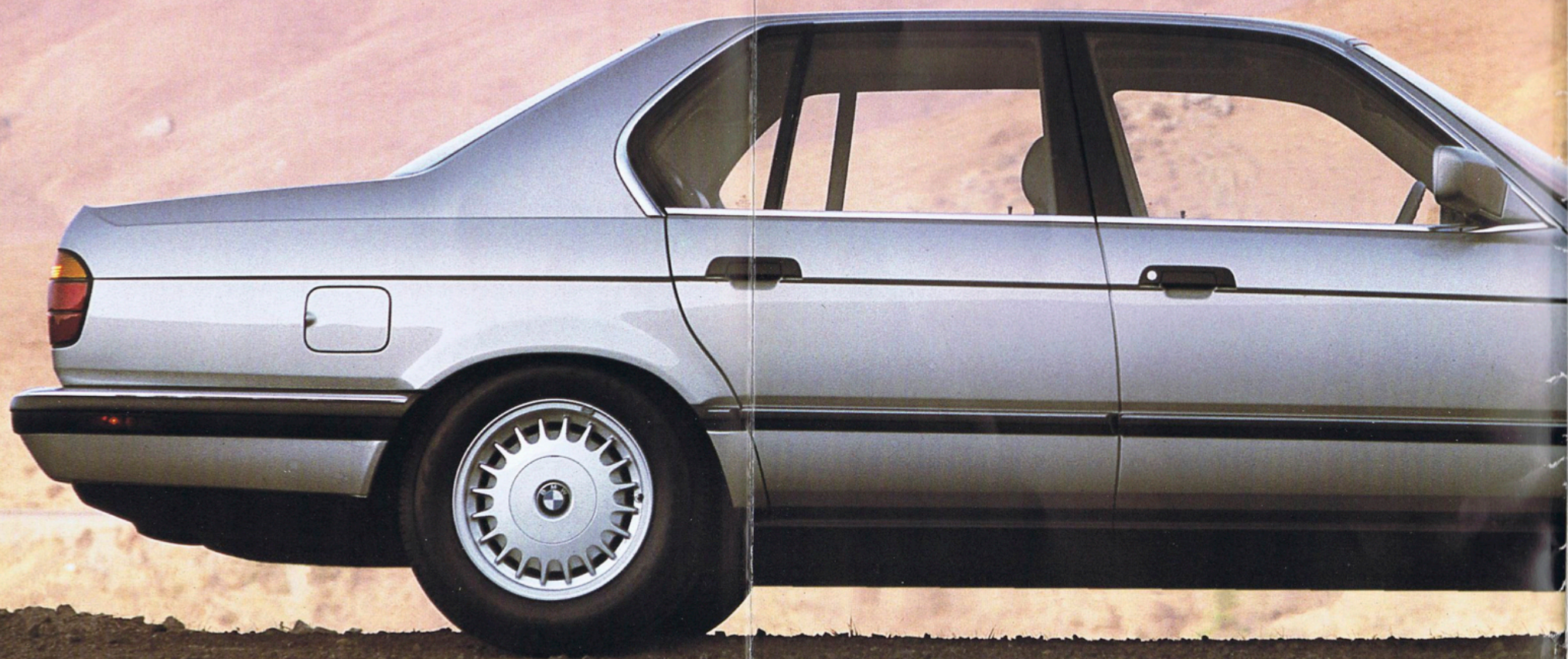


735i





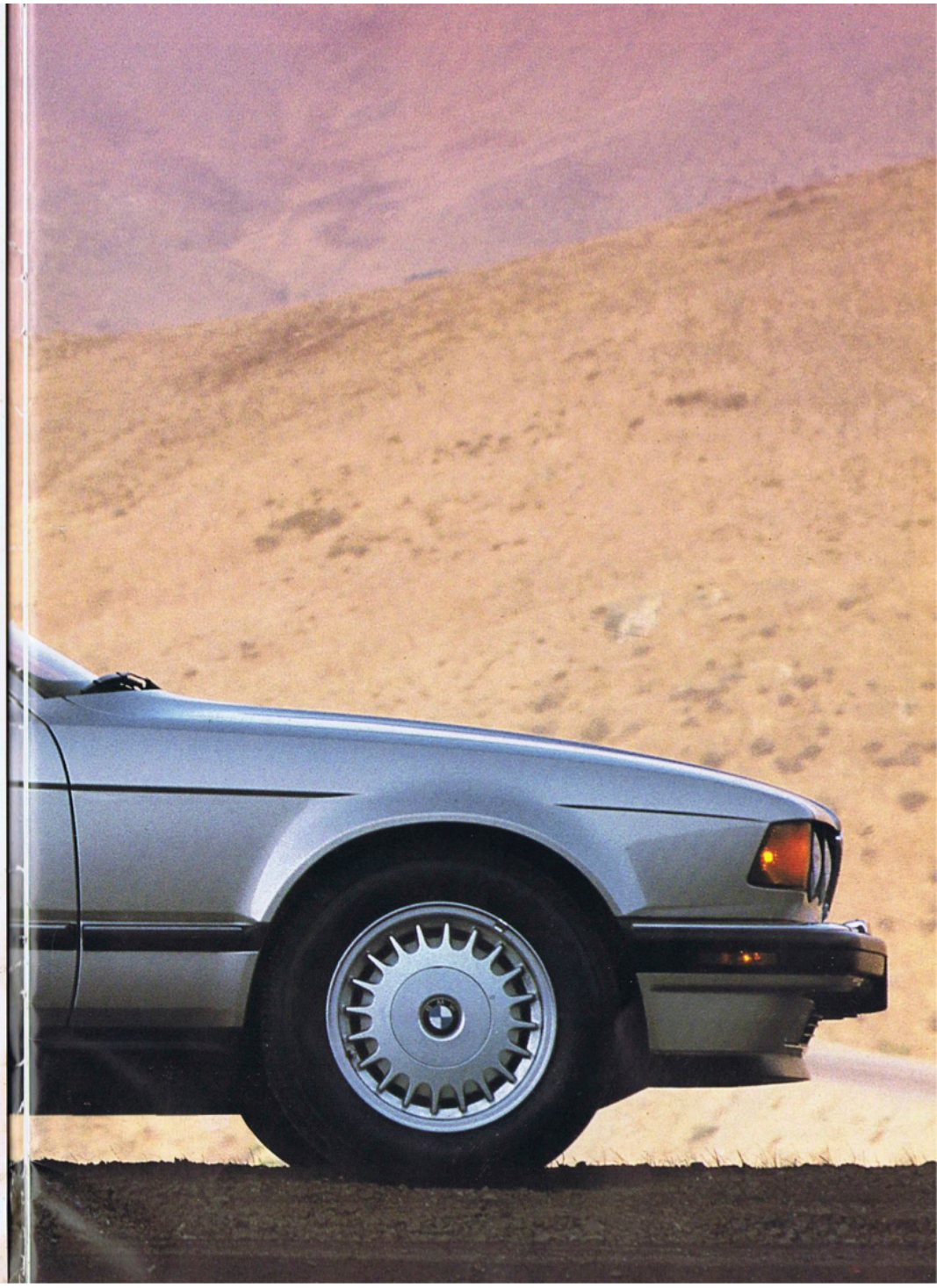
A car whose impact will be measured in decades, not years.

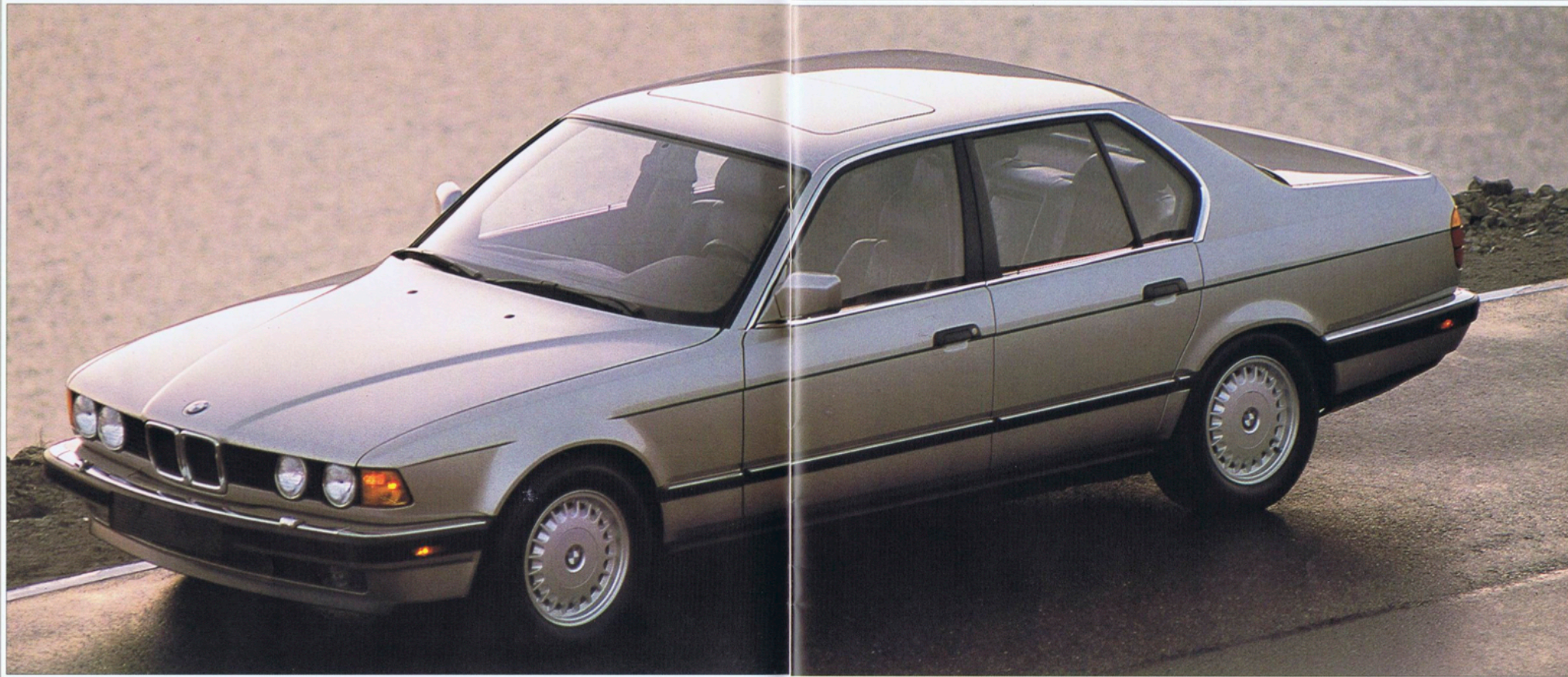
The BMW 735i redefines the concept of luxury motoring. It presents a benchmark against which the automobile industry will gauge its progress well into the next century.

This remarkable automobile is, in every aspect of performance, comfort and reliability, the most advanced BMW — if not the most advanced passenger car — ever built. Although many of its features have no precedent on road-going vehicles, it disdains to be called "revolutionary".

The 735i steadfastly maintains the outstanding hereditary trait of its BMW ancestors. A tactile fusing of driver to machine to road. As with every BMW that preceded it, the 735i is the product of a heritage unduplicated by any other car company. For six decades, BMW's sole priority has been the creation of a unique breed of automobile. Cars conceived to achieve a single-minded purpose: the perpetuation of sheer joy of driving.

For BMW maintains an overview contrary to that of less impassioned carmakers. The person who has attained the station at which he can afford commensurate comforts need not surrender the pleasures of participation. The BMW owner does not ride. He drives. And with the BMW 735i, as you shall discover, that drive renders obsolete all previous definitions of the term.





The style of a new age.

From the initial design concept through to the first car rolling off the production line has taken something over 7 years. Over 7 years' development and planning. Testing and improving. And then continuously and meticulously refining.

These external features on their own already offer you a clue to the underlying concept. Greater elegance, greater performance, greater safety and at the same time significantly greater comfort.

The striking low-profile grill, the flowing, rounded edges, the gently

rising waistline . . . elegance.

The redesigned 6-cylinder power plant with the unique third generation DME system . . . performance.

Side windows protected against the worst of the elements by an ingenious water-channeling and wind flow system . . . safety.

The path of perfect opposites. It takes only a glance to realize how many endless hours have

The safety of a car starts with the rigidity of the bodyshell.

been spent in unusually rigorous wind tunnel testing.

For instance, sacrificing rain channels in the name of reduced wind resistance doesn't make sense to us, if it means that the upholstery receives a soaking every time you open the door in the rain.

And even the most flattering front-to-rear aerodynamics can't be right if stability in crosswinds

leaves something to be desired.

So road tests must also take lateral forces into account.

And we've done that so frequently over the past 7 years that the new 735i can now boast exceptional crosswind stability as well as an excellent drag coefficient. A word or two on the streamlining of the front end: in technical terms, it has a negative rake,

it is slightly inclined to the front. Contrary to popular belief, however, this does not increase the drag factor. But it does substantially improve air flow to the radiator. With a cd of 0.32, the 735i is among the very best in its class.

The safety of a car starts with the rigidity of the bodyshell. In addition to conventional



The rain-diverting efficiency of the raised central area has been further optimized.

Raised rear with integral spoiler. A must for better road-holding and drag coefficient.

measures, such as amply proportioned pillars and supports in all door areas, together with exceptionally strong locks and hinges, we have refined the front crumple zone, so that it deforms progres-

**How to improve quality
by leaving things out.**

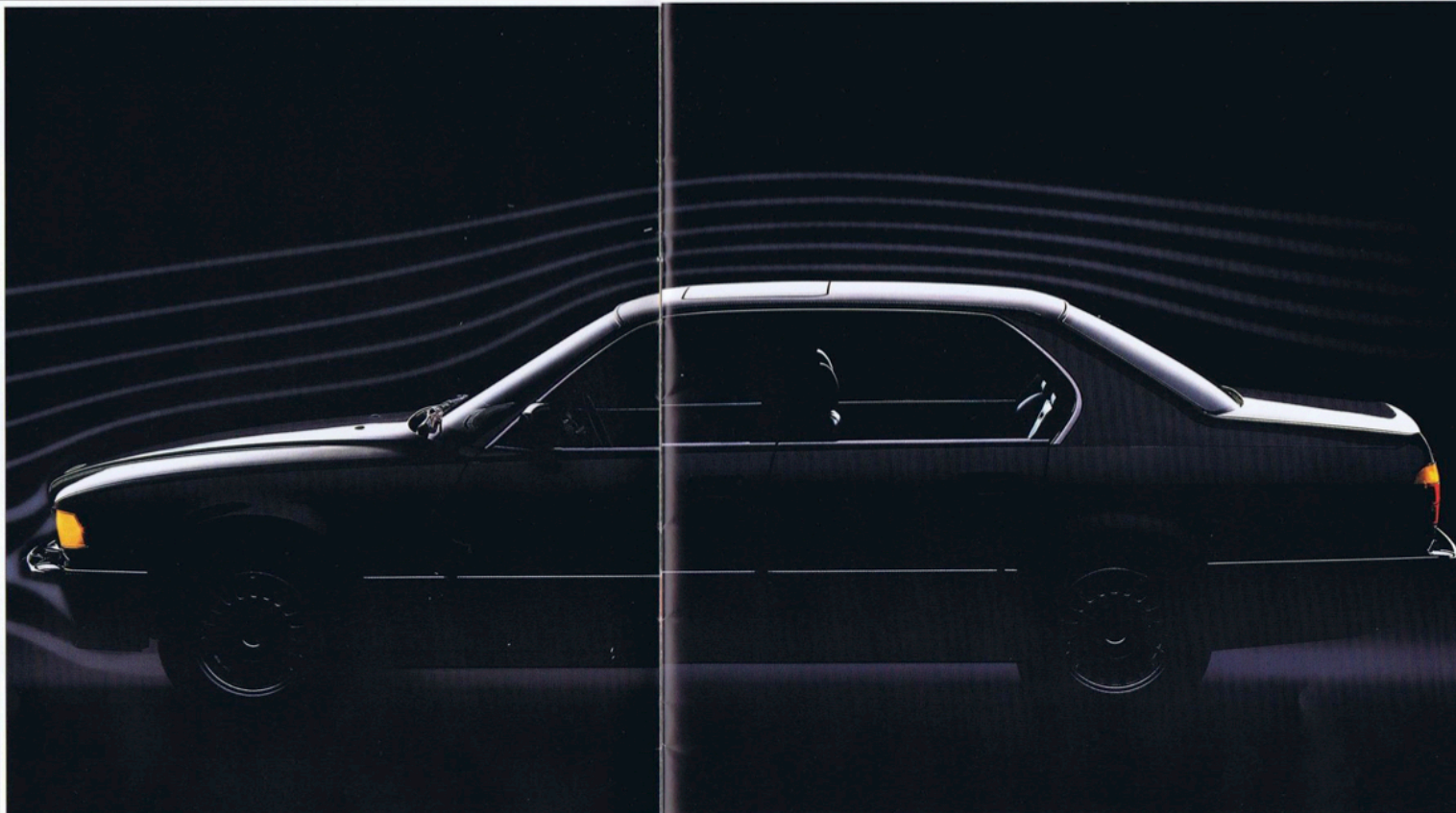
sively and predictably in a collision, absorbing the impact energy evenly and uniformly.

Since this system protects the car's load-bearing components, it should also help to save repair costs.

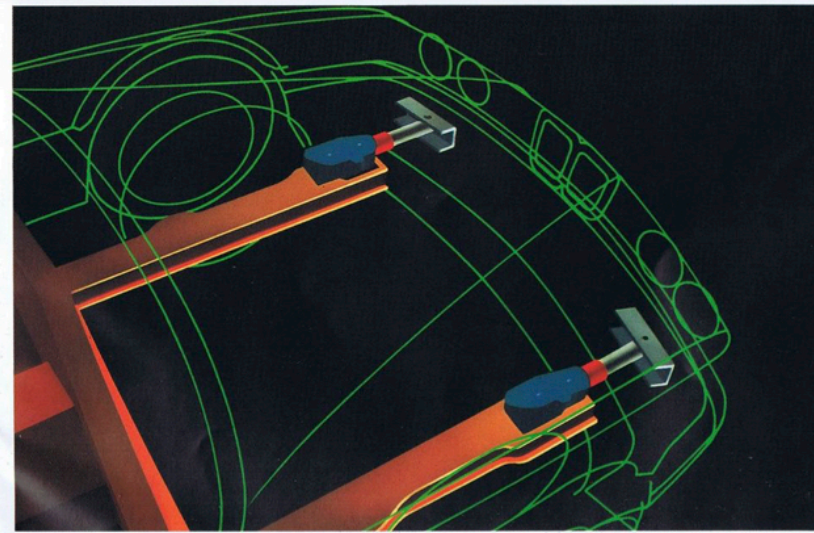
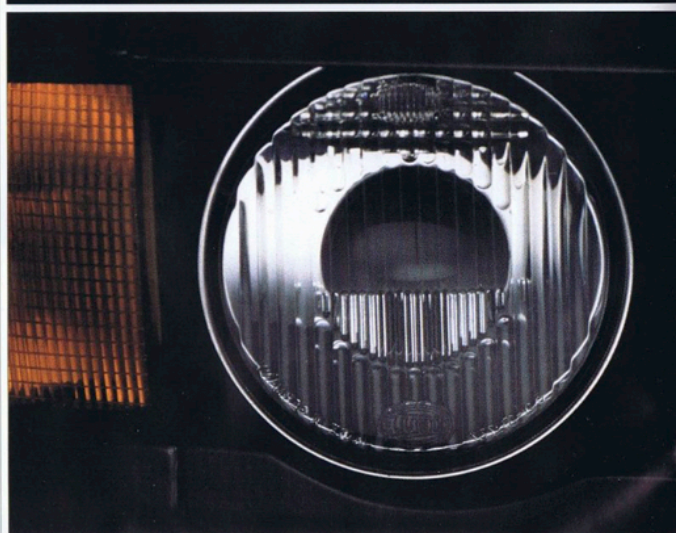
Constructing several body sections in one large pressing greatly increases production precision. (We've reduced the number of separate parts by 18%.) This has then allowed us to reduce the number of spot and seam welds (down by 30%). And this in turn considerably reduces the risk of corrosion.

Eliminating potential problem areas, zinc-plating exposed parts, designing smooth body panels without any corners that can act as moisture traps: that's the kind of attention to detail that makes for long-lasting quality.

Ellipsoid low beam and foglamp technology. Greatly superior to conventional solutions. An optical system comprising lens, screen, reflector and covering glass, thus producing a low beam of a precision that cannot be matched by conventional alternatives, giving a longer and wider field of vision without blinding oncoming traffic. And without glare caused by reflections of fog, rain or falling snow.



All-round air flow improvement. For greater economy, reduced lift, high crosswind stability and a smooth air flow pattern.



The new safety system. More protection for driver and passengers. More protection for the bodywork. A vital component of the front crumple zone that deforms progressively, absorbing the impact energy uniformly and evenly.

Always a world apart.

For BMW, perfecting a power plant means continuously refining and improving every last detail. Testing and double-checking every single component again and again.

The net result is an even better inline, 6-cylinder power plant. It has a combustion chamber and piston head configuration that gives added power and higher torque, while still providing impressive fuel economy.*

Driving comfort is improved by hydraulic bearings instead of conventional rubber mounts. For optimum efficiency in absorbing vibrations otherwise conveyed to the body.

BMW was the world's first automobile manufacturer to introduce electronic engine control, and the inline six features an electronic management system which must be unique in the world in terms of its precision and number of functions. It's Motronic III, BMW's 3rd generation Digital Motor Electronics.

A special cold-start control measures the starting fuel mix, for example, much more exactly, increasing starting reliability and reducing fuel consumption.

It can even recognize a repeated cold start and react accordingly by altering the values. The mixture is made leaner so that the engine will fire more readily. Incorporating a wide range of sensors, Motronic III obtains all the

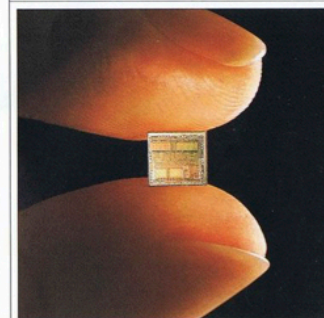
essential data from the engine, ancillary units and the environment.

Engine speed, road speed and throttle position are just a few of the factors that are calculated against other data such as outside temperature changes and air supply.

Motronic III can regulate the idle speed of an engine with absolute precision throughout its life, because it knows what stress has been put on it, and how friction losses have altered. It detects and memorizes malfunctions for immediate retrieval at the service station: On-board diagnosis for quick and cost-efficient repair.

* EPA estimates [14] mpg, 19 mpg highway (autom. trans.); 15 mpg, 22 mpg highway (5-speed).

Figures are for comparison only. Your actual mileage may vary, depending on speed, weather and trip length; actual highway mileage will most likely be lower.



Motronic III. 3rd generation Digital Motor Electronics. More functions with

50% fewer components: In total, a sum of functions unique in any car.



The perfect excuse to enjoy every turn of the road.



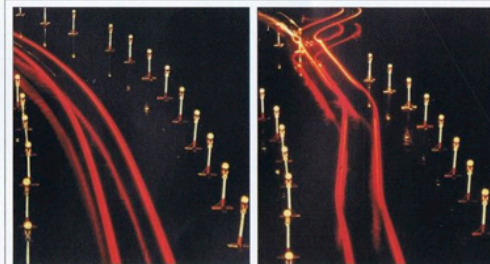
In a BMW the power plant and suspension form one integral unit, with each complementing the other perfectly. You could even say they improve each other. The precision-arm suspension converts the power of the engine into genuine road performance in a quite inimitable way.

The semi-trailing arm rear axle with its exceptionally rigid trailing arms has been so finely tuned to the double-pivot McPherson strut front axle that together they create one single mechanical unit.

Two further factors are crucial to the superior handling of an

automobile: the sophisticated design of the front and rear axle and their efficient interaction. Completely new, road-speed-related power steering (Servotronic),

twin-sleeve, gas-filled shock absorbers, and low-profile tires complete the precise not to say sporty chassis/suspension set-up. A car's handling is also deter-



With ABS you can apply the brakes, even through turns, without the wheels locking, so that you may avoid skidding caused by braking and have a better chance to steer your way out of a difficult situation.

SUSPENSION

mined by the load on both the front and rear axles.

Together with the longer wheelbase we've reduced the weight of the manual gearbox, for example, by 10.6 lbs to make the car lighter at the front. And we've moved the battery to the back beneath the seats to increase weight at the rear. The numerous adjustments have resulted in something approaching a small sensation: a distinctly higher rear unladen axle weight. And, as a

result, an axle load ratio of 49% at the front and 51% at the rear. It's a step that on the surface may seem small, but it's one with far-reaching effects. Bad weather handling

Tuning the suspension is a question of precision.

behavior is now noticeably improved and so is acceleration on slippery surfaces. Equally, the car's

reactions are virtually unaffected by changes in load (i.e., releasing the accelerator).

The 4-speed automatic transmission with electronic/hydraulic control lets you choose whether you want the emphasis on economical motoring or whether you're in the mood for something a little sportier. And you can also enjoy individual gear selection. This, for instance, allows you to start off in third gear on slippery surfaces where added grip is a necessity.

SUSPENSION

pull up suddenly.

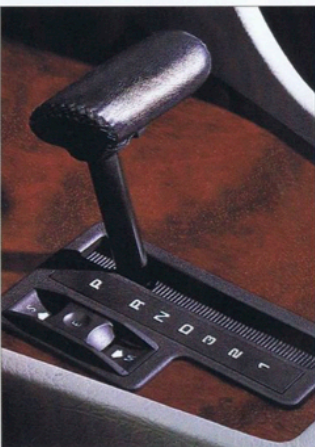
Unfortunately, that's how it goes sometimes. And that's exactly when the new 735i's disc brakes come into their own. Brakes that are purpose-matched to deal with the performance: swing-caliper disc brakes fore and aft, with bigger brake cylinders and thicker discs made from new heat-resistant materials and with asbestos-free pads.

Added to that, the standard ABS anti-lock brake system

features an improved, dash-mounted warning light.



The optimized 5-speed manual gearbox with short stick travel and superior shift accuracy.



The 4-speed automatic transmission with electronic/hydraulic control, including 3 direct gear change programs:
E = Economy,
S = Sport,
M = Manual (e.g., slip into third to take off with greater traction on a slippery road.)





A purposeful dialog between man and machine.



The cockpit of a car reveals with complete clarity the convictions and general attitude of the manufacturer. The approaches taken are both numerous and varied.

But, on this subject too, there is no disguising the BMW attitude: a BMW is, and always has been, designed for its driver.

All the instruments and controls on the 735i are exactly where you'd expect to find them and where you would automatically reach for them.

No taking your eyes off the road unnecessarily. No risk of con-

fusing switches or controls.

Familiar analog instruments for the main functions: road speed, engine revs, fuel level, coolant temperature. Energy Control for an accurate fuel consumption reading in gallons. And all this is clear-

From the perfect basis to the added refinements.

ly visible behind the open space in the steering wheel.

The new Check/Control keeps

a constant eye on everything significant in modern motoring. And that's a lot.

Oil level. Oil pressure. Brake fluid. Brake pressure. Brake pads. Handbrake. Coolant level. Coolant temperature. Brake lights. Rear lights. Even the low beams when switched off.

If you think the number of functions is impressive, then the way faults are indicated is nothing short of sensational.

The Check/Control displays everything it's discovered right in front of your eyes. On an illuminated panel that automatically

A cockpit tailor-made for the driver. Ergonomically thought out down to the last detail. Clear instruments. Easy to use, with no risk of confusion. Clarity with elegance. Anti-theft radio-cassette sound system, automatic air conditioner, 4-speed automatic transmission with EH control, leather upholstery and trim.



adjusts to the lighting and brightness level inside the car.

It tells you how to react to any given fault. Whether you should stop immediately, whether you can take care of the problem the next time you stop for gas, or whether you can afford to leave it until the next service.

If two or three things go wrong at the same time — after all, it is a theoretical possibility — Check/Control will establish clear priorities.

And here safety factors take absolute priority.

The new on-board computer is now even more wide-ranging in its functions and simpler in its programming. From second to second, minute to minute, it continuously monitors the outside temperature. The moment it drops to 36°F and there's a danger of black ice, it sets off a clear, acoustic warning signal.

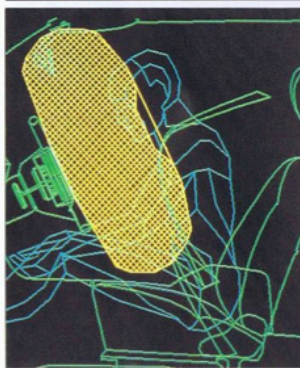
It also incorporates a safeguard against unauthorized starting of the engine: a pre-entered personal code for maximum security.

It can store trip times, calculate average consumption figures, tell you when you next need to fill up. With the additional control lever, you can obtain all this information without even taking your hands off the steering wheel.

And there are many other ways in which the on-board computer proves an irreplaceable co-driver.

The on-board computer: quite simply, a brilliant partner. Numerous functions and simple programming. A co-driver you'll never want to travel without. A minimum of 23 important functions are continuously monitored by the new Check/Control. Malfunctions are immediately indicated in clear, understandable language. The more important is always given priority over the lesser. The driver is always kept fully up-to-date.

BMW airbag: In the event of a collision a nylon airbag inflates within 3/100ths of a second. Housed in the steering wheel hub, the airbag complements the standard safety restraint system.



An experience in space.

It's the overall impression of spaciousness, even freedom, that really catches the eye.

So we invite you to check out the interior. Inch by inch.

Examine the finish of the seats, the perfect fit of all components, the materials on the roof and side panels. Check the armrests, controls and levers, steering wheel. Perfect finish wherever you look.

The automatic seat belt adjustment for front passengers is just one of the carefully conceived new features: the height of the belt anchorage changes with the longitudinal positioning of the seats.

As for the new ergonomic rear seat belt system, that's nothing short of revolutionary. Because here we've done everything the opposite way round from usual.

The reversed alignment of the shoulder straps prevents passengers sliding into the middle of the car. Another innovation is the enhanced central locking. With the doors locked, it automatically closes all side windows and the electric steel sliding/vent roof, one after the other. For best convenience and security.

Noise calls for a two-pronged attack. First, you have to make sure that as little as possible occurs to begin with. Second, what little remains must be eradicated mercilessly.

Research into cause and effect, counter-measures, tests. Using measuring instruments more sensitive than the keenest human ear.

With the 735i, once the inside temperature has been selected, it is controlled and kept at that constant level electronically. Both driver and front passenger have their own variable and independent temperature controls: each of them can choose their own personal climate.

A sophisticated system ensures that this temperature control always operates with optimum efficiency.

BMW invites you to check out the interior.

ciency and reliability on the driver's and front passenger's side.

Additional features for optimum air conditioning are the auxiliary water pump for high heater output also at low engine speeds, a quiet but highly efficient radial blower and cylindrical grills with large openings and wide flow angles. Optimum air conditioning.



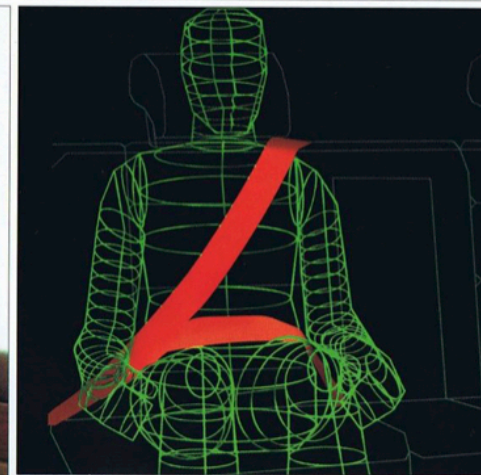
Driving positions of up to three different drivers can be stored in a memory by the push of a button.

INTERIOR

The rear seats: specially designed to remove the stress of long-distance motoring. Belt locks fixed on the outside forming the ergonomic seat belt system. A lockable storage compartment integrated into the central armrest.



INTERIOR



Ergonomic seat belt system. Yet another BMW innovation. The new ergonomic seat belt system for the rear seats. The reversed alignment of the shoulder straps prevents passengers sliding into the middle of the car. In addition, the specially contoured seats provide optimum lateral support on the outside as well.



Adjustable rear-seat headrests: The head restraints for the rear seats are standard equipment and adjust electrically, extending upwards automatically when the seat is occupied.



The remarkably roomy 17.7 cubic-foot trunk is well-lit, fully carpeted, and carries a deluxe tool set inside the lid.



A milestone in history.

We readily admit that we're a bit proud looking back at some fast-moving years at BMW. Just consider the automobiles built in this era. Sports cars able to shatter their rival's dreams. And, of course, sedans with that genuine touch of class. Featuring that unique blend of performance and luxury that has been typical of BMW. And still is today. Which, among other things, means uncompromising quality all the way.

For the new 735i, reliability began with precision design proven in facilities like the BMW Aero-

thermal Test Center, where sample components can be subjected to 75-mph snowstorms in mid-July, and prototype testing for over 3 million miles.

During actual production, a daily average of one quality-control inspector for every finished car ensures that the 735i is built with the greatest of care. Engines are assembled to tolerances as small as one-fifth the thickness of a human hair. Bodies undergo a rigorous rustproofing and painting regimen. Individual cars are periodically subjected to an excruciating 7,000-step spot-check.

Such perfectionism explains how a 735i earns its enviable 3-year/36,000-mile limited warranty and 6-year limited warranty against rust perforation.*

The 735i is an entirely new automobile. Timelessly beautiful, bearing innovations that set the

standards of the future. Inventing new technologies that will open new dimensions for the automotive world.

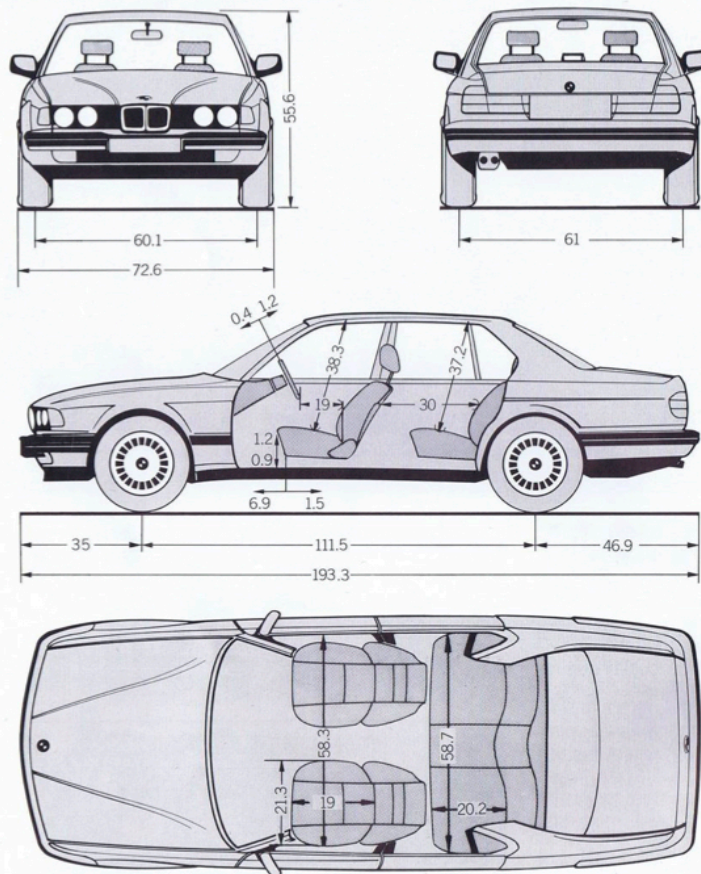
* Please consult your consumer warranty information booklet.



The BMW symbol of a rotating propeller reflected in history. A synonym for constant performance, innovation and quality.



Specifications.



735i

WEIGHT		
Unladen	lbs	3760 (3805)
Max. permissible	lbs	4795 (4840)
Permitted load	lbs	1035
Permitted axle load front/rear	lbs	2337/2645
Permitted roof load	lbs	220
POWER PLANT		
Cylinders		6
Capacity	cu.in.	209.3
Stroke/bore	inch	3.39/3.62
Nominal output/rpm	hp(SAE)/min	208/5700
Max. torque/rpm	ft. lb/min	225/4000
Compression ratio/fuel grade	: 1	9.0
		unleaded/91 RON (87 AKI)
TRANSMISSION		
Standard gear ratios I/II/III	: 1	3.83/2.20/1.40
IV/V/R	: 1	1.00/0.81/3.46
Final drive ratio	: 1	3.64
PERFORMANCE		
Drag coefficient	C _d	0.32
Top speed	mph	138 (135)
Acceleration 0-50 mph	sec	5.9 (7.2)
0-60 mph	sec	8.1 (9.5)
1/4 mile	sec	16.2 (17.2)
FUEL CONSUMPTION*		
5-speed standard transmission		
City	mpg	15
Highway	mpg	22
Automatic		
City	mpg	14
Highway	mpg	19
WHEELS		
Tire dimensions		225/60 VR 15
Wheel dimensions		7 J x 15
		light alloy
ELECTRICAL SYSTEM		
Battery capacity	Ah	84
Alternator output	A/W	115/1610

Numbers in () apply to vehicles with automatic transmission.

* EPA-estimated figures are for comparison purposes only. Your actual mileage may vary, depending on speed, weather and trip length; actual highway mileage will most likely be lower.

735i

BODY

Four-door sedan, monocoque all-steel extremely stable body-work welded to the floor assembly, torsionally rigid safety cell on all planes, front and rear crumple zones with predetermined deformation, impact boxes, integral roof crossbar, all-around body reinforcements, tank integrated in rigid supports, tank capacity 21.5 gal.

POWER PLANT

Water-cooled 3.5-ltr., 6-cylinder 4-stroke inline engine, longitudinally mounted and inclined, light-alloy cylinder head, cross-flow principle, spherical combustion chamber, overhead camshaft with 4 bearings, crankshaft running in 7 bearings with 12 counterweights, viscous-coupled, speed-related fan with additional thermostat control, Digital Motor Electronics with self-adjusting lambda control, hydraulic engine mounts, two catalytic converter exhaust pipes in parallel monolith arrangement with heated lambda probe. Long-life exhaust system (made almost entirely of stainless steel) with two silencers and dual tailpipes.

SUSPENSION/TRANSMISSION

Suspension: double-pivot McPherson strut front axle, self-leveling coil spring semi-trailing arm at the rear swept back by 13°, dual elastic differential mounts, anti-roll bars and twin-tube gas pressure shock absorbers front/rear, Servotronic power steering, BMW 7 J x 15 cast light-alloy wheels with 225/60 VR 15 tires (spare wheel 6 1/2 J x 15 steel with 205/65 VR 15 tire), vented swing-caliper disc brakes front/rear with asbestos-free brake pads, hydraulic brake servo, anti-lock brake system.

Hydraulically actuated single-plate clutch with plate spring, torsional vibration damper and automatic adjustment for wear.

5-speed manual gearbox (top speed in 5th gear), synchromesh also on reverse gear.

Standard drive: engine at the front, power transmission to rear wheels.

EXTERIOR FEATURES

Metallic paintwork. Radiator grill with integral dual round ellipsoid headlights. Foglamps in front spoiler. Front and rear side markers integrated in bumpers. Plastic bumpers front/rear with impact boxes for full regeneration in collisions up to 5 mph. Front and rear bumpers in body color — spoiler at the front, bumper fully integrated in car body at the rear. Hood rising up toward the windshield with partly covered windshield wiper shafts. Large rear light clusters with separate direction indicators. Hood and trunk lid supported by gas-pressure springs. Windshield and rear window bonded onto body. Green heat-insulating glass all round with dark-green shade in windshield. Both rearview mirrors painted in body color, right-side rearview mirror tilting down automatically when reversing into parking space. Electric heating of driver and right-side mirrors, driver door lock and windshield washer nozzles. Central locking with safety catch.

INTERIOR FEATURES

Sporting, elegant interior design. Bubinga wood trimming on doors, instrument panel and console. Driver airbag with knee protection, collapsible safety steering column resisting pressure from the front.

Illuminated glove compartment with lock facing toward driver and

new opening/swiveling pivots. Large storage space in front of stickshift/selector lever. Safety ashtray. All-around door lining including armrest. Storage box with lid in front/rear armrests.

Fold-down roof grab handles integrated in roof lining. Velour carpet. Electric adjustment of driver and front passenger seats. Driver seat memory with 3 different settings. Front seats in multi-zone foam plastic with steel base springs. Rear seats with individual body contour. Cowhide leather upholstery. Rear-seat headrests. Leather-coated steering wheel rim. Front seat belts with automatic adjustment for height as a function of longitudinal seat position. Ergonomic seat belt system at the rear with belt lock at the outside. Vibration-free interior mirror on windshield. Third brake light integrated in parcel shelf/rear window frame. Rear window sunblind. Luggage compartment capacity 17.7 cu. ft. Toolbox in trunklid.

ELECTRICAL SYSTEM

Ellipsoid-technology dual low-beam headlights and foglamps. Additional central brake light. Side markers operated with direction indicators. Road-speed-related wiper system. Intermittent wipe as a function of road speed. Heated windshield wiper rest position.

Intensive cleaning system with heated nozzles. Service Indicator, Energy Control, Check/Control with text display of functions in instrument cluster by means of alphanumeric LCD matrix. Sound signal when text is displayed. Check/Control with information retrieval from on-board computer. Third-generation on-board computer with additional remote control from steering wheel lever and integral digital clock. Warning signal for outside temperature. Hour signal.

Display dimmer. Electric windows front and rear. Electric steel sliding/vent roof with built-in wind deflector. Central body electrics. Antenna in rear window. Electronic power fuses. Automatic air conditioning with separate left/right control.

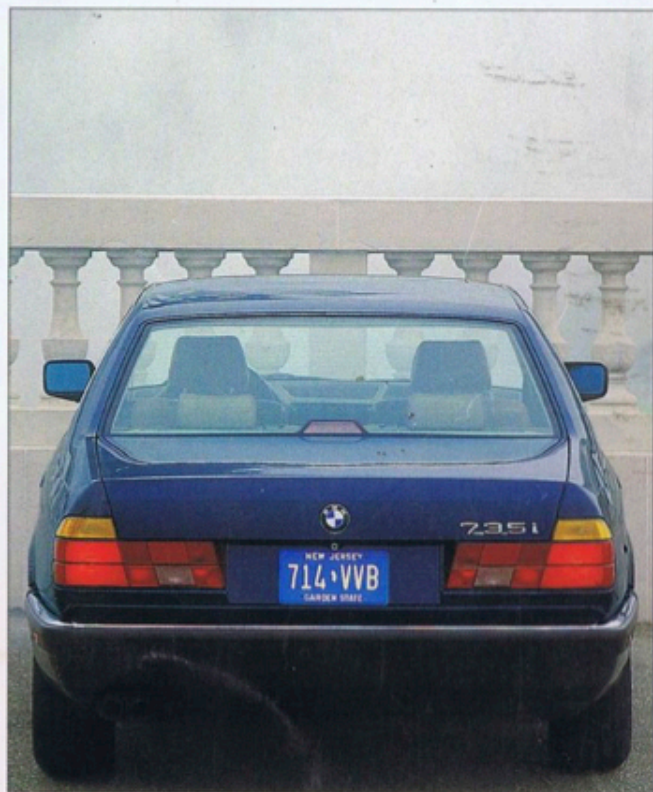
Electronic central locking including window lifts and steel sliding/vent roof locked from driver's door. Analog speedometer, tachometer, fuel gauge, coolant temperature and Energy Control displays. Illuminated cigarette lighter at rear. Two illuminated vanity mirrors. Interior lights with automatic delay function. Front interior light combined with 2 directional reading lamps. Door lights illuminated when opened. Rear reading lamps.

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**The ultimate
driving
machine**