

DOES YOUR SPORTS SEDAN SYMBOLIZE INTELLIGENCE OR ADOLESCENCE?



The attention some car manufacturers lavish on decals and racing striping would seem to indicate they're more concerned with the semblance of performance than with its substance.

In the BMW 318i, however, high performance is not dependent on adornments designed to transport you back to your childhood.

It results instead from an electronically fuel-injected engine that's the basis for those BMW race engines now powering the front runners in both Formula One and Two racing. An engine which "now stands as the best 1800cc engine around" (Motor Trend).

It results from a fully independent suspension that's been the recipient of three generations of refinements, as well as praise like this: "Its handling and roadholding are magnificent" (Car and Driver).

And it results from an interior that's ergonomically engineered to keep the driver informed and alert. The instrumentation includes a fuel economy gauge and a Service Interval Indicator that actually evaluates how the car has been driven and calculates when routine service is due.

What's more, as a BMW matures, its performance on the road traditionally engenders substantial performance off the road. The NADA Used

Car Guide shows that 3-Series resale values have continually ranked among the highest in their class.

We invite you to visit your nearby BMW dealer for a test drive of the 318i. You'll find it's one of the few remaining ways a grown-up can be prudent and self-indulgent at the same time.



THE ULTIMATE DRIVING MACHINE.