



NEWS FROM BMW · THE ULTIMATE DRIVING MACHINE

BMW AG





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FOR RELEASE: PM, Tuesday  
November 9, 1976

A successor to the legendary BMW 2002 -- the 320i -- and refinements to the widely acclaimed BMW 530i, highlight the 1977 line of dynamic BMW sports sedans.

The new 320i represents an evolutionary step in the BMW line. The famous 2002 series made its American debut in 1967 as the BMW 1600, and soon it and subsequent versions became modern classics. Combining the attributes of a sports car with the practicality of a compact two-door sedan, the 2002 set the standard for sport sedans.

BMW's exciting new 320i brings the technology and engineering of the seventies to the unique category of sports sedans. The entirely new body shell, with new styling that features the classic BMW twin grille accented by the hoodline, provides increased interior room with a vastly improved heating and ventilating system.

Refinements to the race-proven suspension of the 2002 models

make the 320i a better riding and better handling car than its highly regarded predecessor. Subtle revisions and increased wheel travel account for the simultaneous improvement in both areas.





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BMW's silky two-liter (1900cc or 121.3 cu. in.) four-cylinder engine powers the 320i and uses the advanced Bosch K-Jetronic fuel injection. The Bosch K-Jetronic fuel injection determines the precise amount of fuel needed. Then hemispheric, swirl-action combustion chambers -- enlarged for more efficient combustion -- fan the fuel-air mixture so completely that the combustion process of the 320i requires no catalytic converter to meet government emission standards. The 320i engine produces 110hp (105hp in California).

Rack and pinion steering makes its debut in a modern BMW on the 320i and features a combination of increased road feel and decreased steering effort for precise control. Steel-belted radial ply tires, styled steel wheels, and power brakes (ventilated disc front, drum rear) are standard on every 320i.

Transmissions on the 320i include the standard four-speed manual for those drivers who appreciate a fine manual gearbox and an entirely new three-speed automatic as an option.

For 1977 the BMW 530i four-door sedan, which has set new standards in a sports/luxury automobile since its spring 1975 introduction, features tasteful refinements to the concept it so proudly embodies.

The 530i now has immediate family resemblance with a redesigned hood accenting the famous twin grille trademark of BMW. A new Luxus option group will enable the 530i owner to specify an interior with genuine leather seats and electrically operated windows and





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sunroof. Light alloy 6J x 14 wheels round out the Luxus group. Air conditioning, power brakes and power steering are standard on all 530i's.

The turbine-smooth, three-liter (2986cc or 182 cu. in.) six-cylinder engine with electronic fuel injection continues in the 530i, again with a choice of four-speed manual or three-speed automatic transmission.

In 1977 the 530i sedan maintains the same qualities that led it to be called, "the best sports sedan in the world" by Road & Track magazine in 1975.

Like all BMW's, the 320i and the 530i are designed to be ultra-responsive in all driving situations. The lively engines, sophisticated suspension and precise steering and braking systems combine to make driving an exhilarating experience and give the driver exceptional control in tight situations.

All BMW models for 1977 operate without a catalytic converter and run on regular or unleaded gasoline. EPA city/highway fuel economy ratings for the 320i are 20/29, and 15/23 for the 530i.

Old world craftsmanship and modern technology come together brilliantly in the new BMW 320i and the heralded 530i, two sports sedans of uncompromised performance and quality.





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How do you replace a legend? It has taken BMW nine years to develop a successor to the popular BMW 2002 series, a landmark car that almost single handedly created the modern class of compact sports sedans.

The new BMW 320i is an evolutionary step from the BMW 2002. Retaining all the features and spirit that made the 2002 such a remarkable machine and overwhelming success, the 320i elaborates and refines the sports sedan concept.

Visually apparent is the entirely new two-door body shell, engineered for greater safety and convenience. It still looks every inch a BMW with a timeless style that wears its age well and speaks of function and not fad. The classic BMW twin grille has been accented by a raised hood section while the new quad-headlight arrangement immediately sets it apart from the 2002.

The new body maintains the same jaunty spirit of the 2002 with increased visibility, trunk room and interior space. The new roof line is not only stronger but features more glass area and increased rear seat headroom.





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Under the distinctive hood of the 320i is the famous two-liter (1900cc or 121.3 cu. in.) four-cylinder engine that has become the basis for a popular and winning Formula II race engine in Europe.

The Bosch K-Jetronic fuel injection determines the precise amount of fuel needed. Then hemispheric, swirl-action combustion chambers -- enlarged for more efficient combustion -- fan the fuel-air mixture so completely that the combustion process of the 320i requires no catalytic converter to meet government emission standards. The fuel-injected motor turns out 110hp (105hp in California) for spirited performance and excellent gas economy. The EPA rating for the 320i is 20 in city driving and 29 in highway driving conditions. Perhaps even more remarkable than its performance or economy is the incredible smoothness of the four-cylinder engine, so vibration free that it puts engines with twice as many cylinders to shame.

With only modest increases in length and width, the 320i provides comfortable accommodations for four adult passengers, especially in the rear seat where some cars offer minimal room. Trunk capacity of the 320i is a generous 16.2 cubic feet.

A new heating and ventilating system complements the all new interior. In-dash air vents are individually controlled by the occupants for amount and direction of air flow. A new high-capacity heater and quieter fan mean greater comfort and less interior noise.

Engineered to serve the needs of the driver, the new dashboard features highly legible white-on-black instruments that are in full





NEWS FROM BMW • THE ULTIMATE DRIVING MACHINE

view of the driver at all times. All auxiliary controls are within easy reach of the driver with column-mounted stalks operating the lights and windshield wipers/washers. Heater and radio controls are mounted on the right-hand portion of the dash, which is angled 15 degrees toward the driver. A non-glare orange light illuminates the instruments and controls at night.

For interior storage, a handy console is located between the front seats, while the glovebox under the dash is positively gigantic.

Because BMW drivers traditionally have an unabashed affection for driving, the suspension system of the 320i features a refined version of that found on the race and rally proven 2002 series.

Fully independent front suspension uses a revised version of the MacPherson strut suspension found on all BMW automobiles. The new system allows greater wheel travel for a better ride and now incorporates the stabilizer bar as an integral part of the front suspension for better handling.

In the rear, suspension revisions have increased the rear-wheel travel and in conjunction with stiffer springs, simultaneously provide a better ride and better handling. The 320i continues where the 2002 left off as the standard in sweet handling compact sedans.

Because of the outstanding performance level of the 320i, the brakes have been upgraded in several areas. The power-assisted front disc brakes are now larger (10 in. in diameter) and are ventilated for greater fade resistance. The rear drum brakes are also larger, and a proportioning valve is incorporated in the system





NEWS FROM BMW • THE ULTIMATE DRIVING MACHINE

for equal front and rear performance under braking.

Steel-belted radial ply tires mounted on styled steel road wheels come on every 320i, with attractive, lightweight alloy wheels available as an option.

Rack and pinion steering, long common on race cars because of its superb road feel, was designed into the new 320i and gives increased road feel along with decreased steering effort.

For the 320i driver who appreciates a fine gearbox, a four-speed manual transmission is standard while a newly designed three-speed automatic transmission is available as an option.

An appreciated touch -- and long a feature on BMW's most expensive models -- is the standard tool kit mounted on the underside of the trunk lid where it's easily accessible even if the trunk is fully loaded.

For the discriminating 320i owner who wants to capitalize on the sports car characteristics of the car, a Sports Group is optionally available. It features alloy wheels, race-type Recaro bucket seats in front, and a BMW Sport steering wheel.

From the very beginning, the BMW 320i was designed to have the highest accident avoidance quotient possible. Computer-designed crush zones on both ends of the stiff center chassis help absorb impact when an accident simply cannot be avoided.

In all, the new BMW 320i is a remarkable combination of a quality compact sedan with the handling and performance characteristics of a sports car.

The 320i. Successor to a legend.





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Widely acclaimed as one of the best sports sedans in the world at its spring 1975 introduction, the BMW 530i four-door sedan returns in 1977 with two subtle refinements. The car has been enhanced with a modest restyling of the front and rear end, and there is a new optional luxury interior group.

The new raised center section of the hood highlights the famous twin grilles of BMW and gives the 530i an immediately recognizable frontal design now common with all BMW models.

In the rear, new taillight lenses and a discreet chrome strip just above the bumper distinguish the '77 530i. The fuel filler has been moved to the right rear fender.

The 530i's aerodynamic body, with a low beltline and generous amount of glass area, continues unchanged, giving the driver and passengers an unusually large panorama. The spacious trunk holds over 21 cu. ft. of luggage.

Inside, the 530i remains one of the most inviting driver's automobiles

in the world. The driver will find large, easy to read white-on-black instruments grouped directly in front, illuminated





NEWS FROM BMW • THE ULTIMATE DRIVING MACHINE

at night by an optically beneficial orange light.

All controls have been placed within easy reach with column-mounted stalks operating the lights and windshield wipers/washers. Ergonomically correct, the 530i driver will find the controls and driving position to be both comfortable and inspiring.

The individual front seats were redesigned last year for greater comfort and support and continue with the popular manual six-way adjustment. Combined with a steering wheel that moves in and out, virtually any driver can find a compatible driving position, a feature especially designed for the BMW driver who appreciates the dynamic handling properties of the 530i.

A new Luxus option package enables the 530i owner to specify an even more luxurious interior that features genuine leather seats along with electrically operated windows and sunroof. Choosing the Luxus option does nothing to lower the sports sedan capabilities of the 530i, but provides the occupants with a new level of luxury and convenience.

A fully-independent suspension system assures that the 530i retains its composure at all times, no matter how hard it is pressed. The 530i suspension has the impressive ability to combine a smooth ride with outstanding roadholding characteristics. Its precise and predictable handling has endeared the 530i to those who demand a roomy sedan that handles like a modern GT car.

Powering the 530i is the turbine-like six-cylinder engine for which BMW has become famous. Three liters (2986cc or 182 cu in.)





NEWS FROM BMW • THE ULTIMATE DRIVING MACHINE

in displacement and producing 176hp, the single overhead-cam engine features electronic fuel injection for lively performance, good fuel economy, and an exhaust so clean that a catalytic converter is unnecessary.

For the driver who personally likes to choose his gears, a four-speed manual transmission is standard. For those who don't, a smooth-shifting automatic transmission is optional.

An impressive array of equipment is standard on every BMW 530i, including power steering and brakes, tinted glass, air conditioning, and the exclusive drop-down tool kit attached to the underside of the trunk lid.

Still every inch a driver's car and a sedan made for those who delight in the pleasures of motoring, the "best sports sedan in the world" (according to Road & Track) is refined for 1977.





## BMW 320i

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MANUFACTURER: Bayerische Motoren Werke AG  
Munich, Germany

IMPORTER: BMW of North America, Inc.  
Montvale, New Jersey 07645  
201/573-9450

VEHICLE TYPE: Front-engine, rear wheel-drive, 4-passenger, 2-door sedan

### GENERAL:

Curb weight, lbs.-----2,650  
Wheelbase, in.-----100.9  
Track, front/rear-----54.57/55.08 inches  
Length-----177.48  
Width-----63.4  
Height-----54.3  
Fuel capacity, U.S. gal.-----15.9

### CHASSIS & BODY:

Body/Frame-----Integral  
Brake System-----10.04 inch ventilated discs front/  
9.84 x 1.57 inch drums rear with vacuum  
servo assist  
Wheels-----5½J x 13 steel sport wheels  
Tires-----185/70 HR 13 steel belted radial  
Steering type-----Rack & pinion  
Turns, lock-to-lock-----4.05  
Suspension, front/rear-----MacPherson strut with lower wishbones,  
coil springs, tube shocks, anti-roll bar front/  
Mac Pherson strut, semi-trailing arms, coil  
springs, tube shocks, anti-roll bar rear.

### ENGINE & DRIVETRAIN:

Type-----SOHC, 4-cylinder, inline  
Bore x Stroke mm.-----89 x 80  
Displacement, cc/cu. in.-----1990/121.3  
Compression Ratio-----8.1:1  
Bhp @ rpm, net-----110 @ 5800 (CALIF: 105 @ 5800)  
Torque @ rpm, lb-ft.-----112 @ 3750 (CALIF: 108.5 @ 3750)  
Fuel Requirement-----87 AKI, 91 RON  
Transmission-----4-speed manual; 3-speed automatic  
Gear Ratios  
1st-----3.764:1 2.478:1  
2nd-----2.022:1 1.478:1  
3rd-----1.320:1 1.0 :1  
4th-----1.0 :1  
Final Drive Ratio-----3.64:1  
Fuel supply-----Bosch K-Jetronic fuel injection





## BMW 530i

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MANUFACTURER: Bayerische Motoren Werke AG  
Munich, Germany

IMPORTER: BMW of North America, Inc.  
Montvale, New Jersey 07645  
201/573-9450

VEHICLE TYPE: Front-engine, rear wheel-drive, 5-passenger, 4-door sedan

### GENERAL:

Curb weight, lbs.	3,440
Wheelbase, in.	103.8
Track, front/rear	55.9/57.5
Length	190.0
Width	67.2
Height	55.9
Fuel capacity, U.S. gal.	16.5

### CHASSIS & BODY:

Body/Frame	Integral
Brake System	11.0 inch ventilated discs front/10.7 inch vented discs rear with vacuum servo assist
Wheels	6J x 14 steel sport wheels
Tires	195/70 HR 14 steel belted radial
Steering type	Recirculating ball
Turns, lock-to-lock	4.62
Suspension, front/rear	MacPherson strut with lower wishbones, coil springs, tube shocks, anti-roll bar front/MacPherson strut, semi-trailing arms, coil springs, tube shocks, anti-roll bar rear.

### ENGINE & DRIVETRAIN:

Type	SOHC, 6-cylinder, inline	
Bore x Stroke mm.	89 x 80	
Displacement, cc/cu. in.	2986/182.2	
Compression Ratio	8.1:1	
Bhp @ rpm, net	176 @ 5500	
Torque @ rpm, lb-ft.	185 @ 4500	
Fuel Requirement	87 AKI, 91 RON	
Transmission	4-speed manual; 3-speed automatic	
Gear Ratios		
1st	3.855:1	2.478:1
2nd	2.203:1	1.478:1
3rd	1.402:1	1.0 :1
4th	1.0 :1	
Final Drive Ratio	3.45:1	
Fuel supply	Bosch L-Jetronic fuel injection	





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### BMW 1977 MODEL YEAR

### SUGGESTED RETAIL PRICES

	<u>320i</u>	<u>530i</u>
Base Price P.O.E.	\$7,775	\$12,495
Automatic Transmission	320	395
Air Conditioning	550	STD.
Metallic Paint	255	325
Manual Sunroof	310	370
Recaro Sport Seats	300	N/A
Sport Steering Wheel	40	N/A
Light Alloy Rims	225	
Luxus Group: electric sunroof, electric windows, light alloy rims, leather upholstery	N/A	1,550
Dealer Preparation	150	150







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## BMW 1977 MODEL YEAR

### STANDARD EQUIPMENT

#### 320i

Tinted glass

Steel belted radial tires

Torsion bar stabilizers

Electric tachometer

Electric r/window defroster

Quartz clock

Pop out rear windows

Tool kit

#### 530i

Tinted glass

Steel belted radial tires

Torsion bar stabilizers

Electric tachometer

Electric r/window defroster

Quartz clock

Deluxe tool kit

Air Conditioning

Power steering

Electric outside rear view mirror

NOTE: Prices do not include inland transportation, state and local taxes. All prices and specifications are subject to change without notice. Base prices are for East and Gulf Coast ports of entry. West Coast ports of entry \$100 more.

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