

7½ FEET of Thrill-Packed DRIVING

in the Sensational



Isetta

(PRONOUNCED I-SETTA) '300'



from
\$1048

delivered near P.O.E. slightly higher inland and West Coast. (local and state taxes not included)

HERE'S ALL THE EXCITEMENT OF SPORT CAR DRIVING packed in a 7½ ft. powerhouse... The New BMW ISETTA "300"

You'll rocket over the highways and through traffic with the kicks you had driving your first car. And man, this is one car everybody's just got to stop and look at. 55 miles an hour... 60 full miles on a gallon of gas. No wonder dealers report... there's one sold every 10 minutes!

Parks anywhere you can name... takes the toughest driving you can dish out... and never needs repairs. Saves you up to \$40 a month on fuel alone.

COMPLETE SPARE PARTS SERVICE... Coast to Coast

BMW ISETTA "300"
first with these revolutionary features:

- ★ 60 MILES to a Gallon... regular gas
- ★ HEATER-DEFROSTER included
- ★ CONVERTIBLE SUN-TOP ROOF
- ★ Unobstructed 4-WAY VISION
- ★ SWING-AWAY STEERING WHEEL
- ★ 4-WHEELS... safest drive ever
- ★ AUXILIARY GAS TANK, never runs dry
- ★ 4-cycle AIR COOLED ENGINE
- ★ Rigid TUBULAR STEEL Frame
- ★ 55 MILES per Hour



BMW ISETTA "300" surrounded by record breaking crowds at its first public appearance in U.S.



Complete dealer parts and service coast-to-coast for owners of the new BMW ISETTA "300".



Thousands of BMW ISETTA "300" now being shipped to Atlantic ports to meet U.S. demands.

FOR DEALER NEAREST YOU... WRITE or WIRE

FADEX COMMERCIAL CORPORATION... Exclusive U. S. Distributors BMW ISETTA "300"

136 LIBERTY STREET, NEW YORK 6, N. Y.

Tel.: COrtlandt 7-7642

New York Showroom: 487 PARK AVE. at 59th ST., NEW YORK 22, N. Y.

West Coast District Office: 519 WEST 15th ST., LONG BEACH, CALIF.

Tel.: HEMLOCK 6-3224

SERVICE and PARTS... in NEW YORK, N. Y. 421 WEST 91st ST. ... in LONG BEACH, CAL., 519 WEST 15th ST.