



# Why is the Bavarian Motor Works sending the 2500/2800 BMW's to America?

Because America asked us to. When we introduced the BMW 1600 a couple of years ago, and later the BMW 2002, we were filling a very special niche in the market. We were answering a demand for small, handy, high-performance, high-quality cars that simply did not exist before we built them.

The response was overwhelming. From the public and from the critics of the automotive press.

Now there's another need. For a larger car that combines the ultimate in passenger comfort with the brawn, dash, and incredible maneuverability of a BMW sports sedan.

To satisfy this demand, the Bavarian Motor Works introduces the revolutionary 6-cylinder BMW's. The new 2500's and 2800's are full-size, roomy,

with elegant styling and fine materials. Yet they're very fast, with amazing acceleration and cruising speeds up to 130 miles per hour. To cruise at such speeds is possible only because of BMW's famous road-holding ability. In Germany they have a saying: The BMW suspension is much faster than even the engine itself.

If all this sounds remarkable, it is. But when you consider the 50-year traditions of the Bavarian Motor Works, it's just what you might expect. After all, BMW has built engines from one cylinder to 24, we have set speed and endurance records in the air and on the water as well as on the ground. The first jet to fly carried our white-and-blue insignia, and so do the finest motorcycles on the road.

And now we invite you to test-drive our most outstanding achievement, the 6-cylinder BMW's. You'll find it hard to believe. But remember, America. You asked for it.

## SEE THE COMPLETE LINE OF EXCITING NEW BMW'S.

1600 2-door . . . . .	\$2727
2002 2-door* . . . . .	\$2982
2000 4-door* . . . . .	\$4140
2500 4-door* ** . . . . .	\$5284
2800 4-door* ** . . . . .	\$6284
2800 Coupe* ** . . . . .	\$7480

\*Available with automatic shift.

\*\*Available with power steering.

U.S. Importer: Hoffman Motors Corporation, 375 Park Avenue, New York, N.Y. 10022 S. LaCienega Blvd., Los Angeles, Calif. Dealers coast to coast.

## Bavarian Motor Works

