



## Good news travels fast.

At Germany's famed Bavarian Motor Works, we've been building fine cars for almost 50 years. But when we sent our newest BMW's out into the world, the results surprised even us.

Sales records were broken in France, in Sweden, in Italy, in England, as well as in Germany. BMW's entered—and won—race after race on road and track. In the U.S., automotive experts called BMW the best bargain of any imported car. Everywhere, the acceptance of these exciting new cars was overwhelming.

Why the enthusiasm? Because so many people who love cars have

responded to the BMW concept. This is an extremely fast, nimble car. A BMW will actually cruise at 100 mph, for as long as you want it to, thanks to its newly-designed short-stroke engine. Yet for all its high performance capabilities, the car isn't a bit fussy. One reason is that the engine's remarkable output is developed at a low piston speed that makes for a long, efficient operating life.

Roadability? Simply fantastic, due to a unique suspension that allows vertical wheel travel in excess of 7". Fully-independent on all four wheels, it has spring struts in front, semi-

trailing arms in rear and features a multi-jointed rear axle. You can't find the road a BMW won't hold.

At the same time, the new BMW is eminently practical. Beautifully and precisely made and finished, it costs surprisingly little to own and maintain.

Drop in on your BMW dealer and ask what all the shouting's about. His answer will be mighty quick.

Suggested retail prices start at \$2,597 P.O.E. New York. 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.

### Bavarian Motor Works

