



HANDLE WITH CARE



**BMW 1992
7 SERIES
LEADS
THE WAY
BY PROTECTING
THE EARTH
WITH
CFC-FREE
AIR
CONDITIONING**

**OUR FLAGSHIP CAR:
COMFORT, TECHNOLOGY
AND ENVIRONMENTAL
INNOVATION**

The BMW 7 Series car has always represented the ultimate in motoring. And now, with its new CFC-free air conditioning system, the 7 Series also exhibits a healthy respect for Mother Nature, the strictest critic of all. BMW is the first manufacturer in North America to launch this new system in two of its model Series — three years ahead of legislation—light years ahead of the competition.

**CFC-FREE: THE EARTH'S
OZONE LAYER BREATHES
A LITTLE EASIER**

The ozone layer protects all life on earth. Yet emissions of ozone-damaging chlorofluorocarbons (CFCs) are approaching an alarming level. BMW does not want to see that level reach a point of no return and, we're sure, neither do you.

And because Canada is an environmental world leader, BMW decided to launch its evolutionary CFC-free system here, where our portion of ozone to protect is a sizeable one.

**BMW'S ENVIRONMENTAL
COMMITMENT: DOING
THE RIGHT THING**

Today—All phases of BMW design and production reflect the need to work with the environment. As examples, the 1992 325i model is 83% recyclable (with other models approaching 80%), while in our Regensburg plant, the water required in production is recycled six times, setting a worldwide standard.

Furthermore, BMW is the only manufacturer in the last three model years to improve its fuel efficiency rating according to the Environmental

Protection Agency (EPA). But we do not rest on our laurels: witness the new 1992 325i which is 14% more fuel efficient than its 1991 predecessor.

In addition, BMW complies with the California code of emission controls, the strictest in the world, as do all manufacturers. However, BMW voluntarily implements those standards across North America, putting Canada and Canadians on a higher level than does the competition.

Caring for the planet extends to all our products. We are the only manufacturer in the world to have catalytic

converters on our motorcycles.

Tomorrow—By definition, a leader must move forward. In addition to alternate fuel sources, BMW has designed a new battery driven car which complements the already-developed hydrogen driven BMW model. Both are examples of BMW's dedication to anticipating world needs and acting on them.

BMW is an integral part of this bold experiment known as Planet Earth. Let's make sure the results are worth the journey. We are exhilarated by the challenge.

BMW: TAKING THE BEST CARE IN THE WORLD



OF YOU AND YOUR FAMILY

BMW cars are the safest in the world. As proof: the three best sedans in terms of ability to stop from 80 mph as measured by Road and Track are all BMWs. What better accident avoidance feature?

What if the other car can't stop in time? Again, a BMW is the best car to be in. Auto Motor und Sport tests concluded that the BMW 5 Series proved the safest in crash tests.

Keeping in touch with loved ones as well as business associates in today's society requires a car phone. BMW has even managed to make that a safety feature. Our new hands-free telephone, standard on the 7 and 8 Series, puts you in touch with the world without taking your eyes off the road or your hands off the wheel.

OF YOUR PLEASURE IN OWNING THE WORLD'S BEST CAR

With the 1992 7 and 8 Series models, BMW has crafted, designed and produced cars that offer the absolute best in safety, environmental efficiency, luxury, and performance. Now we have designed and produced a **Customer Care Program** incorporating a Maintenance Plan as well as a Lease Plan, both ensuring that your pleasure in driving a BMW is as complete and as risk-free as possible.

The **Maintenance Plan** covers all maintenance and repairs (except tires and gas). And while the Plan may be tailor-made to suit the needs of the owner, the cost is only \$1.65 per day and is protected from inflation.

The **Lease Plan** not only offers attractive monthly payments due to high residual values, it also neatly removes the risk of fluctuating used-car values. That means that upon termination of the lease, should the value of the car be lower than the residual value, the lessee won't have to pay the difference. The lessee is guaranteed a certain residual value. Should the value of the car be higher than the residual value, the lessee has first option to purchase the car.

OF YOUR TIME

The most precious commodity we deal with is your time. We are aware that no matter how infrequent and concern-free, having your car serviced is inconvenient. To ensure we keep this inconvenience to a minimum, your BMW dealer will offer you, free of charge, alternate BMW transportation whenever your 1992 7 or 8 Series car is in our care. Additionally, the exclusive new 7 and 8 Series cellular phone system puts you directly in touch with BMW Canada should you need any information or assistance.

OF YOUR NEEDS AT ALL TIMES

BMW Priority Assistance is one service we hope you never have to use. However, it's reassuring to know that if an emergency ever occurs, BMW is there. Programmed into each cellular phone is a 24-hour direct-dial number to Priority Assistance Headquarters. Use it to get immediate help, in whatever form that help must take.

BMW. Taking the best care in the world—of you.



THE ULTIMATE DRIVING EXPERIENCE.

VANCOUVER Vancouver Auto 736-7381 **RICHMOND** MTK Auto West 273-2217 **NORTH VANCOUVER** Park Shore Motors 985-9344 **SURREY** Brian Jessel Autosport 530-8595 **VICTORIA** John Ladd BMW 383-1411 **KELOWNA** Park Valley Motors 860-3882 **LETHBRIDGE** Import Auto Sales 328-8117 **KAMLOOPS** Torino Motors 374-2414 **EDMONTON** Bavaria Autohaus 484-0000 **CALGARY** T & T BMW 253-0338 **REGINA** Woodcrest Motors 525-3450 **SASKATOON** Bema Auto Sport 955-0100 **WINNIPEG** Birchwood BMW 783-2445 **WINDSOR** Windsor BMW 254-4303 **LONDON** Grand Touring Cars 685-2277 **HAMILTON** Gulliver Motors 547-7632 **ST. CATHARINES** Autotrend BMW 984-3023 **SAULT STE. MARIE** The Auto Mall 942-9004 **THUNDER BAY** Go-Mar Motors 623-1115 **SARNIA** Sarnia Fine Cars 332-2886 **WATERLOO** B-K Motors 885-5090 **MISSISSAUGA** Applewood BMW 569-2982 **TORONTO** Downtown BMW 865-1622 **TORONTO** Northwest Motors 243-8500 **TORONTO** Beach Auto 694-5361 **THORNHILL** Town & Country Motors 886-3100 **BARRIE** Northwood BMW 737-3678 **OAKVILLE** BMW of Oakville 845-3577 **OTTAWA** Otto's Service Centre 725-3048 **OTTAWA** Elite Automobiles 749-7700 **KINGSTON** Performance Imports 544-1234 **MONTREAL** Automobile Canbec 731-7871 **LAVAL** Boulevard St-Martin Auto 667-4343 **KIRKLAND** Le Centre BMW Kirkland 695-6662 **BROSSARD** Park Avenue BMW 445-4555 **TROIS-RIVIERES** Automobiles Vieilles Forges 373-2355 **QUEBEC CITY** Automobiles Jalbert 687-4840 **ROCK FOREST** Suprem Automobile 821-9272 **MONCTON** Haywood's Honda 857-2950 **ST. JOHN'S** Capital Motors 726-0288 **HALIFAX** Chapman Performance Cars 453-2110