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1999 BMW



Driver, road and car

become one

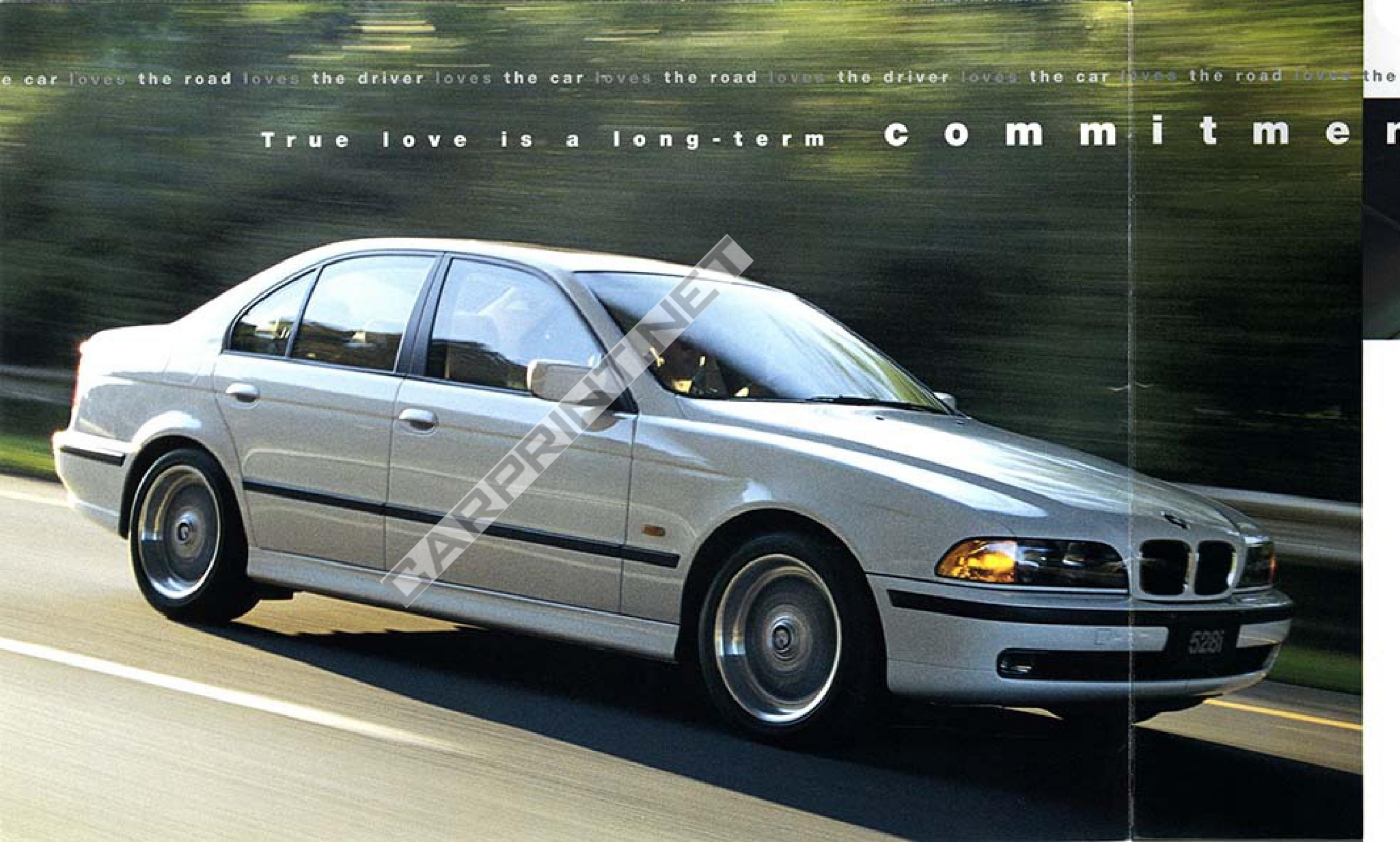
The connection is complete.
The response is instantaneous.
All systems go.

In your hands are some of the world's most responsive cars. Cars so intuitive, you'll feel they read your mind. Cars that make go... turn... stop as rewarding as go... go... go.

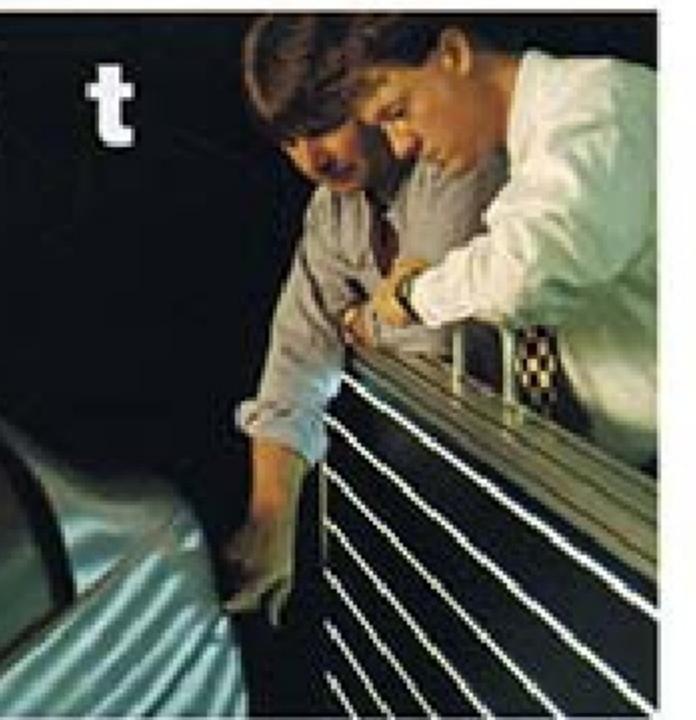
From the nimble 318ti Sport to the mighty 750iL, the exuberant Z3 roadster to the provocative M coupe, the 1999 BMWs have been crafted by people who love to drive.

For people who love to drive. Take one for a test drive. You'll discover that what other cars do well, a BMW does brilliantly.





True love is a long-term commitment



**It all begins with a passion
for driving, and a refusal
to compromise.**

Today's BMWs are the culmination of an obsession to create The Ultimate Driving Machine.[®] Sometimes refinement is by degrees: shaving off a few pounds with light-alloy components, or increasing power and efficiency simultaneously. Sometimes it's by leaps and bounds: introducing the world's first automotive Head Protection System, or building the "best handling" car in America.*

BMW's passion for technological innovation breeds driver's cars that are at once thrilling and safe. Classic and cutting-edge. Luxurious and attainable.



Yet the rewards of owning a BMW go far beyond the unmatched driving experience. A wide range of options, value-added packages and financing – and a program like European Delivery – allow you to customize your car and your ownership experience.

The results are powerful. In winning Strategic Vision's 1997 and 1998 Total Quality Awards for "Best Ownership Experience" in Luxury Cars, the 7 Series received the highest scores yet recorded, followed closely by the 5 Series.** The 3 Series looks forward to its 8th straight year on *Car and Driver's* "Ten Best" list.[†] And most telling of all, BMW stands as America's top-selling luxury import car for a third straight year.

* M3 coupe in *Car and Driver*, September 1997.

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

[†] *Car and Driver*, January 1993-1998. 6 calendar 3 Series models.



A winning heritage

**Capturing titles and trophies.
Winning hearts. For over 70
thrilling years.**

Driving as competition. As pure pleasure. As a harmonious duet between driver and machine, thrilling in its bravura and assurance. This is BMW: The Driver's Car. Since the beginning – seven decades ago – BMWs have been conceived and built by drivers, who love the joy and the sport of driving. BMW's heritage is a story of dedicated individuals whose relentless search for excellence

and technical breakthroughs have resulted in engineering and styling concepts that continue to set new standards for the automotive industry. And with BMW, the road from race track to your driveway has been a direct one: competitive racing has been one of our leading test grounds. The precise steering, agile handling and blink-of-an-eye braking that helped BMW M3s win endurance races from Daytona to Sebring and Watkins Glen – and take the 1997 and 1998 GT3 Manufacturer, Driver and Team Championships – adds winning performance and fun to your everyday driving, whatever the road.



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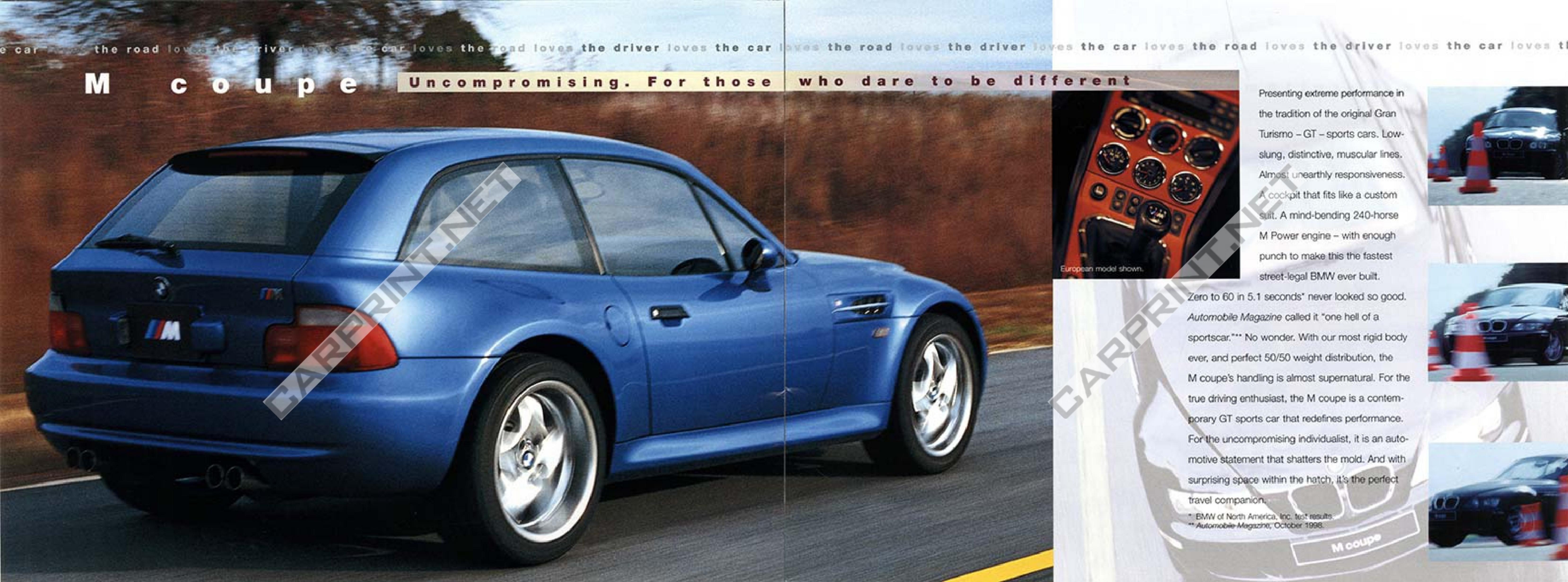
M roadster



The free-wheeling tradition of the open-air roadster meets the uncompromising power and performance of the M designation – and a legend is born. At 3.2 liters and 240 horsepower, this is the most powerful BMW roadster ever to roar down the American highway. Robust anti-sway bars and other M division refinements effortlessly channel that power to the road surface, delivering handling that is nothing short of breathtaking. Masterful styling, reminiscent of the legendary BMW 507, completes the picture. This is the sports car you've always dreamed of... an image of sex appeal and exhilaration that leaves no desire unsatisfied.

A powerful open-air experience





M C o u p e

Uncompromising. For those who dare to be different.



European model shown.

Presenting extreme performance in the tradition of the original Gran Turismo - GT - sports cars. Low-slung, distinctive, muscular lines. Almost unearthly responsiveness. A cockpit that fits like a custom suit. A mind-bending 240-horse M Power engine - with enough punch to make this the fastest street-legal BMW ever built.

Zero to 60 in 5.1 seconds* never looked so good. Automobile Magazine called it "one hell of a sportscar."** No wonder. With our most rigid body ever, and perfect 50/50 weight distribution, the M coupe's handling is almost supernatural. For the true driving enthusiast, the M coupe is a contemporary GT sports car that redefines performance. For the uncompromising individualist, it is an automotive statement that shatters the mold. And with surprising space within the hatch, it's the perfect travel companion.

* BMW of North America, Inc. test results.
** Automobile Magazine, October 1998.



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Race-bred excitement

M 3 coupe and convertible



Welcome to the embodiment of the sport coupe ideal. The high performance inherent in all BMWs is amplified here, brought within a hair's breadth of the racetrack. From their stunning good looks to their enthusiastic responsiveness,

M3s are not satisfied with simply playing the game. Their reputation is built on winning: M3s recently won 1998's inaugural USRRC GT3 Championship.



Off the track, they have a way of winning, too: *Car and Driver* named the M3 coupe "The Best Handling Car Over \$30,000."^{**} You can also feel that sense of victory without a roof over your head, in the most requested BMW of all time: the magnificent M3

convertible. If the wind caressing your soul, the blur of the landscape and the call of a finely tuned engine quickens your pulse, this is where you belong.

*Car and Driver, September 1997.



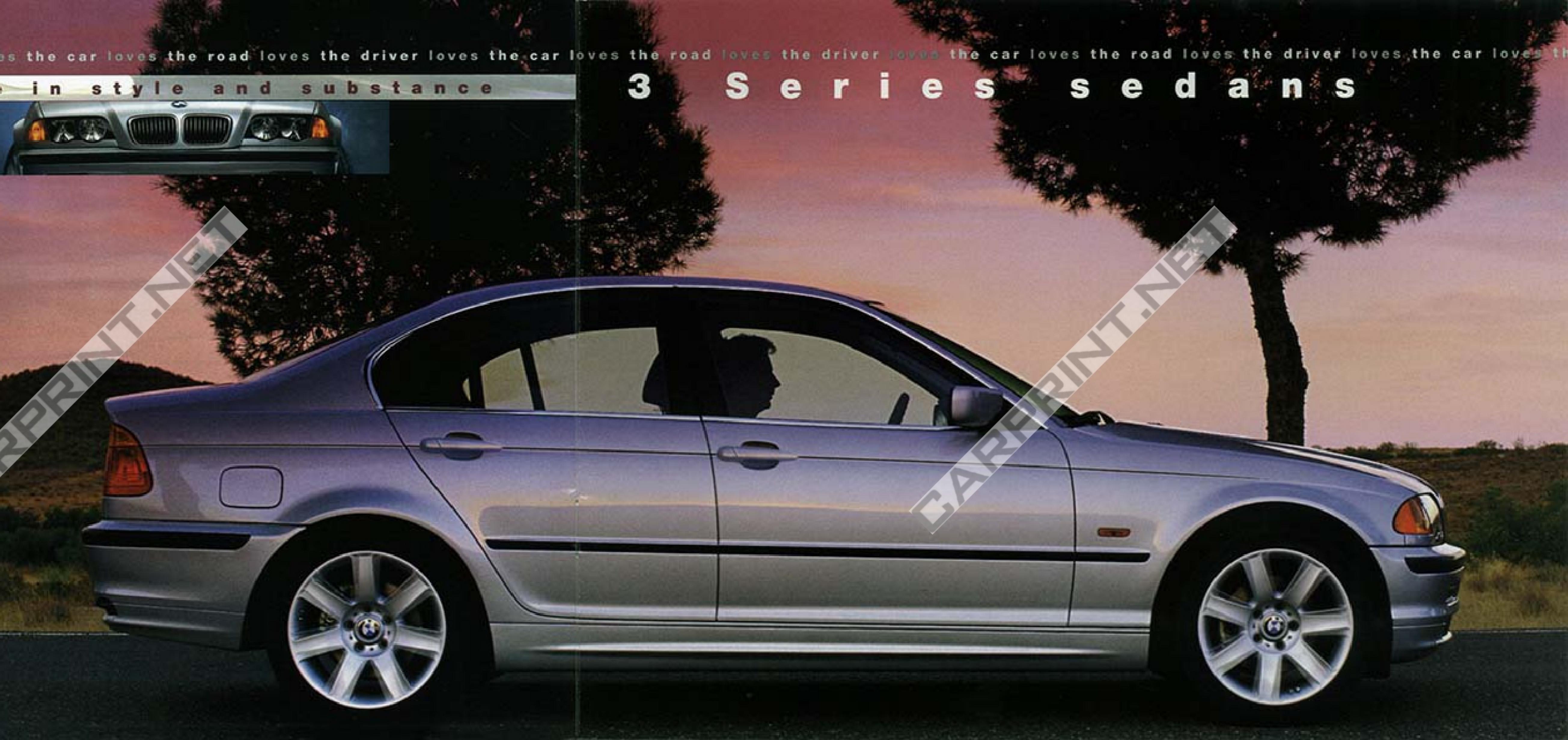
A stirring advance in style and substance

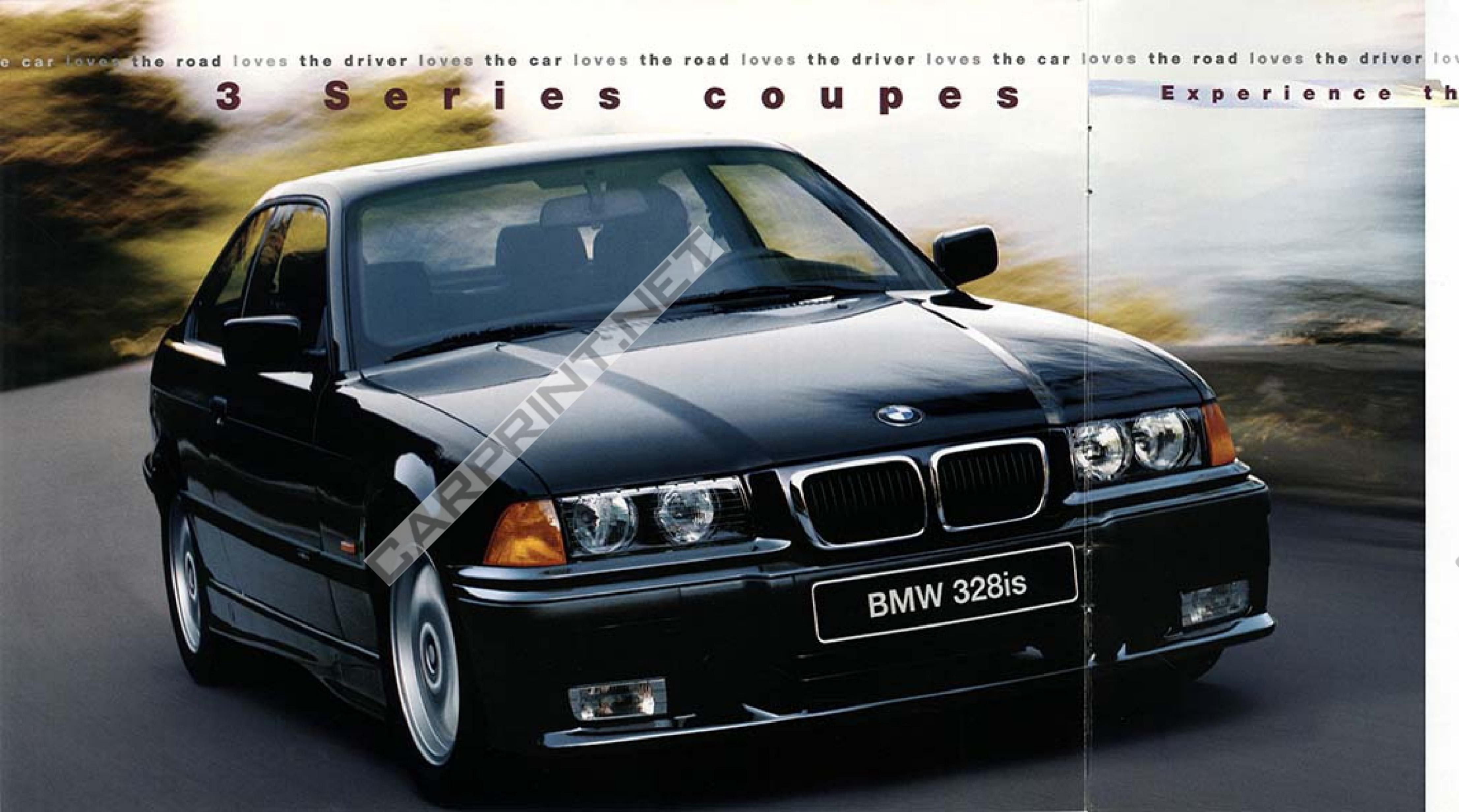
e r i e s s e d a n



For 1999, BMW introduces the all-new 3 Series sedan – brimming with brilliant new features that make the most successful BMW of all time even better. Behind every refinement is a benefit – and added value: even with its quick acceleration,* sure stopping power and remarkably agile handling, the new 3 has the lowest starting price of any 6-cylinder luxury import sedan. Of course, there's a choice of 5-speed manual (which most other makes don't offer) or a new 5-speed automatic. Notable standard features include BMW's Head Protection System, front side-impact airbags, Cornering Brake Control, anti-theft Coded Driveaway Protection, All Season Traction and Car & Key Memory. With more space, power, comfort, safety and just plain fun, the new 3 is, quite simply, the new standard.

* 0-60 mph in 6.6 seconds (328i, manual transmission).
BMW of North America, Inc. test results.





3 Series coupes

Experience the definitive sport coupe

Get behind the wheel of a 3 Series coupe – and learn what it means to drive to your full potential. Sleek and powerful, the 6-cylinder 328is and 323is coupes boast BMW's legendary performance. Their lightning-quick reflexes make them great fun to drive – and the perfect definition of a serious sport coupe: sophisticated design, agile handling and powerful acceleration. The 323is and 328is also offer world-leading quality construction, and an impressive array of safety and security technologies that make them a terrific value. Inside the cabin, an ergonomically designed cockpit, supportive multi-adjustable seats, dual automatic climate controls and 10-speaker audio system create a comfortable environment for long-distance travel. BMW offers many ways to personalize the 3 Series coupes, with Premium and Sport Packages of popular comfort and performance options. Test drive a 3 Series coupe, and discover for yourself the artistry in every detail and the fun at every turn.

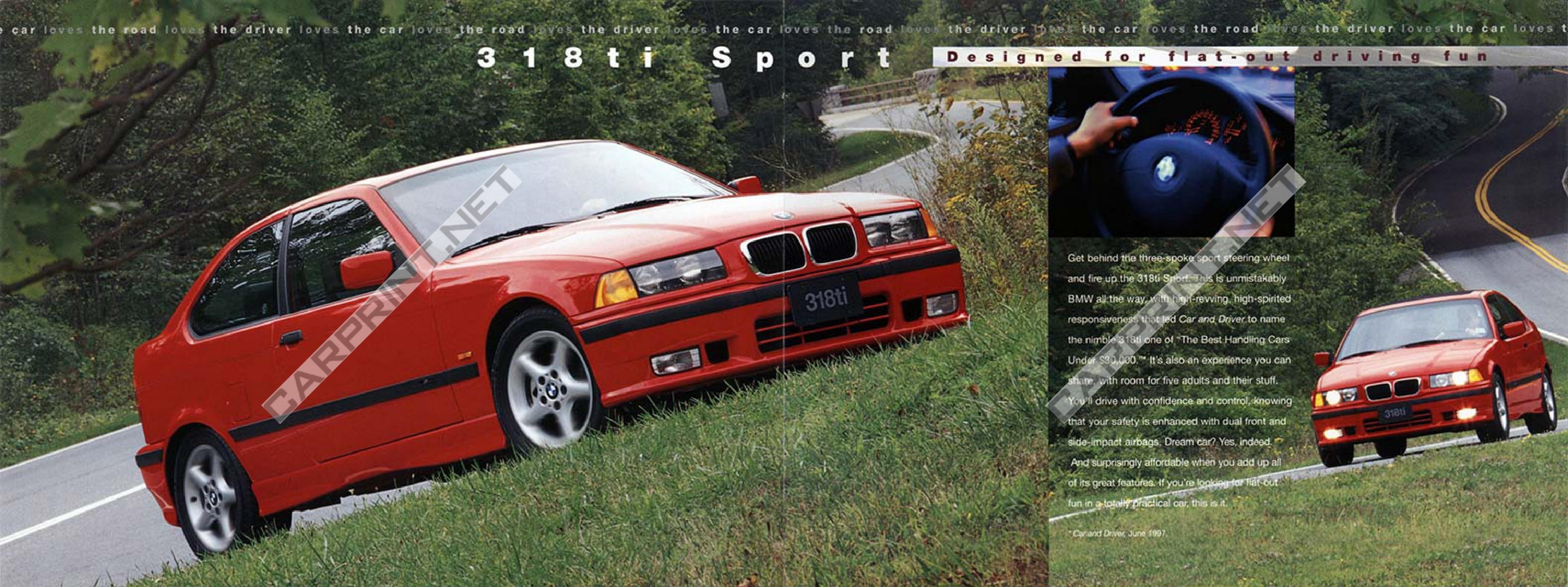




The freedom of the open air

3 Series convertibles

Put the top down. Then let your hair down. There's nothing like breaking away in a convertible to free your heart, mind and body. And for those who crave more than just a folding top, a BMW 3 Series convertible delivers the total package — sophisticated design, balanced performance, extensive safety features, all-season practicality and comfortable room for four. The award-winning 328i and the exciting 323i unite the full-bodied performance of BMW's legendary in-line sixes with the fun of open-air driving. They also possess a feature rare among convertibles: truly solid quality construction. And, when you need it, the retractable triple-layer soft-top insulates and protects.



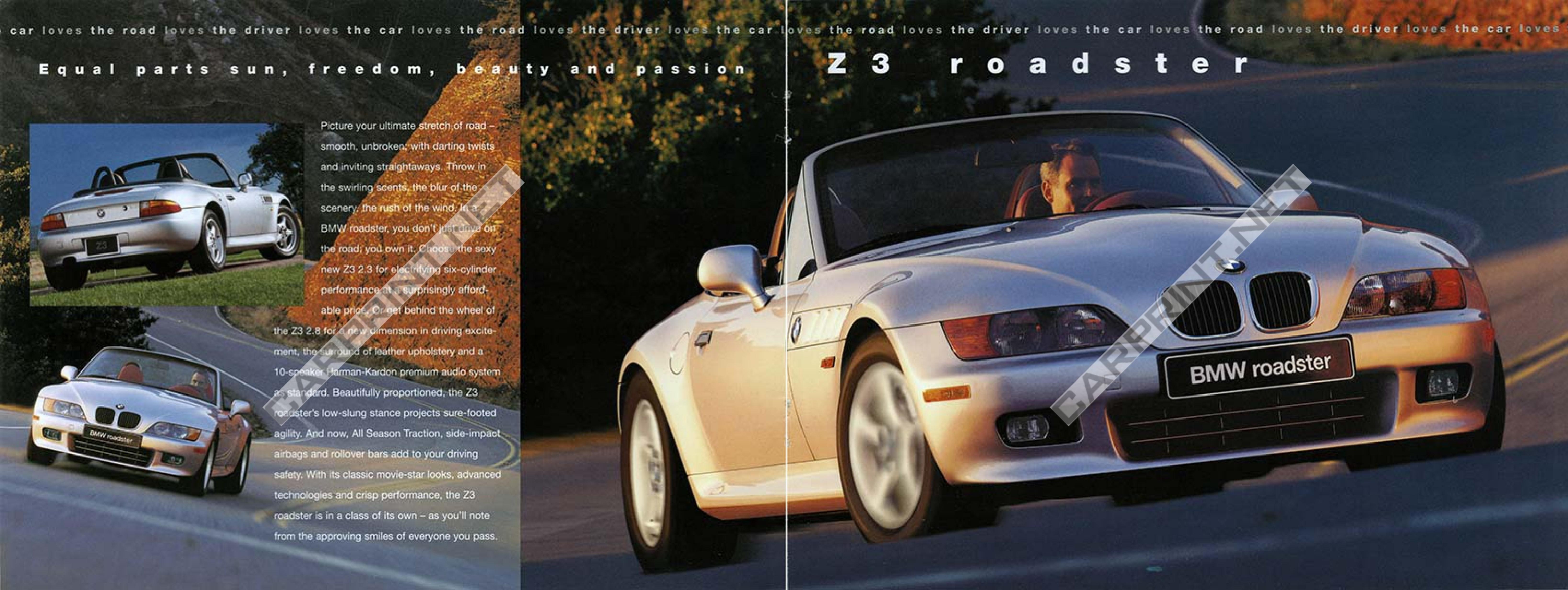
318ti Sport

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.

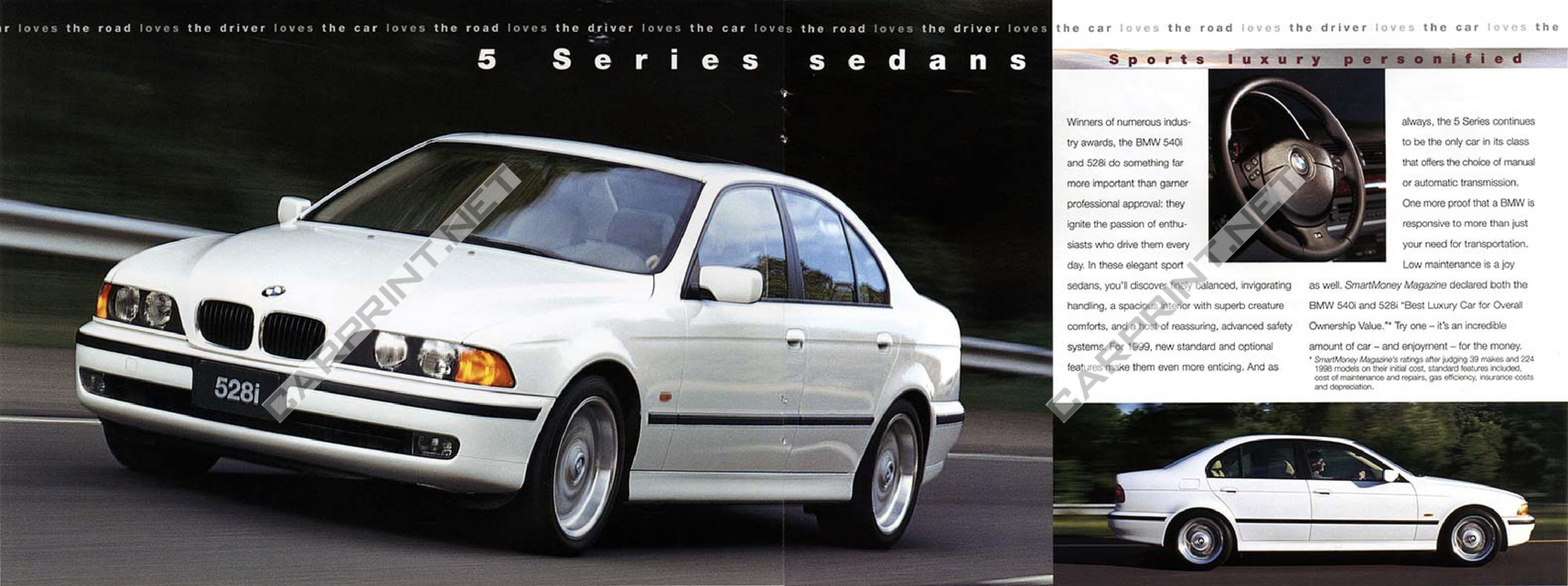
*Car and Driver, June 1997.



Equal parts sun, freedom, beauty and passion

Z 3 roadster

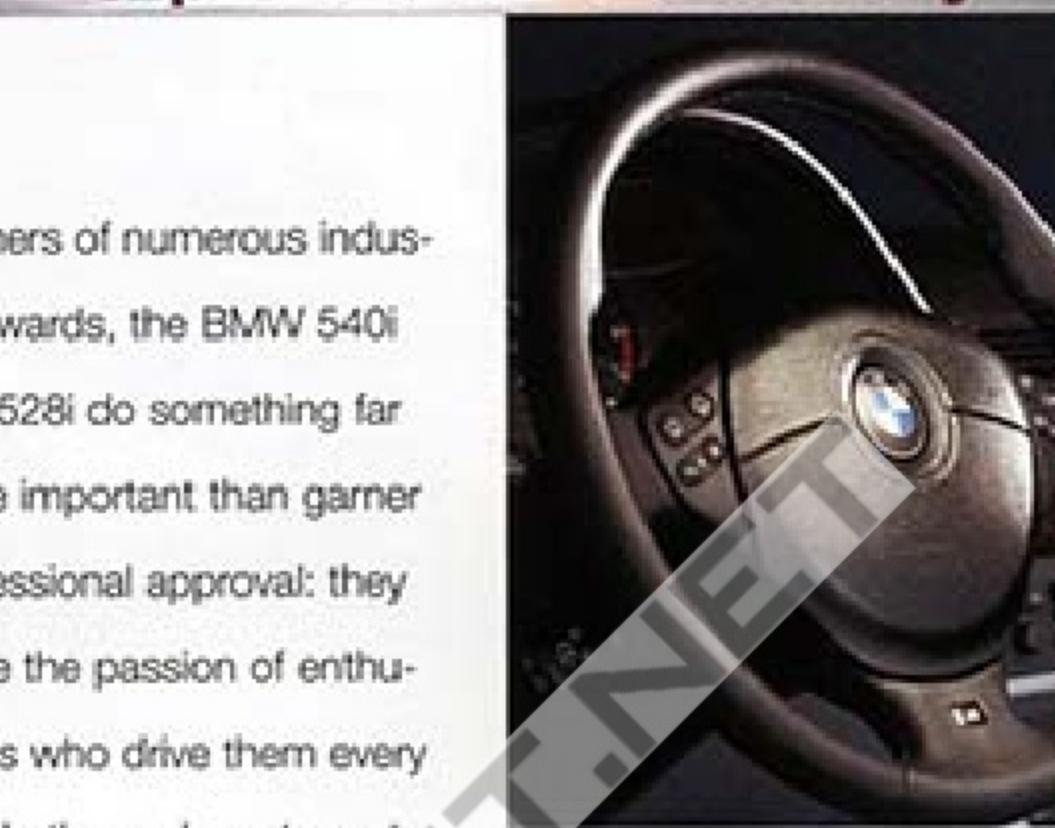
Picture your ultimate stretch of road - smooth, unbroken, with darting twists and inviting straightaways. Throw in the swirling scents, the blur of the scenery, the rush of the wind. In a BMW roadster, you don't just drive on the road; you own it. Choose the sexy new Z3 2.3 for electrifying six-cylinder performance at a surprisingly affordable price. Or get behind the wheel of the Z3 2.8 for a new dimension in driving excitement, the surround of leather upholstery and a 10-speaker Harman-Kardon premium audio system as standard. Beautifully proportioned, the Z3 roadster's low-slung stance projects sure-footed agility. And now, All Season Traction, side-impact airbags and rollover bars add to your driving safety. With its classic movie-star looks, advanced technologies and crisp performance, the Z3 roadster is in a class of its own - as you'll note from the approving smiles of everyone you pass.



5 Series sedans

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Sports luxury personified



Winners of numerous industry awards, the BMW 540i and 528i do something far more important than garner professional approval: they ignite the passion of enthusiasts who drive them every day. In these elegant sport sedans, you'll discover finely balanced, invigorating handling, a spacious interior with superb creature comforts, and a host of reassuring, advanced safety systems. For 1999, new standard and optional features make them even more enticing. And as

always, the 5 Series continues to be the only car in its class that offers the choice of manual or automatic transmission.

One more proof that a BMW is responsive to more than just your need for transportation.

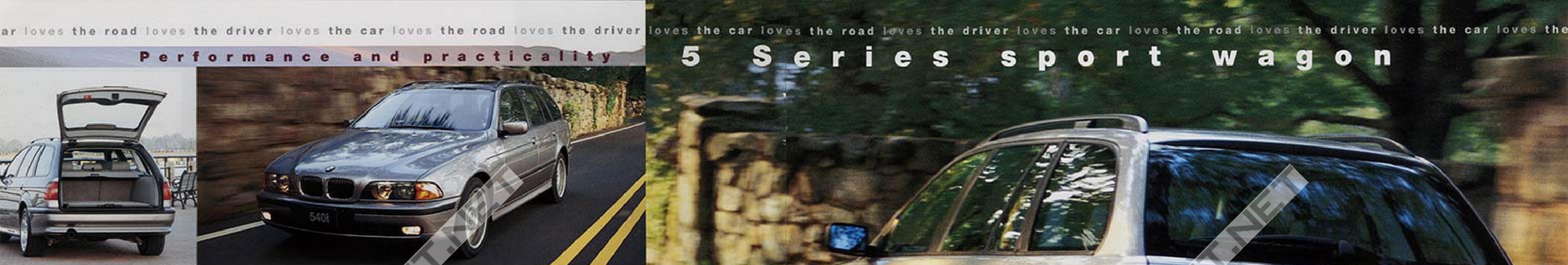
Low maintenance is a joy

as well. *SmartMoney Magazine* declared both the BMW 540i and 528i "Best Luxury Car for Overall Ownership Value."** Try one – it's an incredible

amount of car – and enjoyment – for the money.

* *SmartMoney Magazine's* ratings after judging 39 makes and 224 1998 models on their initial cost, standard features included, cost of maintenance and repairs, gas efficiency, insurance costs and depreciation.





Performance and practicality

BMW introduces two stunning sport wagons that satisfy your passions as well as your intellect. Part sports car, part luxury automobile, part versatile wagon. What makes the 5 Series sport wagons different from the crowd of SUVs and station wagons? Remarkably responsive performance, first and foremost. These sleek vehicles expertly deliver athletic agility, refined handling and an elegant demeanor. Choose the dynamic, sophisticated 528i or the blazing 540i, with its class-leading 0-60 time of just 6.3 seconds* and STEPTRONIC dual-mode automatic/clutchless manual transmission.

The impressive road-holding stability and braking of All Season Traction, Dynamic Stability Control** and Dynamic Brake Control** make the 5 Series sport wagons a match for most FWD and 4WD vehicles. Advanced safety systems include BMW's Head Protection System. The versatile cargo area offers the practicality of a flat floor, and an optional load floor that extends two feet for easy loading of bulky objects. With beautiful styling and brilliant performance, why drive an ordinary wagon... when you can drive a BMW?

* BMW of North America, Inc. test results. Obey local traffic laws.
** Standard on 540i sport wagon; optional on 528i sport wagon (available November 1998).

5 Series sport wagon





7 Series sedans

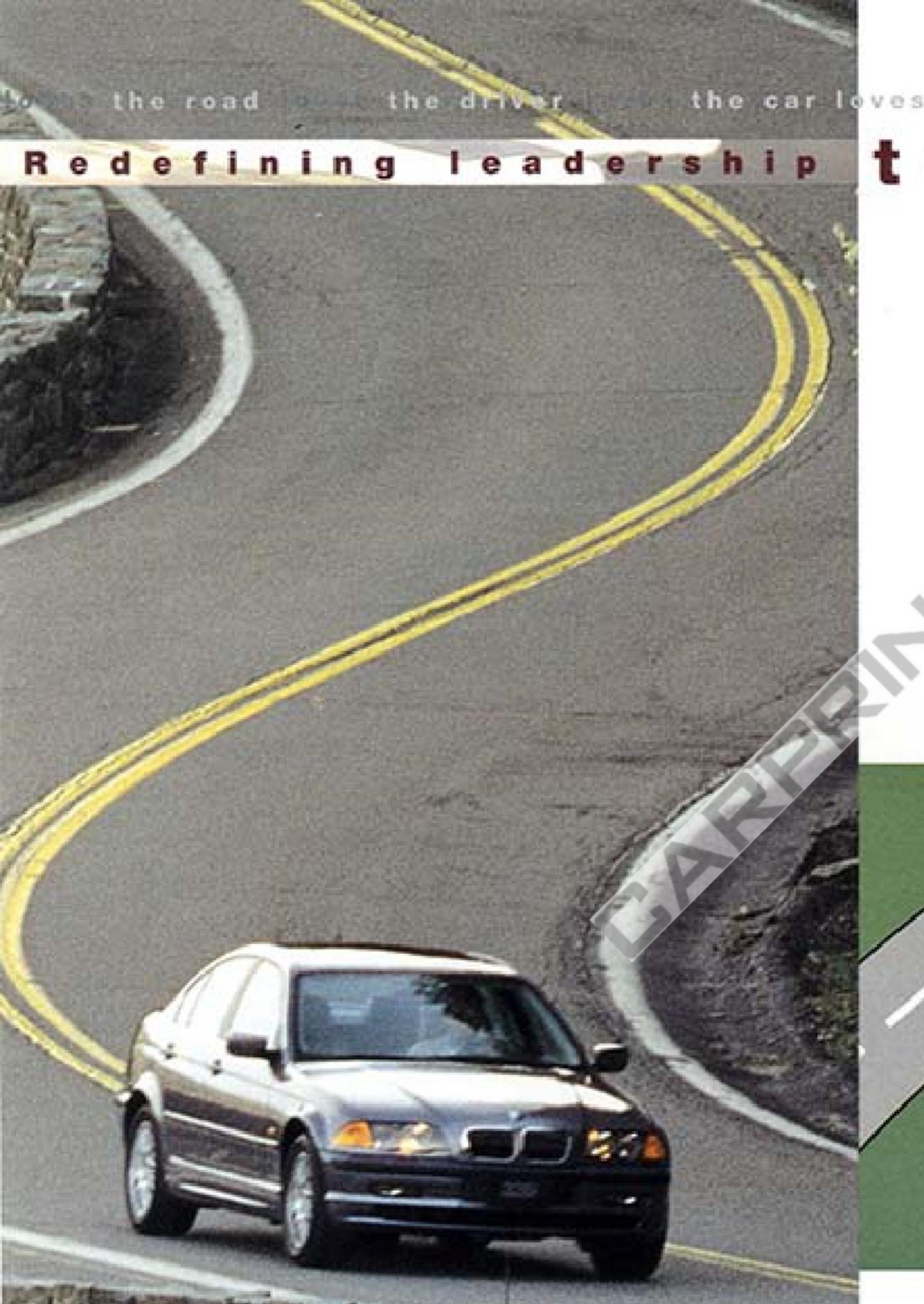
Brilliantly satisfying



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.



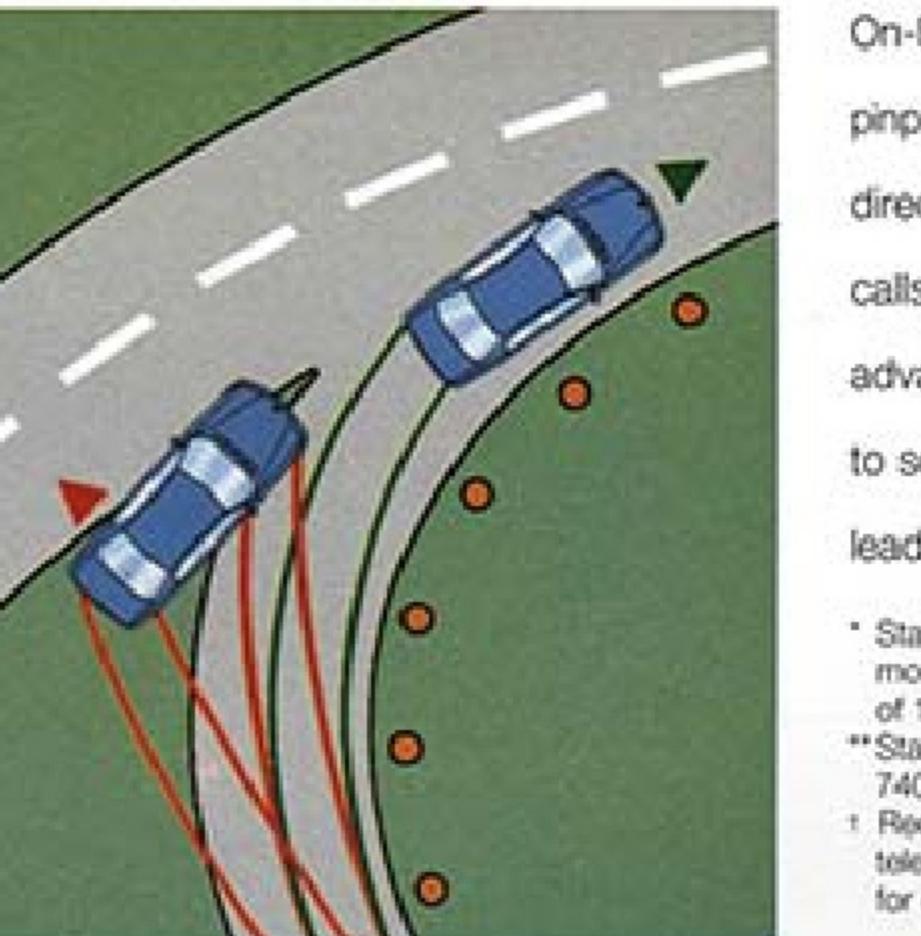
Redefining leadership

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.

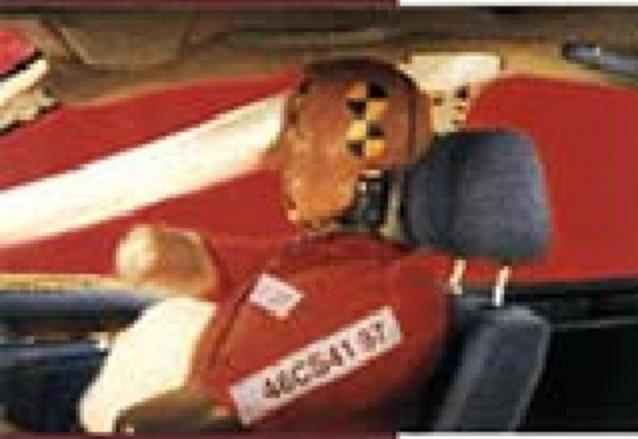
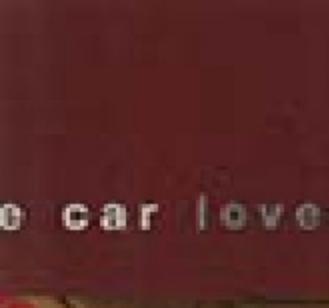


* Standard on 7 Series and 540i models; optional on 528i models as of 11/98 production.

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

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



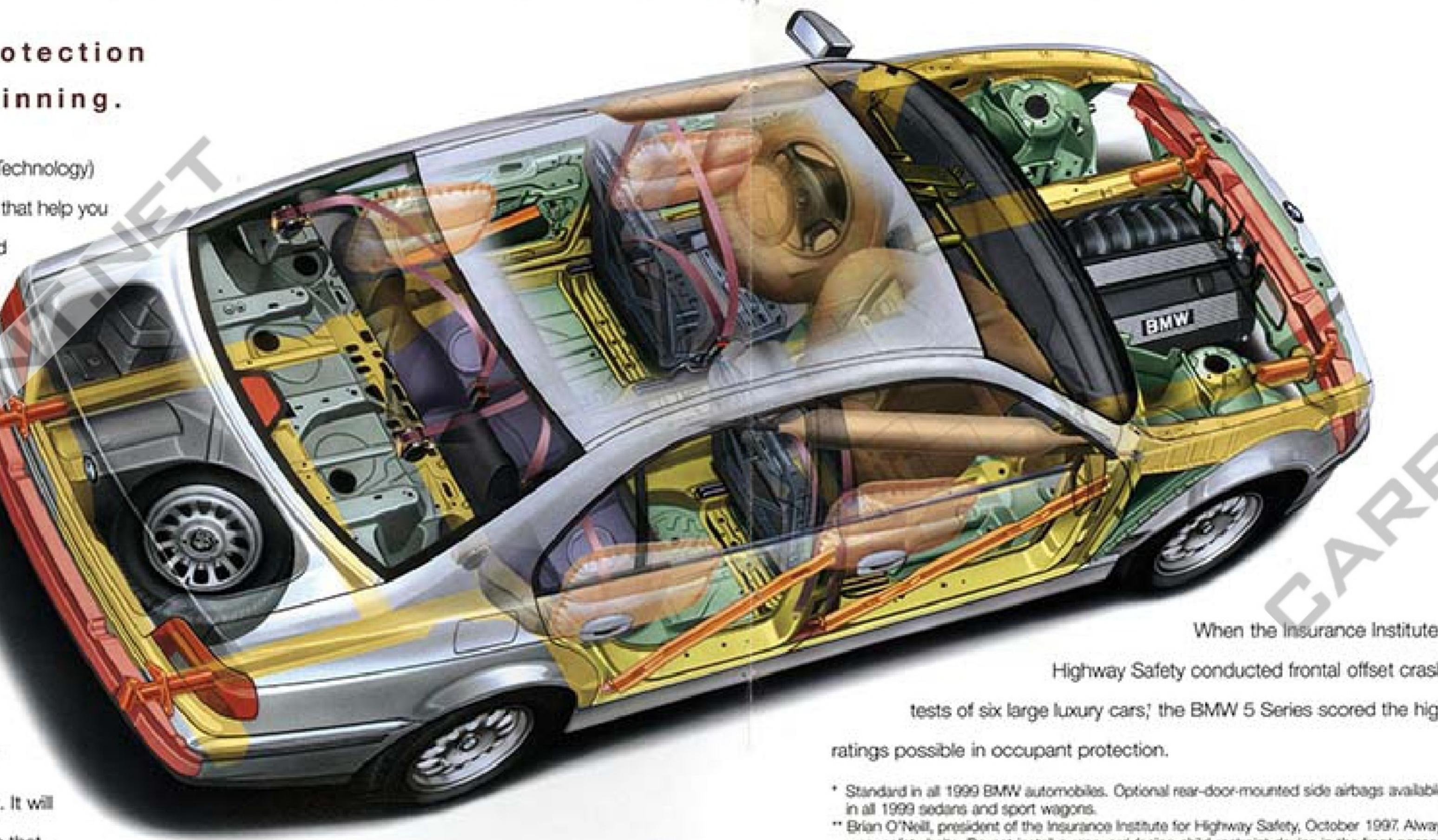


s a f e t y F . I . R . S . T .

A car's foremost responsibility

BMW's unique Head Protection System is just the beginning.

BMW's F.I.R.S.T. (Fully Integrated Road Safety Technology) combines active and passive safety technologies that help you avoid accidents, as well as help protect you and yours should one occur. The extremely rigid steel chassis, reinforced with highly stable pillars, roof supports and side-impact bars, forms a protective "safety cell" that routes impact energy around occupants. In case of a side impact, all 1999 BMWs include large-area, front-door-mounted side-impact airbags.* Additionally, all 1999 sedans and sport wagons include an innovative side-impact door anchoring system, as well as BMW's Head Protection System – the first in the automotive industry. "This new BMW head protection system is a clear advancement. It will save lives by preventing head injuries in crashes that, without this system, would be fatal."**



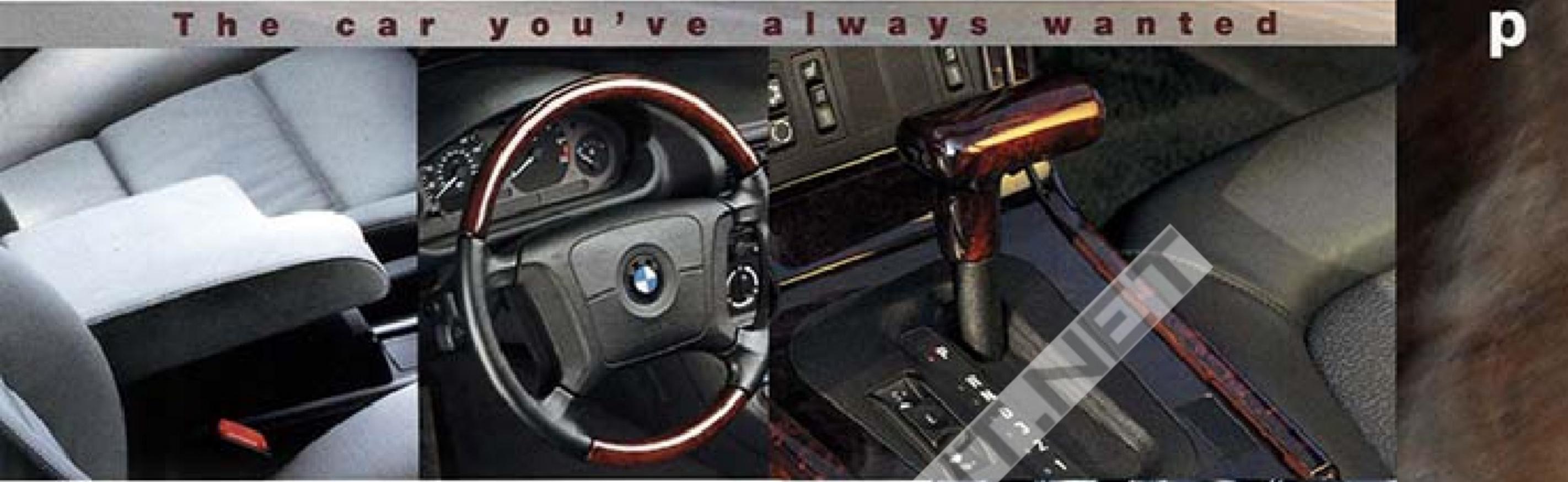
When the Insurance Institute for Highway Safety conducted frontal offset crash tests of six large luxury cars,* the BMW 5 Series scored the highest ratings possible in occupant protection.

- * Standard in all 1999 BMW automobiles. Optional rear-door-mounted side airbags available in all 1999 sedans and sport wagons.
- ** Brian O'Neill, president of the Insurance Institute for Highway Safety, October 1997. Always wear safety belts. Do not install a rearward-facing child-restraint device in the front passenger's seat. All children should always sit in the rear seat and use, depending on age, either an appropriate child restraint system or safety belts in the car.
- * Insurance Institute for Highway Safety, June 1997 tests of BMW 540i, Mercedes-Benz E Class, Lexus LS 400, Infiniti Q45, Lincoln Continental and Cadillac Seville.



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The car you've always wanted



Everyone has their own idea of the ultimate driving experience. That's why BMW offers such an extensive range of models and a wide selection of options and accessories. Create a dream car to suit your taste through your choice of colors, interior touches or exterior styling and option packages. You can accessorize your BMW to fit your active lifestyle, your wanderlust or your lust for performance. You can even wear your passion on your sleeve: BMW has a line of signature casual wear and exclusive gift items. For more details, visit our website at www.bmwusa.com.



personalized just for you





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 warrantied 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.*

* 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.



What better place to begin a love affair?



It may well be the best travel package around: ordering your new BMW from your local BMW center, and picking it up in Europe – while enjoying savings that just might pay for the trip! Explore Europe on your own schedule in one of the world's truly great cars, then bring it home as the ultimate souvenir. BMW's European Delivery Program invites you to enjoy a unique experience few other luxury import automobiles can offer. Choose the model, colors and options here, and be BMW's guest for lunch when you take delivery in Munich. BMW even provides 30 days of free premium road insurance,* customs duty and clearance. The fun and savings are now available through either lease or purchase. Contact your BMW center for details.

*Former Eastern bloc countries are excluded from insurance coverage.



e u r o p e a n d e l i v e r y



S p a r t a n b u r g

High performance gets a new home

As the birthplace of the world's Z3 and M roadsters and coupes, the Spartanburg, South Carolina manufacturing facility offers a unique experience. Visitors can follow cars through the entire assembly process as they are being built. Tour the Zentrum, a fascinating visitor center that includes a vintage car museum, theater, and gift shop. Work

is underway on a multimillion-dollar BMW Performance Center. When completed in mid-1999, this one-of-a-kind facility will provide the ultimate BMW experience. Highlights include a delivery center for all BMW cars and motorcycles and – starting early in 2000 – for BMW's new Sport Activity Vehicle. It will also boast an exciting driving school for those who elect to take delivery of their new BMW at the center, or for those who simply want to hone their driving skills. The one- and two-day professional courses will take place on the 1.7-mile course that simulates over 35 different driving experiences. So do something different on vacation: drive a new BMW on our incomparable course. It's a great adventure!

PRINT.NET



The dream is closer than you think

Buying or leasing a luxury performance BMW is a smart decision. BMWs are an exceptionally competitive value for cars of this quality, and can provide many years of safe, reliable, virtually trouble-free driving.

And it's as easy to own a BMW as it is to drive one. Retail or lease financing can be arranged to suit your personal or business needs through BMW Financial Services.*

Should you ever need it, you are only a toll-free phone call away from friendly

BMW service. BMW's Roadside Assistance Program** provides emergency assistance 24 hours a day, anywhere in the U.S., Canada and Puerto Rico. The program provides towing, lock-out

service, on-site assistance, and even custom computerized trip routing services. And, for a nominal fee, the BMW Service Card extends this service after the limited warranty for as long as you wish.

It's time to stop dreaming and start driving. We invite you to visit your authorized BMW center today, and discover that the rewards of driving a BMW pay off in many ways – both logical and emotional.



* Subject to credit approval.

** Services provided by Cross Country Motor Club, Inc., Boston, MA 02155, except in Alaska, California, Hawaii, Oregon, Wisconsin and Wyoming, where services are provided by Cross Country Motor Club of California, Inc., Boston, MA 02155. Benefits may vary to conform with the laws of your state.



BMW Financial Services

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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.



Visit our website at www.bmwusa.com

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The Ultimate Driving Machine®