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Now a new series introduced to America by one of the most famous names in European automobiles. The BMW 1800, 1800 TI Sport and 1500. From a 47-year tradition of craftsmanship, technical innovation and international racing success they combine performance values that make them "the most roadworthy cars in the world." Just two of the entirely new technical features are: a combination of McPherson type spring front axle together with longitudinal swinging rear wheels, and a 30° slanted suspension motor with overhead camshaft and inclined valves. Inspect the new BMW Series from every angle and you'll find a devotion to technical perfection and detailed craftsmanship that is unique in modern manufacture. So is the result. Superb European sports car performance perfectly matched to the rich comfort and detailing of any luxury car.

