

BMW thinks the best way to survive accidents is to avoid them.

BMW is a rugged automobile. At the Bavarian Motor Works in Germany, we've been building them that way for more than 50 years. We use heavy-gauge steel, and a unitized body. So if you should have an accident, you'd be as safe in a BMW as you would be in any car.

So much for safety, right? We don't think so. In fact, our idea is that the best way to deal with accidents is to stay clear of them altogether. And that's why we've made BMW's not only rugged, but nimble. To be exact, the most nimble car on the road.

We did this primarily in three ways. First, we developed a unique and truly remarkable suspension system. All four wheels are fully independent, and the back ones never change camber, no matter how rough the bumps. The result is phenomenal roadholding ability, unique to BMW. No other car in the world has this system.

Second, we designed the BMW to accelerate fast and to stop fast. With the four-speed gearbox or the famed ZF Automatic Transmission, it will attain speeds of over 100 m.p.h. with ease,

and the car has rally brakes. You go—or stop—as quickly as you need to.

Third, we made BMW steering light, instantly responsive, and precise.

So, if you're going to have an accident, we think you're better off in a BMW. That way, you may not have it at all.

Prices start at \$2,477 P.O.E. New York.

Sole U. S. Importer:
Hoffman Motors Corporation,
375 Park Avenue,
New York, N. Y.,
1862 S. La Cienega Blvd.,
Los Angeles, Calif.
Dealers, coast to coast.
Advantageous European
Delivery Program.
Write for free brochure.

