



## A lot of cars are called sports sedans, but you have to drive a BMW to find out what it means.

We don't think "sports sedan" should merely be another term for a small car. Instead, we believe it should describe an all-out, high-performance road machine with a roomy, comfortable sedan body.

And that's exactly why our new BMW's have caused such excitement around the world. To begin with, they're *fast*. A BMW will actually cruise at 100 mph. High torque is developed by a short-stroke engine with hemispherical swirl-action combustion chambers. Piston speed is comparatively low, however, which reduces the load on all parts of the

power unit, considerably extending its operating life.

And when it comes to roadability, BMW really shines. The car has a unique, fully-independent suspension with spring struts in front, semi-trailing arms and a multi-jointed axle in the rear. Vertical wheel travel exceeds 7". The resultant roadholding is phenomenal. You can't name a sports car that has a better system.

At the same time, a BMW is an entirely practical car for your family. It handles and parks easily, is never fussy,

costs little to own and run.

At Germany's famed Bavarian Motor Works, where we've been turning out fine cars for nearly 50 years, that's what we mean by sports sedan. But visit your BMW dealer. You still have to drive one to really know, and what a pleasure that's going to be.

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**

