For 55 consecutive years, one car company has continuously innovated and refined the technologies necessary to engineer true high-performance cars.

That company is the Bavarian Motor Works of Munich, Germany.

The BMW 5 Series offers two cars that exemplify this commitment to the fullest: The BMW 528e, and the new BMW 533i.

The BMW 528e
The difference between advanced ginnickery and advanced technology.

One of the ironies involved in buying a new car is that there really is no guarantee that the car will be genuinely new. Unused, yes. Unowned, yes.

But ultimately, a car's newness has more to do with the inventiveness of its technology than with the year in which it was built. And perhaps no car exemplifies this distinction more conclusively than the BMW 528e.

At the heart of the 528e is an E10 engine – a new generation of BMW engines designed to reconcile high efficiency with high performance.

The E10 is assisted in its task by the most advanced computer-driven engine-control system available. Various other electronic systems provide the driver with valuable information – such as outside temperature readings, fuel mileage figures, and the car's operational readiness. One system even informs the driver when service is warranted.

The 528e's innovations also find their way into such generally unexamined environments as beneath the hood and within wheel wells. There you will find innovations in front and rear suspension design that give the 528e the kind of precise road holding that is virtually unheard of in passenger cars – yet almost paradoxically provide a degree of riding comfort that befits a true luxury sedan.

All of which make the BMW 528e a rarity among expensive luxury sedans – a car that is chronologically new without being technologically old.

The BMW 533i: A magnificent consolation for those not licensed to drive Grand Prix race cars.

Every so often, a new car arrives upon our shores clearly destined to become a legend – a car whose performance represents a quantum leap over established benchmarks, suggesting new meaning for the word 'performance'.

The 533i is BMW's most recent candidate for such a distinction – a car whose suspension, recalibrated for this sportier ride, is equipped with a 3.5-liter fuel-injected engine that powers the famed BMW race cars that have dominated their class for a decade.

And the 533i's control results from a suspension that delivers the kind of road holding rarely experienced by anyone except racecar drivers.

It's a specialty tuned version of the 5-series suspension, recalibrated for this sportier ride.

The engine and suspension are complemented by an aerodynamically lean body that allows the 533i to slice through the air with slipper finesse.

In short, the BMW 533i is a legend, a car that blurs the distinction between passenger cars and all-out racing machines.

It does, however, have one highly regrettable drawback: Throughout 1984, only a relative handful of them will be brought to this continent.
The only form of interior decoration that ever made a luxury car perform better.

Open the hood of a 5-Series BMW, and you are confronted with a wealth of printed circuits and tri-hemispherical combustion chambers - the philosophy of BMW engineers. It is a philosophy predicated on the belief that there is nothing approaching the price of a luxury car so conclusively as the way it performs; and that a car that performs better, is more or less the net result of its underlying technology. Consequently, the higher the technology, the higher the performance.

Tapping an alternative source of energy: information.

Lately, digital electronics have become a predominant trend in automotive design, usually offered in such forms as digital speedometers and advanced computer-driven systems. At BMW, the benefits of computer and digital electronics are used to far greater advantage, to the benefit of the service of extraordinary performance. The 5-Series employs such a computer-driven system called Digital Motor Electronics (DME). Essentially, the function of DME is to gather up pertinent information from the engine, and throttle opening, air-fuel mixture and piston position. If it then analyzes this data, predicts what the engine's operating conditions will be in the next thousandth of a second, and adjusts fuel flow and ignition timing accordingly. At the same time, another component of the DME system - the Lambda sensor, located in the exhaust stream - takes control of fuel injection and exhaust gases' oxygen content. It helps this data back to the DME computer, resulting in even more precise control of both fuel injection and exhaust, and in turn, the Lambda sensor works in concert with a 5-way catalytic converter to control harmful exhaust emissions. The result is a most unlikely combination of efficiency and performance that meets the demands of the environment without ever violating the BMW concept of high performance.

The BMW On-Board Computer: Allowing the engineer to concentrate on more important matters. Such as driving.

The On-Board Computer (optional on the 528i) is designed to make the driver of some of the more routine tasks of driving, and to process, highly useful information that drives would otherwise have to calculate themselves. It can tell, for example, to programed circuitry, that the finish remains on the tank in theSelector and the fuel gauges remain operational when the car is parked.

The computer performs numerous other functions as well — such as warning of potential icing conditions — and even provides anti-theft protection.

The first known example of a car engine control computer.

Until now, timetables for routine automobile maintenance have all shared a common shortcoming: the number of miles a car is driven and not how the engine actually performs. By getting into the service of automobiles as a discerning element of process. That's where the new Service Indicator — a computer-governed system based on the continually unconsidered fact that different people drive differently. Electronic sensors located around the car monitor individual variations in driving habits and environments - such as temperature and engine speed, the number of cold starts, and miles driven by the car. The Service Indicator's computer then evaluates this data, and indicates when service is actually warranted.

The benefits are obvious. Because service is performed only when warranted, needless servicing is eliminated. And, conversely, service that is called for won't be delayed until a serious problem develops.

A well-informed driver is a better driver.

The BMW 5 Series also includes an Energy Control, which indicates your fuel consumption at any given moment — allowing you to better control your driving habits and increase fuel efficiency. And the Active Traction Control continuously monitors critical functional components in the automobile — and instantly warns you of any potential problems. Among the things it monitors are key lighting systems, coolant level, windshield washer level, and engine all level - even when the engine is running.

The car conventional wisdom decreed could not be built.

In the 528i, BMW offers a highly significant departure from conventional engine technology; the 6-cylinder, 2.7-liter Eta engine. With its 2700 cc, compromissed between efficiency and performance are no longer necessary.

Where the conventional engine accepts a loss of performance as a fair price to pay for fuel efficiency, the Eta engine does not. It actually develops higher torque (or power) at the speeds where the car is most often driven. Also, where convention dictates that an engine must run faster to be so responsive, the Eta actually runs slower than most conventional 6-cylinder engines of the same size.

And where conventional limits combustion efficiency by limiting compression ratios, the Eta's refined combustion-chamber design allows the use of more efficient, higher compression ratios. The result is the sort of paradox that confounds experts and delights BMW owners - a genuine high-performance luxury car that somehow manages to deliver fuel mileage that would be respectable in an economy car. This strange yet pleasing sensation you feel in a BMW is called the road.

Since road holding - driver control is largely a function of a car's suspension system, it stands to reason that a superior suspension system will give your better control. The BMW 5 Series suspension has been perfected on racecourses like the Nurburgring, where precision is crucial and agility and durability are more than just matters of technical specification.

It is fully independent on all four wheels: patented double-joint, McPherson strut, anti-roll geometry in front and semi-axle arms and coil springs in the rear. Also located in the rear is the most important innovation in rear suspension design in a generation - a suspension that delivers an almost paradoxical combination of precise road holding and riding comfort. All this puts a minimum amount of "unwelcome" weight on the wheels, and allows each wheel to adapt itself independently to every driving and road condition. With a smoothness and precision that will spoil you for any other car.

An interior designed for driving, not just sitting.

Traditionally the domain of the stylist, the interior of the BMW 5 Series is ergonomicengineered to the 5th degree.

There is virtually nothing that does not stack in some way contribute to comfort, convenience, security or efficiency. Every aspect of the interior, while luxurious and tastefully appointed, is purposefully directed toward making the driver an integral part of the car.

So successfully is the integration of man and machine achieved that when you drive a 5-Series BMW for the first time, you will experience an almost total absence of the car. A feeling which, if you're accustomed to conventional luxurious sedans, will be completely and pleasantly new to you.

A warranty engineered to perform like a BMW.

Cars engineered for this kind of performance deserve to be accompanied by a similarly engineered warranty. So every new BMW 528i and 533i is protected by a 3-year/36,000-mile limited warranty, along with a 6-year limited warranty on rust perforation. (See your BMW dealer for complete details).

Technical data (Summary)
BMW 528i/533i

Dimensions and Weights

Fuel tank capacity: approx. 16.6 U.S. gal. Including 1.6 U.S. gal. reserve.

528i: 3300 lb.
533i: 3300 lb.

Engine, Power.Transmission.


Engine capacity: 3.0L/180 cu.in.
Rated power: 190.0 hp at 5000 rpm
Max torque: 222 lb-ft at 4000 rpm
Transmission ratio: 3.1:1

Hydraulically actuated single-plate clutch, dual-disc brake with automatic adjustment. Optional automatic transmission. Fluid clutch with torque converter and control is standard.

Gearbox: Manual transmission 5-speed drive.

Acceleration: 0-50 mph in 11.5
0-100 mph in 31.8
0-200 mph in 31.8

Chassis and Brakes

Front-wheel suspension: independent with double-pivot strut, virtual control arm, wheel alignment offset, eccentrically mounted coil-springs, urethane bushings. Rear-wheel suspension: independent wheel suspension on semi-trailing arms (with bearing bushings), eccentric control of ride effect when accelerating. Spring struts with coil springs and rubber auxiliary springs, stabilizer bar.

Warranty applies exclusively to U.S. specification automobiles purchased from authorized BMW dealers only. All equipment and specifications subject to change without notice.