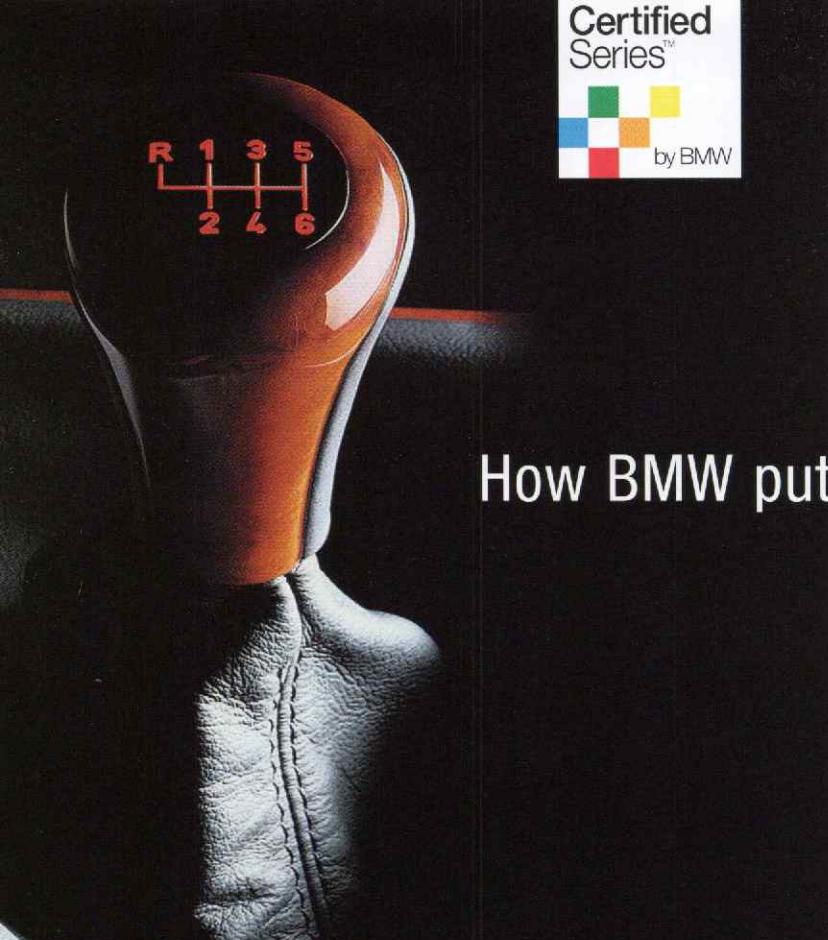
Accessories

Individual

Cater to your own personal tastes.

BMW Individual. To accentuate your car is to reflect your own subtle differences. It is the very thing that sets you apart and makes you who you are. The BMW Individual Program gives you the chance to make your BMW a natural extension of your own personality, an integral part of your way of life. Colours, textures and patterns are at your disposal, there to make your car all BMW, all your own.





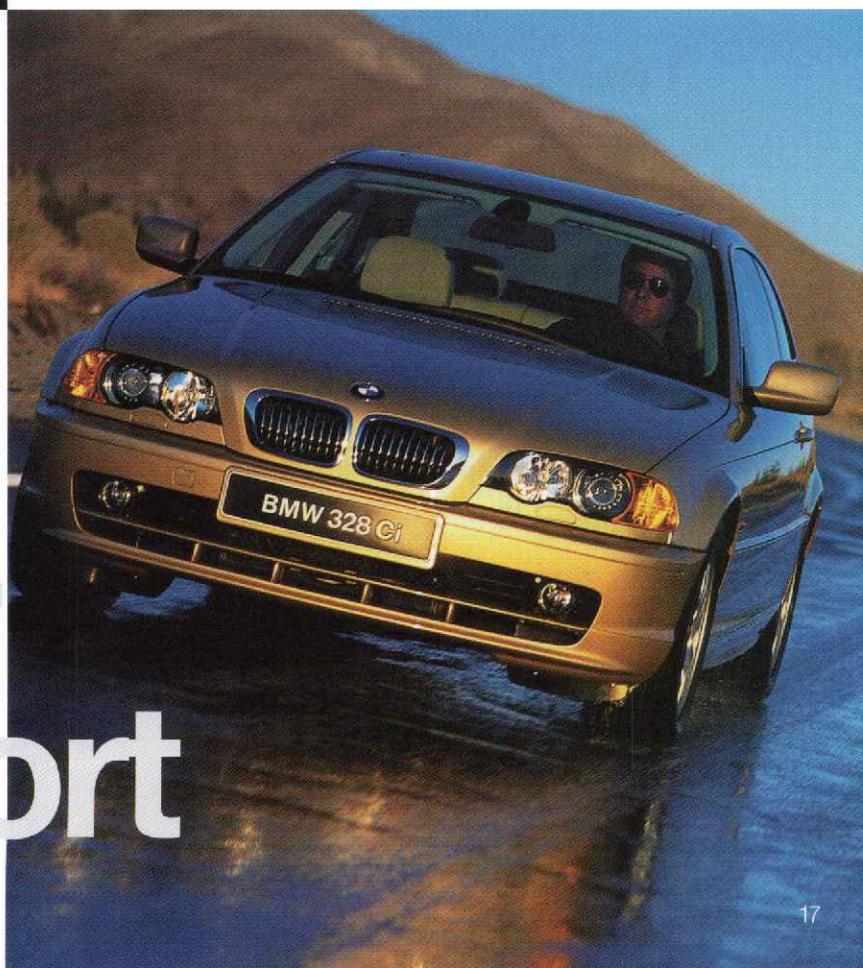
How BMW puts the aging process in R.

The Certified Series.[™] An exclusive selection of pre-owned BMWs. Everything you've ever coveted about BMW is within reach. The unparalleled performance and engineering. The safety and the peace-of-mind that comes with our comprehensive Protection Plan. The Certified Series[™] delivers the same excellence and exhilaration that BMW drivers worldwide have enjoyed for more than 70 years.

We're here whenever you need us.

The BMW Service Card. It's everything you need in an emergency. If you require Emergency Service Calls, Mechanical Breakdown Towing or even Traffic Accident Services and Travel Planning Services, we're here for you, 24 hours a day, seven days a week, anywhere in North America.

Customer Support

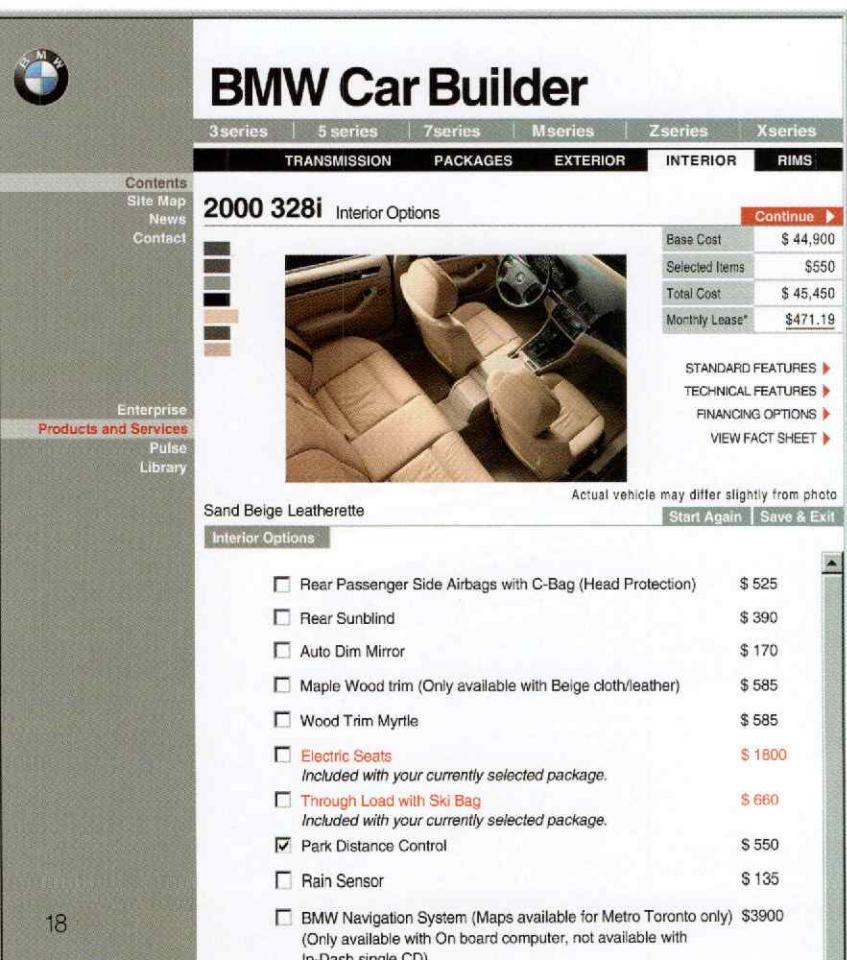


Advice, options and innovation from the experts.

To offer retail financing and leasing options as unique and varied as your customers takes expertise and above all, knowledge. That's why BMW Financial Services* is able to offer products and services in confidence, with all the precision and performance that goes with the BMW name.

Financing Leasing

*See your authorized BMW Financial Services Retailer for more information.



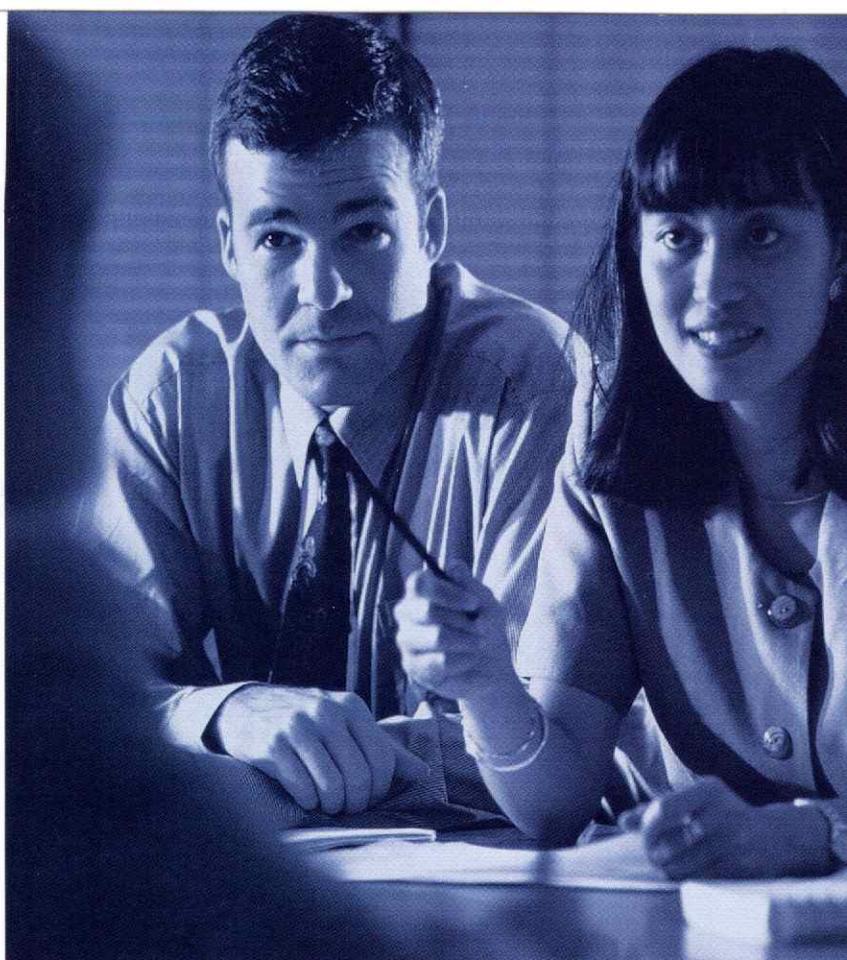
The screenshot shows the BMW Car Builder interface. At the top, there are links for 3series, 5series, 7series, Mseries, Zseries, and Xseries. Below that is a navigation bar with TRANSMISSION, PACKAGES, EXTERIOR, INTERIOR (which is selected), and RIMS. The main content area is titled "2000 328i Interior Options". It features a large image of the car's interior with tan leather seats. To the left of the image is a color palette. To the right is a summary table:

Base Cost	\$ 44,900
Selected Items	\$ 550
Total Cost	\$ 45,450
Monthly Lease*	\$ 471.19

Below the table are links for STANDARD FEATURES, TECHNICAL FEATURES, FINANCING OPTIONS, and VIEW FACT SHEET. At the bottom, it says "Actual vehicle may differ slightly from photo" and has buttons for "Start Again" and "Save & Exit".

Interior Options

- Rear Passenger Side Airbags with C-Bag (Head Protection) \$ 525
- Rear Sunblind \$ 390
- Auto Dim Mirror \$ 170
- Maple Wood trim (Only available with Beige cloth/leather) \$ 585
- Wood Trim Myrtle \$ 585
- Electric Seats**
Included with your currently selected package. \$ 1800
- Through Load with Ski Bag
Included with your currently selected package. \$ 660
- Park Distance Control \$ 550
- Rain Sensor \$ 135
- BMW Navigation System (Maps available for Metro Toronto only) \$3900
(Only available with On board computer, not available with In Dash single CD)



Your dream, our reality.

The latest innovation from BMW is one that will allow BMW drivers to truly become part of The Ultimate Driving Experience. By logging onto www.bmw.ca, customers will be able to build their 2000 model BMW online. All option packages, transmissions, exteriors, interiors, rim selections and more are completely interactive, making each vehicle virtually custom built and each customer's dream a virtual reality.

Car
Builder

Specifications

3 Series 5 Series 7 Series Z3 M X5 Z8

	Engine Displacement (l.)/type	Nom. output hp@rpm	Torque lb./ft.@rpm	Top speed km/h (electr. ltd.)	Accel. 0-100km/h sec. (manual)
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323i	2.5/l-6 cyl./24V	170@5500	181@3500	206	8.0
323Ci coupé	2.5/l-6 cyl./24V	170@5500	181@3500	206	8.0
323Ci cabriolet	2.5/l-6 cyl./24V	170@5500	181@3500	206	8.9
328i sedan	2.8/l-6 cyl./24V	193@5500	206@3500	206	7.0
328Ci coupé	2.8/l-6 cyl./24V	193@5500	206@3500	206	7.0
528i	2.8/l-6 cyl./24V	193@5500	206@3500	206	7.7
540i	4.4/8 cyl./32V	282@5400	324@3600	206	6.2
528iT	2.8/l-6 cyl./24V	193@5500	206@3500	206	7.9
540iT	4.4/8 cyl./32V	282@5400	324@3600	206	6.3
740i	4.4/8 cyl./32V	282@5400	324@3600	206	7.0
740iL	4.4/8 cyl./32V	282@5400	324@3600	206	7.0
750iL	5.4/12 cyl./24V	322@5000	361@3900	206	6.8
Z3 2.3 roadster	2.5/l-6 cyl./24V	170@5500	181@3500	206	7.4
Z3 2.8 roadster	2.8/l-6 cyl./24V	193@5500	206@3500	206	6.8
M roadster	3.2/l-6 cyl./24V	240@6000	236@3800	220	6.3
M coupé	3.2/l-6 cyl./24V	240@6000	236@3800	220	6.3
M5	5.0/8 cyl./32V	394@6600	368@3800	250	5.3
X5	4.4/8 cyl./32V	282@5400	324@3600	206	7.5
Z8	5.0/8 cyl./32V	394@6600	368@3800	250	5.1



BMW Z8

Just what makes a good friend?

To be a friend is to be a part of someone else's life, to share in all that is good and to help through the times when things get a little complicated. Most of all it takes dedication, a willingness to take the lead or to sometimes respect the other person's judgement, to just sit back and enjoy the ride. This is how a BMW sees the way ahead, one that is filled with promise, excitement and above all the comfort and devotion of friendship.

BMW

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Driving Experience™

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