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1999 **BMW**



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3 1 8 t i S p o r t

Designed for flat-out driving fun



Get behind the three-spoke sport steering wheel and fire up the 318ti Sport. This is unmistakably BMW all the way, with high-revving, high-spirited responsiveness that led *Car and Driver* to name the nimble 318ti one of "The Best Handling Cars Under \$30,000."[†] It's also an experience you can share, with room for five adults and their stuff.

You'll drive with confidence and control, knowing that your safety is enhanced with dual front and side-impact airbags. Dream car? Yes, indeed.

And surprisingly affordable when you add up all of its great features. If you're looking for flat-out fun in a totally practical car, this is it.

[†] *Car and Driver*, June 1997

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7 Series sedans

Brilliantly satisfying



Total quality. Complete satisfaction. Irrepressible joy. An exquisitely refined luxury car that's responsive to the road – and to your absolute driving pleasure. The winner of Strategic Vision's 1997 and 1998 Total Quality Award™ for "Best Ownership Experience in Luxury Cars," the BMW 7 Series received the highest score yet recorded.* The dynamically elegant V12 750iL, the potent V8 740i and 740iL, and the exciting 740i with Sport Package: four brilliant luxury sedans that behave like sports cars. The 1999 7 Series offers an unmatched level of safety and security, including BMW's exclusive, break-resistant Security Glass** and the BMW Head Protection System.

* Strategic Vision's 1998 Experience Study™ surveyed 32,191 Oct.-Nov. new vehicle buyers of 200+ models after the first 90 days of ownership; the 1997 study surveyed 31,521 new vehicle buyers.
** Optional.

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Redefining leadership **technological innovation**

An unmatched, seamless interface between driver, car and road.

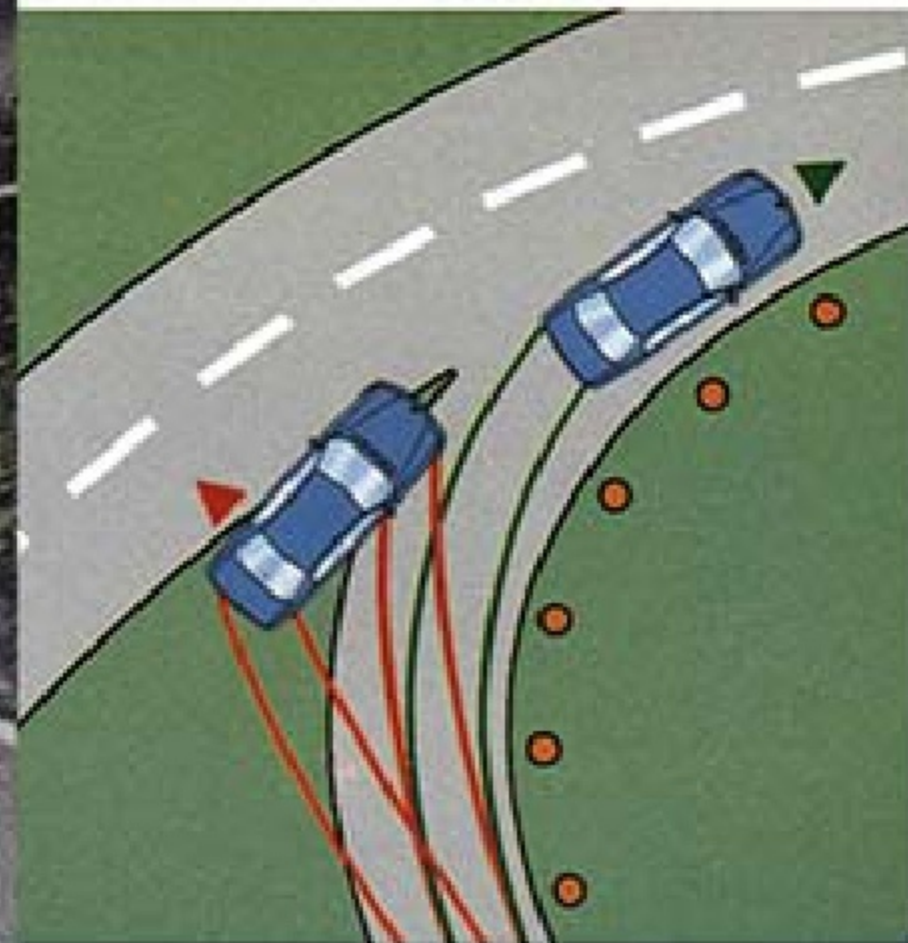
New design concepts, innovative technologies and advanced materials keep BMWs out in front when it comes to performance, safety and driving comfort. While a complete list of all the cutting-edge science in a new BMW could fill a book of its own, here are just a few highlights: Dynamic Stability Control III* senses when over- or understeer occurs, and helps you keep the car under control by modulating engine power and applying the brakes selectively on each wheel, as needed. Park Distance Control** employs ultrasonic sensors to judge distance between the car and unseen

objects when parking. An On-Board Navigation System** pinpoints your location, provides directions on the fly, and even calls for assistance.† From advanced anti-theft concepts to self-tuning engines, BMW leads the way to the future.

* Standard on 7 Series and 540i models; optional on 528i models as of 11/98 production.

** Standard on 750L; optional on 740i, 740L, 5 Series and 1999 328i.

† Requires integrated BMW cellular telephone. See your BMW center for details.



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There are many rewards of ownership

exceptional value



Few rivals offer such an all-encompassing package of ownership rewards. First there's the pride of possessing one of the world's premier cars with a legendary heritage. Second, nothing matches the sheer thrill and excitement you get every time you're behind the wheel. And then there is the satisfaction of knowing that a 1999 BMW is a smart investment, with a unique combination of quality, performance, safety, value and special features that only BMW delivers. Adding to your peace of mind and low cost of ownership, Scheduled Maintenance,* All Season Traction and BMW's anti-theft Coded Driveaway Protection are all included as standard. All BMWs come with a 4-year/50,000-mile bumper-to-bumper limited warranty, and they are also warranted against rust and corrosion perforation for a full six years.** As a result of BMW's impressive safety, security and quality construction, qualified owners of new BMWs are being offered access to an automotive insurance program with an improved rate structure.† These are just a few of the many values of owning one of the world's most rewarding automobiles.

* Covers all recommended scheduled maintenance for 3 years/36,000 miles, as outlined in the Service and Warranty information booklet. Upgrades available. For exclusions and limitations, see your BMW center for details.
 ** See your BMW center for details.
 † Not available in all states. For more information, call TIG Insurance Co., a personal-lines insurer. Subject to TIG's underwriting approval.

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BMW virtual center

There are those who believe one can find true love on the Internet. One thing is certain: Starting very soon, you'll be able to find a BMW to call your own. You'll see full specs on every model, and even be able to build – and inspect – your own

custom-configured BMW. Then, you can explore lease and finance options, get information on price and availability from your local BMW center, and even arrange a test drive. The BMW Virtual Center. It's right around the corner.



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The Ultimate Driving Machine®