THE BMW 850i



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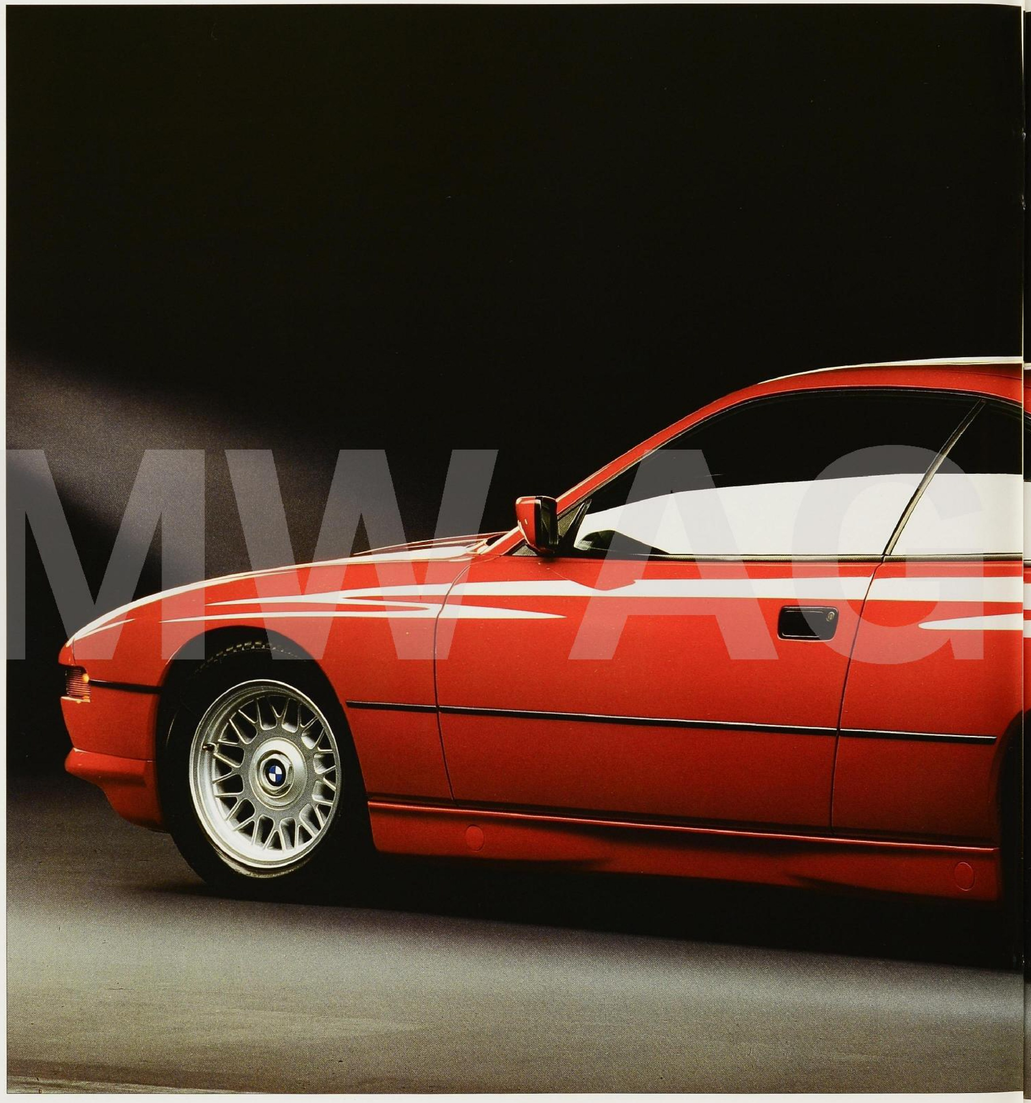
THE BMW 850i CREATES A NEW PERSPECTIVE OF PROGRESS IN ADVANCED MOTORING. IT IS THE PERFECT BLEND OF DESIGN AND ENGINEERING, AND AFFIRMATION THAT ELEGANCE AND PERFORMANCE ARE NOT MUTUALLY EXCLUSIVE.

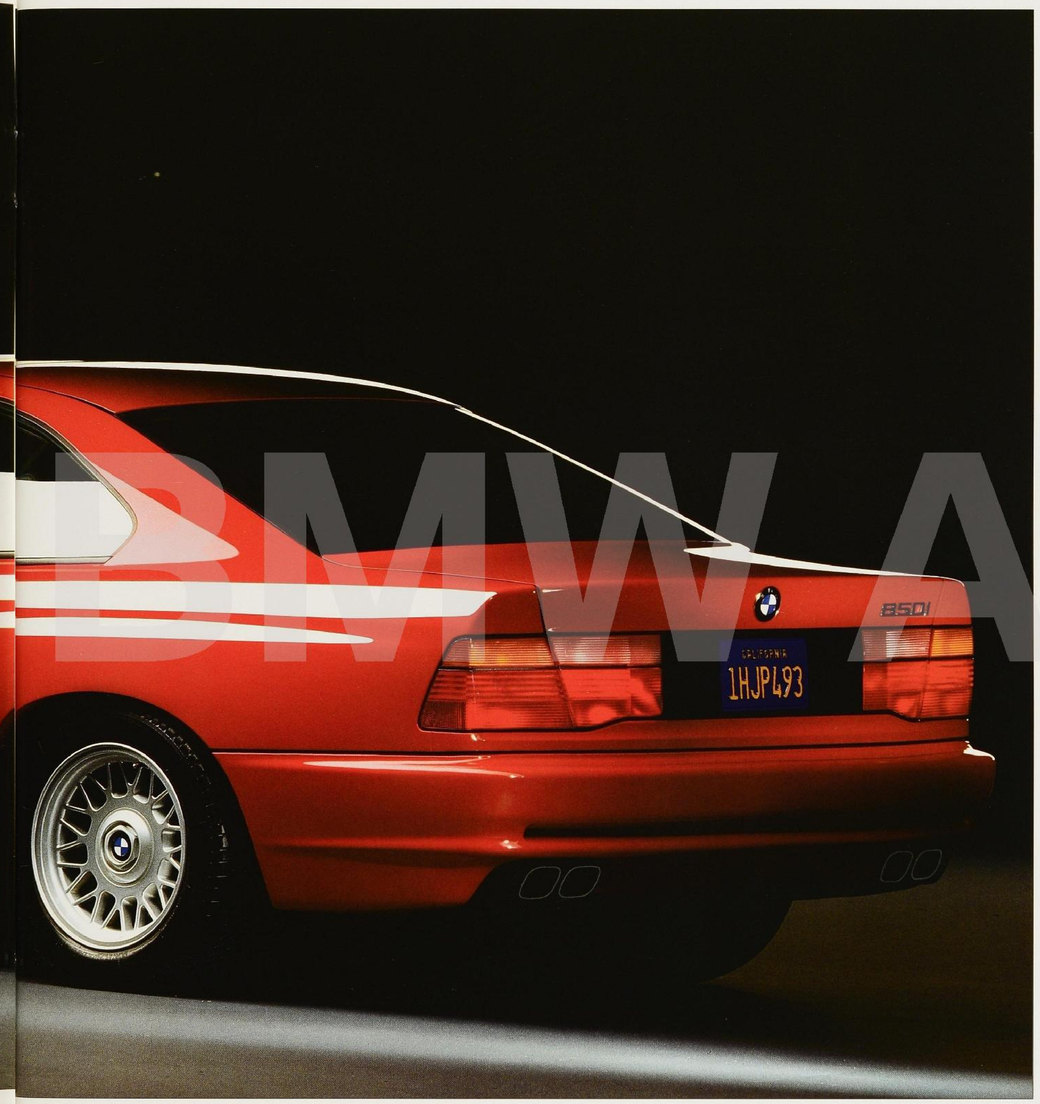
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ONLY A V-12 WOULD DO.

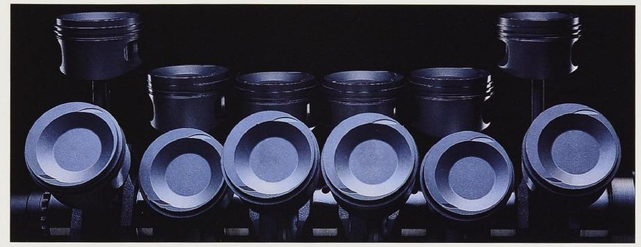
A certain kind of automobile for a certain kind of owner. That was the consensus of thinking as the 850i was being developed. This automobile would be unique. In look, in size, in technology, in refinement, like no other. — In the pleasure it would bring in so many ways to those few who would single



The 850i's 12 cylinders are arranged in a 60-degree V, the ideal angle for optimizing the engine's inherent smoothness. The crankshaft runs in seven main bearings and uses 12 counterweights for an extremely low level of vibration at all engine speeds.

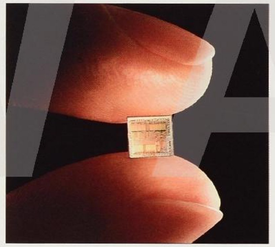
themselves out as "that certain kind of owner." With those basic conclusions, which soon became mandates, came others of equal importance. Perhaps the first among equals was the decision to power the new 850i with an engine that would be smooth, quiet and powerful enough to let the car live up to its European Grand Touring heritage, yet despite its performance potential would not be the least bit intimidating. Only one engine could meet all those require-

ments. A V-12. BMW's V-12. The V-12 engine design is inherently smooth, but to make something good even better,

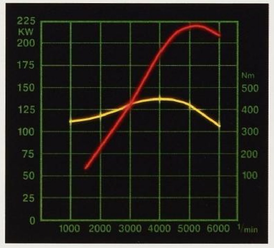


Instead of conventional technology, the V-12 has cylinder liners with extremely hard silicon crystals exposed in a special etching process. The aluminum pistons are iron coated. The result: exceptional resistance to wear.

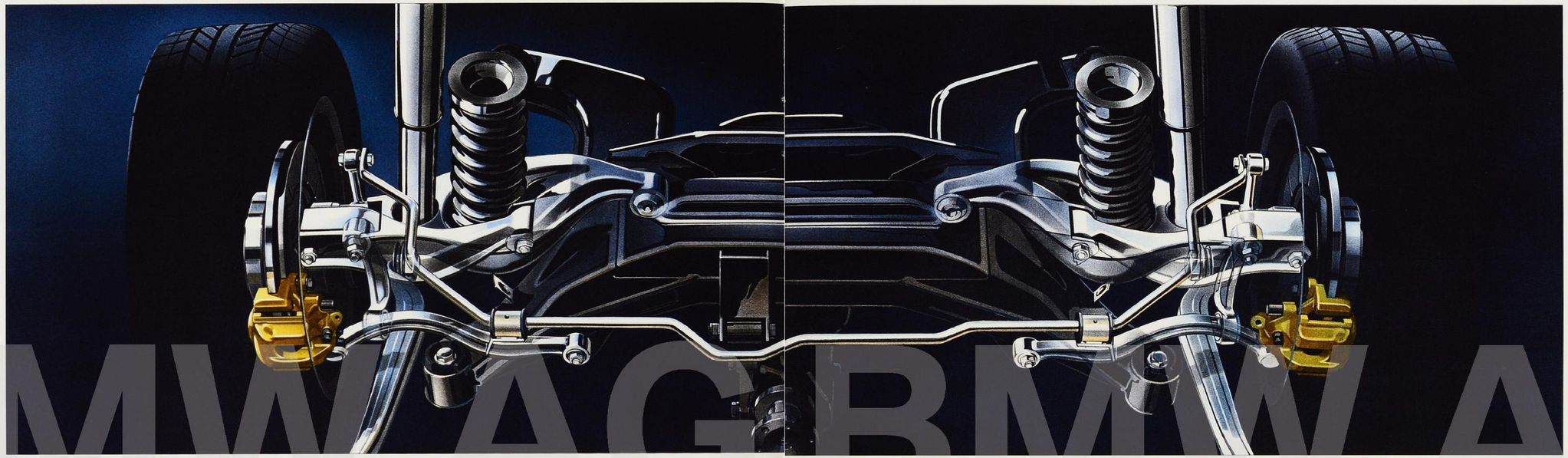
BMW engineers took some special steps. The crankshaft, which is extremely rigid, is supported by seven specially designed main bearings with 12 counterweights used to smooth inertial imbalances. The result is the virtual elimination of vibration, and an engine that automotive experts have said runs so smoothly it's "turbine-like." The 5.0-liter engine produces 296 horsepower, and is capable of quick acceleration and effortless high-speed touring. All engine functions are controlled by BMW's sophisticated Digital Motor Electronics (DME) that uses more than 20 ultra-precise sensors to keep all systems operating at their optimum levels. That means instant starting, efficient operation and reliability you can depend on. For an automobile as extraordinary as the 850i, the only possible choice was the equally extraordinary BMW V-12.



Third generation Digital Motor Electronics ensures an optimum balance of engine power and fuel consumption plus efficient emission control. A separate control unit for each row of cylinders permits emergency engine operation on just one row of cylinders.



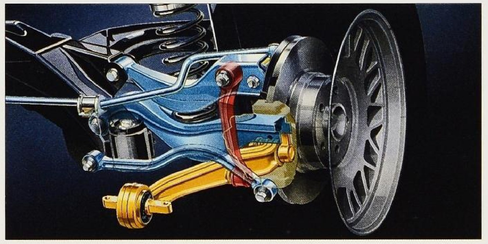
The BMW V-12 provides smooth and even power through the entire speed range. Maximum output is 296 horsepower at 5200 rpm and 332 lb-ft of torque at 4100 rpm.



EVERY PART AS GOOD AS THE WHOLE.

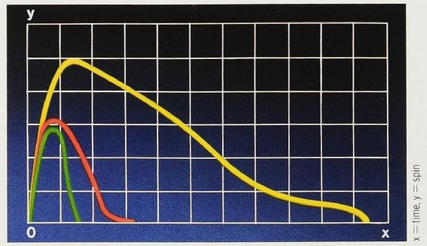
As the character of the 850i began to emerge on drafting tables and in design studios, certain unavoidable facts became apparent. When creating anything that is to be unique, special, extraordinary, every part of the whole must have those characteristics as well. So BMW's chief of suspension design was given carte blanche. He responded by designing the most sophisticated suspension yet to appear on a BMW.

The front suspension is the latest example of a racetrack developed design that is under continual development and improvement at BMW Engineering. Officially, it's called a double-pivot spring strut suspension. It uses coil spring/shock absorber units (struts), lower wishbones, an anti-roll bar, and hydraulically dampened control links. The track, the distance between the front wheels, is 0.9 inches wider than on the 750iL luxury sedan. The advantages are stable



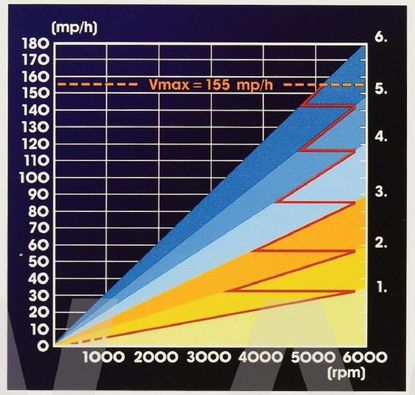
The innovative rear axle is a breakthrough in suspension design. It provides outstanding directional stability, extremely precise steering response, and virtually no adverse response to forces acting on the rear wheels.

straight-line running, minimal dive under braking, low transmission levels of road noise, and tremendous cornering ability.

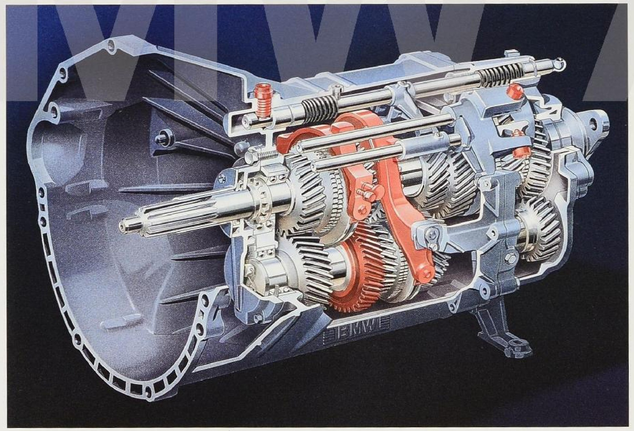


When one of the rear wheels is about to slip, Automatic Stability Control (ASC) reduces engine power by electronically adjusting the throttle and engine management system (red curve). This minimizes the risk of wheel spin on slippery surfaces and with much faster response than a driver would be able to achieve by easing back on the accelerator (yellow curve). ASC+T additionally applies the braking system to improve traction.

The patented integral rear suspension is a breakthrough in suspension design, combining lateral control arms, trailing links and the system's key, integral links. This ingenious design lets the individual wheels move independently of each other in three dimensions when acted upon by road irregularities and forces generated by cornering and braking. The result is minimal dive and squat under braking and acceleration, excellent directional stability, neutral handling and virtually no effect on interior comfort by bumps or potholes. The 850i is also equipped with Automatic Stability Control (ASC) which enhances the high level of safety the new suspension provides. The ASC system utilizes the sensors of the ABS system to monitor wheel speeds of all four wheels. When a difference is detected, the system closes the engine throttles slightly and/or, in some cases, retards ignition timing to reduce power to the rear wheels. Wheelspin on slippery surfaces is virtually eliminated. On cars with the standard six-speed manual transmission, the system is called ASC+T, with the "T" standing for traction and is available as an option. ASC+T operates in conjunction with the braking system to provide optimum rear-wheel traction.



A six-speed manual transmission, the first on any series production car and the only one available with a V-12 engine today, is standard on the 850i. Each of its six ratios has been tailored to the power and torque characteristics of the V-12, so enthusiastic drivers can delve into a new world of handling and performance.



The electronically controlled, four speed automatic transmission is matched to the V-12 engine's high torque resulting in smooth shifting, surprising efficiency and features a choice of Economy, Sport and Manual shift programs.

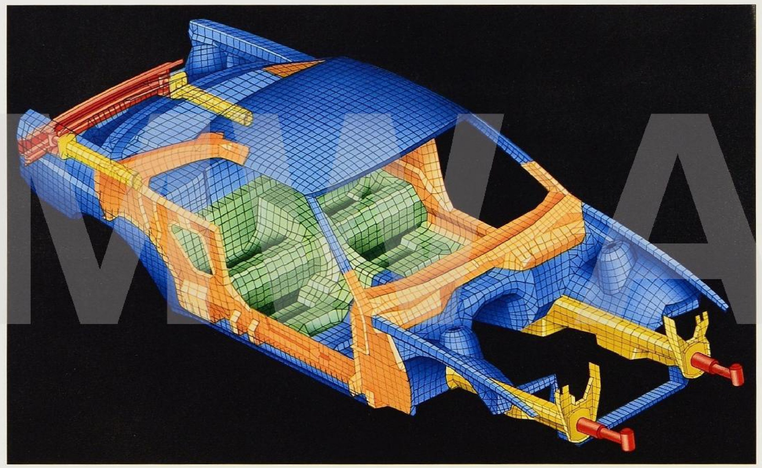
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A unique, "no-compromise" suspension, Automatic Stability Control and a choice of transmissions, each carefully matched to the characteristics of the V-12 engine. Again, there could be no other choices.

The flexibility of the V-12 engine, the perfectly matched gear ratios in the six-speed manual gearbox and the suspension combine to provide a driving experience simply not available before.

ONE LOOK, AND YOU KNOW.

You can measure a car's performance. You can use instruments to find out precisely how it rides and handles. You can measure how quickly it stops. You cannot, however, measure how a car looks. But your eye knows. With one look. And one look at the 850i reveals just how successful this dramatically new approach to personal luxury is.



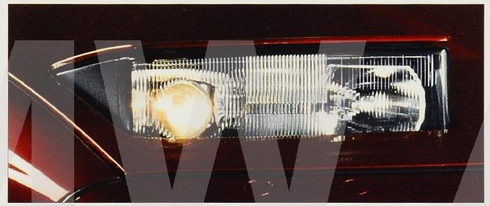
The body of the 850i was designed by computer to completely surround the occupants with a rigid and strong steel "cage". Crumple zones front and rear are designed to absorb collision energy. Computers were also used to simulate impact situations more severe than those produced in real-world tests.

The look is all new, and launches BMW into the Nineties with an approach to automotive design that is as fresh as the decade. And yet, the car will never be mistaken for anything but a BMW, thanks to such familiar elements as the kidney-shaped grille and the reverse curve in the rear side windows.

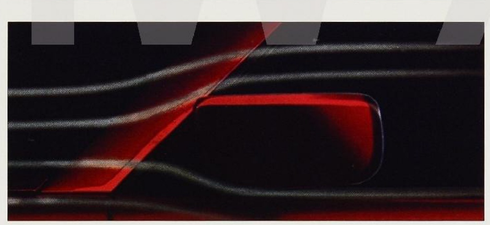
The long, sloping hood and short rear deck with the cabin placed more to the rear creates a unified, balanced

look. Flush glass, aerodynamically designed rear-view mirrors, a front spoiler integrated into the bodywork, hidden headlights and gentle flairs around the wheel arches contribute to the remarkably low coefficient of drag (c_d) of 0.29. That translates into stability on the road and a minimum of wind noise.

Underneath that stunning new shape is an extremely rigid body structure that surrounds the occupants in what is essentially a protective steel cage. The front and rear sections of the body are computer-designed crumple zones that collapse in a pre-determined rate to help absorb impact



Pop-up headlights with ellipsoid-technology low beams and fog lamps plus powerful high beams provide excellent visibility with limited glare.



A drag coefficient of 0.29 means minimal lift and excellent stability in crosswinds. The rear-view mirrors were designed for minimum drag and to provide a smooth flow of air to keep the mirrors and side windows clean.

energy before it reaches the occupants. The 850i actually has no bumpers. Rather, the front and rear body structures are designed to absorb impacts up to 4 mph with no structural damage.

There's more here, it is safe to say, than meets the eye. Although some might say what does meet the eye is more than enough.



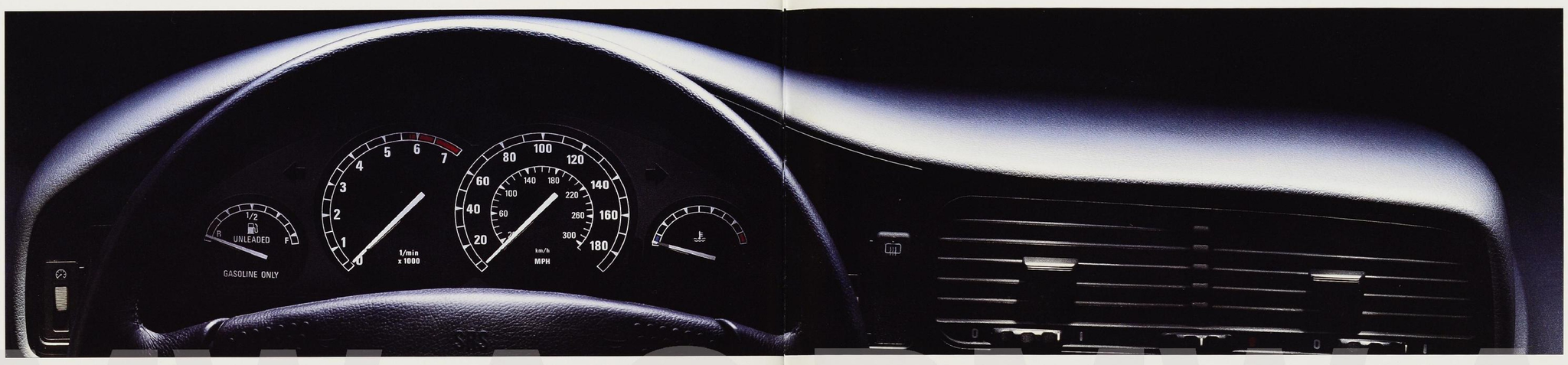
A NEW APPROACH TO A BASIC CONCEPT.

The problem: To maximize a seat belt's effectiveness, it must be worn properly regardless of the occupant's size and adjustment of the seat. In most two-door cars, the shoulder belt is anchored to the center or "B" pillar, but the coupe design, by definition, eliminates the "B" pillar. In the past, that has meant anchoring the shoulder belt to some fixed point well behind the seat, and that meant the shoulder belt's adjustment would vary as the seat was adjusted. The 850i solves the problem with its unique seat-integrated belt system (SBS). SBS incorporates the entire shoulder and seat belt system into the seat itself, ensuring simplified use and, because the belts move with the seat, proper adjustment regardless of the seat position. There is an almost horizontal run from the belt reel to the occupant's shoulder, regardless of height, because the upper belt anchor automatically adjusts to the occupant's height. The belt wraps closely around the body to keep the occupant more effectively restrained. The rigid seat frame also improves side-impact protection. Problem solved.



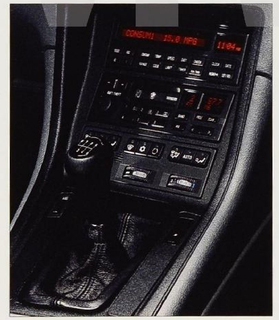
BMW's seat-integrated belt system (SBS) incorporates the entire seat belt system in the seat itself. Since the system moves with the seat, it remains properly positioned regardless of seat adjustment. Power adjustment — 10-way for the driver, 8-way for the passenger — is standard. Rear seat belts buckle on the inside to keep passengers more secure in their seats in a side collision.

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A PROGRESSIVE APPROACH TO TIMELESS VALUES.

BMW has always held that driving should be as pleasant and uncomplicated as possible, with a high degree of comfort and convenience important ingredients in this concept. That philosophy has always directed the design of BMW interiors, but never has it been interpreted with more effect than in the cockpit of the 850i. Instruments, controls and information displays have been carefully designed and located for easy and efficient use. Large, easy-to-read faces were achieved by overlapping the tachometer and speedometer. For the first time, the Service Interval Indicator, the Check Control functions monitor and the Onboard Computer and digital clock are integrated in a single Multi-Information Display readout at the top of the center console. And, the console is angled toward the driver to bring controls within easy reach. The positions of the airbag-equipped power tilt/telescopic steering wheel, the driver's seat and the outside mirrors can be stored in the three-position memory system. For ease of entry and exit, the steering wheel automatically rises when the parking brake is set and the driver's door is opened. In the 850i, the art of interior design has been taken into a new, friendlier and decidedly more elegant dimension.



The Multi-Information Display (MID) presents all information from the Check Control, Onboard Computer, Service Indicator and digital clock in a single readout. Information available runs the gamut from lights on/off to low brake fluid.

LEADING EDGE TECHNOLOGY APPLIED BY HAND.

Occupying a certain position in the hierarchy of automobiles means fulfilling certain expectations. Because the 850i was so carefully planned, those expectations were fully met. For example, in addition to expecting an 850i to be the end product of the very latest in computer-driven design and manufacturing techniques, an owner rightfully expects his



The supple leather upholstery is carefully hand-stitched by skilled Bavarian craftsmen.

car to include a high level of standard equipment.

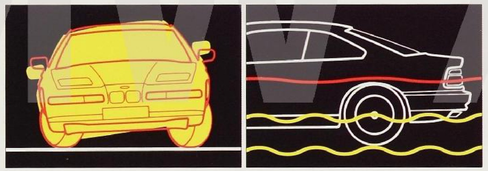
Again, expectations were met. The 850i has a full complement of power accessories such as windows, rear-view mirrors, remote central locking and a tilt/slide power sunroof with single-touch closing. The sound system is a 4 x 15 watt

12-speaker AM/FM stereo cassette radio and CD with trunk-mounted remote changer. And, each 850i comes with a voice-activated cellular telephone.



Light-alloy wheels, one of only two options available, emphasize the sporty character of the 850i.

Although the 850i comes with seemingly everything the most demanding owner would want, BMW understood some owners would expect more. For them, there are two, but just two, significant options available. For those who want to emphasize the coupe's sportiness, there are forged, turbine-style light-alloy wheels. For those who want to add the ultimate electronic finishing touch to the coupe's ride and handling, there is Electronic Damper Control III (EDC III) which automatically adjusts the shock absorbers.



Optional Electronic Damper Control III (EDC III) adjusts the shock absorbers in a fraction of a second to adapt to changing road conditions. While normal shock absorbers maintain wheel/road contact (left), ride quality suffers. EDC III ensures an optimum blend of active driving safety and comfort (right).

Sensors continually monitor such factors as road speed, steering wheel movement and load on the suspension. A microprocessor evaluates the information and sends commands to solenoids on the shock absorbers which adjust them to soft, medium or firm.

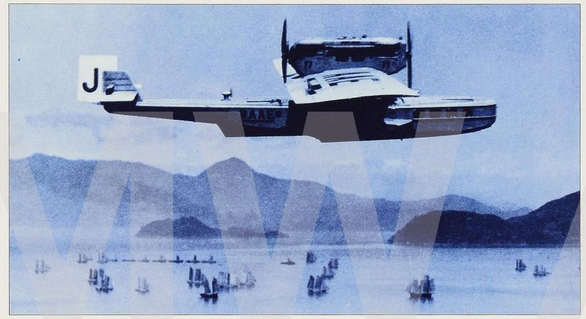
High expectations for the 850i, at BMW and by potential owners, and those expectations have been met. Visit your BMW dealer to see just how well.

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SYMBOL OF A RESPECTED PAST, PROMISE FOR TOMORROW.

The BMW badge, a stylized white-and-blue spinning propeller, is not only a visual reminder of a significant era in BMW history. It is a symbol of BMW's dedication over the years to innovation, reliability, quality and enjoyment. BMW's engineering accomplishments go back a long way. In 1919, with the aircraft industry barely 15 years old, a BMW



A great heritage on land and in the air. For more than 70 years, BMW has been the epitome of performance, reliability and quality. The Dornier Wal sea plane, for example, was powered by two BMW 12-cylinders on its legendary flight around the world in 1932.

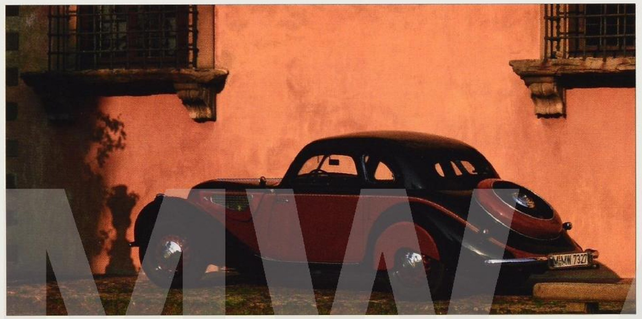
aeronautical engine pushed a DFW biplane to the unheard altitude of 32,013 feet. That's the kind of accomplishment that can only be achieved when a company is infused from top to bottom with the desire and the freedom to innovate, to push back the boundaries. Technical innovations that have set standards worldwide are commonplace in BMW history.

BMW first turned its attention to automobiles in 1929. The same engineering expertise that was creating legends in the aircraft business was brought to bear in designing and building cars, which were soon recognized for their reliability, dependability, quality and all-around performance. Then, as now, BMW was unique in its ability to bring all those qualities

together in a single, harmonious blend. Another success story began in the thirties when BMW entered racing for the first time.

The company believed there was no more effective testing facility than the race track, where in a single weekend, lessons could be learned that would take weeks, months elsewhere.

Classic elegance. With its sporting concept and elegant lines, the BMW 327 was one of the most exclusive and beautiful automobiles of its day. Production was from 1937 through 1941 both as a coupe and a convertible.



BMW cars quickly established themselves on tracks throughout Europe, with the six-cylinder 327 and 328 in particular adding to the BMW aura. The 328 dominated the European racing scene from 1936 to 1940. In the sixties, the 1800 TI and the 2002 TI enjoyed a string of race-track success that solidified BMW's reputation as the ultimate in endurance, handling and performance. More recently, BMW turned its engineering skills to Formula One, the most sophisticated and demanding of motor sports. In only 630 days — less than two years — after its maiden appearance, Nelson Piquet won the World Championship in his BMW-powered Brabham, the first world title for a turbocharged engine. Today, the BMW M3, with its 16-valve four-cylinder engine is scoring win after win in production car racing.

First seen in 1933 on the 303 and on every BMW automobile since, the distinctive kidney grille, now redesigned for the nineties, has always symbolized the latest in innovative design.

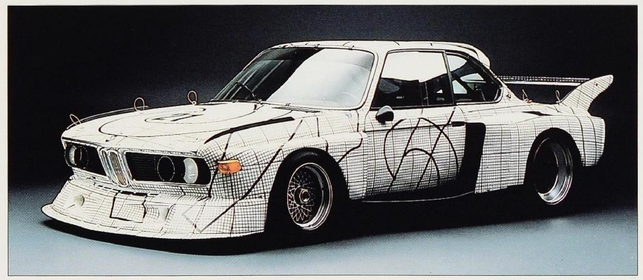


scoring win after win in production car racing.

An automobile is more than the sum of its many parts. It is a technical composition that evolves slowly but surely in countless hours of painstaking development, just as it evolves from the years of experience, dedication and commitment behind it.

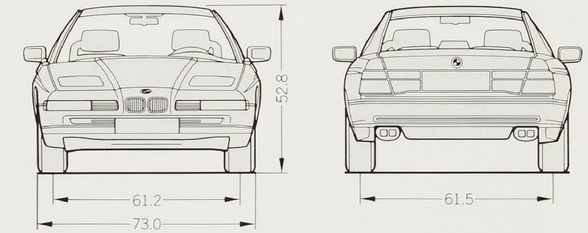
Every BMW today is the result of this rich heritage of engineering excellence. Every BMW, from the 3-Series to the 750iL and the 850i, is a synonym for performance, perfection, reliability and an innovative spirit, virtues which are directed to only one result: bringing you the ultimate driving machine.

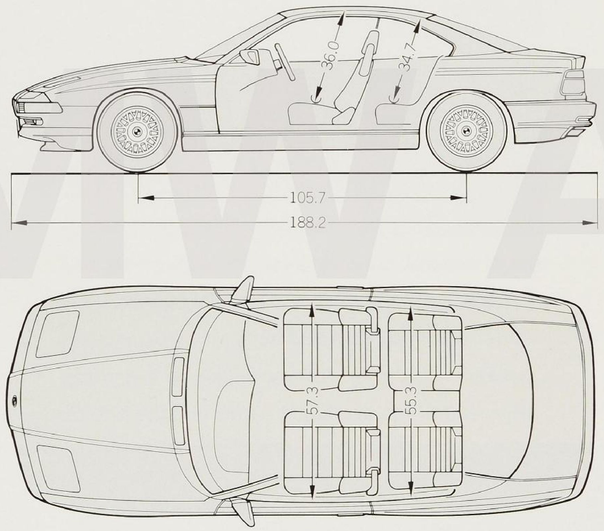
A major American painter of the Post-Abstractionist period, Frank Stella expresses his ideas through a dramatic range of media. An avid racing fan, Stella's approach to the BMW 3.0 CSL was to apply a stark, precise grid-like pattern on a white ground.



At the 1976 24 Hours of Le Mans, Stella's car painting not only set the stage for the action, but became the action itself.

TECHNICAL DATA.

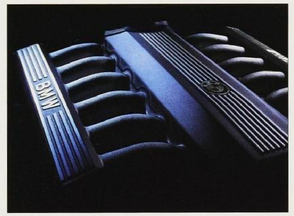




WEIGHT		
Unladen	lbs	4123
Max permissible	lbs	4906
Permitted load	lbs	783
Permitted axle load front/rear	lbs	2425/2536
Permitted roof load	lbs	165
POWER PLANT		
Cylinders		12
Capacity	cu. in.	304.4
Bore/stroke	inch	3.31/2.95
Nominal output/rpm	hp(SAE)/min.	296/5200
Max torque/rpm	lb-ft/min.	332/4100
Compression ratio/fuel grade	:1	8.8 unleaded regular
TRANSMISSION		
Manual transmission ratios I/II/III	:1	4.25/2.53/1.68
IV/V/VI/R	:1	1.24/1.00/0.83/3.89
Final drive ratio	:1	2.65 (3.64)
PERFORMANCE		
Drag coefficient	cd	0.29
Top speed*	mph	155 (155)
Acceleration 0-60 mph	sec	6.1 (6.9)
1/4 mile	sec	14.7 (15.2)
FUEL CONSUMPTION**		
6-speed manual transmission		
City	mpg	12
Highway	mpg	19
4-speed automatic transmission		
City	mpg	12
Highway	mpg	18
WHEELS		
Tire dimensions		235/50 ZR 16
Wheel dimensions		7.5 J x 16
Material		light alloy
ELECTRICAL SYSTEM		
Battery capacity	Ah	65 x 2
Alternator output	A/W	140/1960

* Top speed limited electronically.
** EPA-estimated figures are for comparison purposes only. Your actual highway mileage will probably be lower.
Numbers with ( ) apply to vehicles with automatic transmission.

THE STANDARD EQUIPMENT OF YOUR BMW 850i.



POWER PLANT

Light-alloy V12 power plant, longitudinally mounted at the front, spherical combustion chambers, crossflow principle, overhead camshafts with 7 bearings, hydraulic valve play compensation, crankshaft running in 7 bearings with 12 counterweights, engine speed-related viscous-coupled fan with additional control by thermostat.

Digital Motor Electronics, separate control unit for each row of cylinders with electronic map-controlled ignition, map-controlled air mass-metered fuel injection, idle speed control grid and cold start control, louver speed control, adaptive air/fuel mixture control, on-board diagnosis with emergency running logic, electronic throttle control (EML).

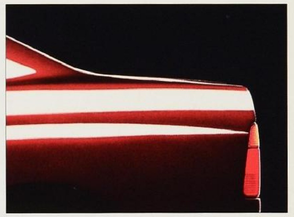
Engine suspended on hydraulic mounts. Long-life exhaust system (made largely of stainless steel) with three silencers and four tailpipes.



SUSPENSION/TRANSMISSION

Standard drive: engine at the front, power transmission to rear wheels. 6-speed manual gearbox or 4-speed automatic transmission with EH control.

Suspension: double-joint spring strut front axle, multi-arm integral rear axle and dual elastic final drive mounts, front/rear anti-roll bars and twin-sleeve gas pressure shock absorbers, Automatic Stability + Traction Control (ASC+T), ASC+T optional on automatic model, vehicle speed-related power steering, safety steering column, steering wheel adjustable for reach and angle. High-performance dual-circuit brake system with hydraulic brake servo, asbestos-free clutch linings and brake pads, floating-caliper disc brakes front/rear, vented at the front, anti-lock brake system (ABS).



BODY

Two-door coupe, extremely stiff monocoque all-steel bodywork welded to the floor assembly, torsionally rigid safety cell on all planes, integrated roof crossbar, all-round body reinforcement, front and rear crumple zones with pre-determined deformation. Impact absorption system with crumple tube deformation units. Fuel tank fitted in front of rear axle, tank capacity 23.8 gals.



EXTERIOR FEATURES

Front/rear bumpers finished in body color and fully integrated into the body, regenerate to their original shape in impacts up to 4.6 mph. Retractable headlights with low beam, high beam and foglamps, light strip next to the radiator grille with parking lights, passing flashers and direction indicators. Electric sunroof with convenient closure system.

Engine compartment lid rising up toward windshield with partly covered windshield wiper shafts. Large, subdivided rear light clusters, extra-low luggage compartment cutout.

Covered front/rear towing hooks.

Engine compartment and luggage compartment lids supported by gas pressure springs. Windshield and rear window bonded onto body. Frameless, fully retractable side windows flush with the body and without central roof pillar, tinted heat-insulating glass all round.

Aerodynamically designed rearview mirrors finished in body color. Central locking with anti-theft security lock, crash sensor and safety lock. Electrical locking/unlocking system for luggage compartment. Metallic paintwork at no extra cost, vehicle prepared for roof rack.



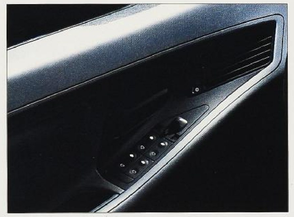
INTERIOR FEATURES

Sporting and elegant interior styling. Two-piece illuminated glove compartment, door lining with integral armrest, seat upholstery in leather, door and side linings in leatherette, leather-covered steering wheel rim, gearshift knob and handbrake lever boot also in leather. Airbag steering column with airbag steering wheel electrically adjustable.

Front seats in multi-zone foam upholstery with steel base springs, passenger's seat with easy access and exit system, passenger seat backrest may be unlocked and tilted forward from the driver's seat, rear seats with individual body contour and integral head restraints.

Integral seat belt system (SGS) at the front, automatic adjustment of belt geometry and head restraint level as a function of seat height, lumbar support on driver's side. Ergonomic seat belt system at the rear with belt latches at the outboard side.

Toolkit in lined luggage compartment lid. Luggage compartment capacity 9.5 cu. ft.



ELECTRICAL SYSTEM

Low-beam headlights and foglamps in super ellipsoid technology. Constant-pressure wiper system. Frequency of intermittent wipe adjustable as a function of road speed. Electronic Engine Throttle Control (EML) with integral cruise control. Intensive windscreen cleaner. Heated windshield washer nozzles, door lock and rearview mirror on both doors, automatic dipping of rearview mirror.

Multi-Information Display (MID) with on-board computer, Check/Control, clock and Service Interval Indicator.

Analog displays for speedometer, tachometer, fuel gauge and coolant temperature gauge. Map reading and access lights at the rear, interior lights with automatic delay function. Electrical adjustment of driver's and front passenger's seats. Telephone antenna and stereo cassette/CD radio, memory for driver's seat and exterior mirrors.

Electrically adjustable rearview mirrors. Electrically operated windows front and rear featuring additional convenience function at the front with safety stop and automatic opening/closing function. Antenna integrated in windshield. Instruments, body electrics and door function in multiplex technology. Automatic air conditioning with separate right/left control and electronically temperature-controlled micro-filter for ventilation of passenger compartment.

ON THE ROAD, OR AT THE DEALERSHIP. THERE WHEN YOU NEED IT.

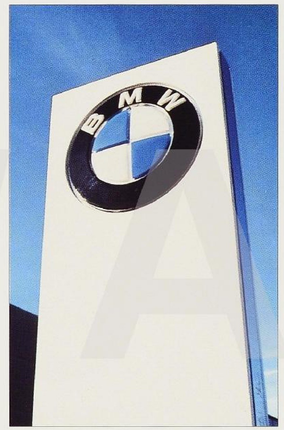
A BMW is a product of the most advanced manufacturing techniques available. It is built to be dependable and reliable, providing years of safe, enjoyable driving. BMW's commitment to quality and customer satisfaction is clearly demonstrated by the introduction of its most extensive warranty coverage ever: A 4 year, 50,000 miles limited warranty*. Part of BMW ownership is having access to highly trained and highly motivated technicians at any BMW dealership. While a BMW is a remarkable automobile, there are some things it can't do. Such as scheduling regular maintenance. So to help an owner remember this all-important requirement, every BMW is equipped with the Service Interval Indicator.



Providing quality after-the-sale service is a prime concern for BMW dealers. Technicians, thoroughly trained and frequently updated on the new techniques and systems, work with the latest diagnostic equipment.

Typically, a car's service interval is listed in the owner's manual to be performed every so many miles, regardless of the way the car is driven. BMW thinks regular servicing is so important in keeping a car at its peak operating condition, the proper interval should be much more precisely determined. That led to the development of the Service Interval Indicator that uses a microprocessor to keep track of critical factors affecting the service interval. The microprocessor records and continually analyzes data on accumulated mileage, engine coolant temperatures, high and low engine speeds, short and long trips and the number of starts. When it determines conditions warranting service have been met, it signals the driver via the Service Interval Indicator panel.

BMW uses the same kind of high technology to train service technicians. To help technicians keep pace with ever-changing engineering and technology, BMW developed the Video Information System for dealerships. With it, technicians see the subject, in motion, as they are told about it. A computer lets them interact with the video, asking questions, guiding their progress, even rewarding and reinforcing. BMW technicians must also fulfill certain training requirements and be updated periodically at training centers around the country. This kind of after-the-sale service is yet another reason for choosing to own a BMW. But as well as a BMW is constructed and maintained, emergencies can arise, and for that reason, your new BMW comes with a Roadside Assistance Program. When trouble strikes, help is just a 24-hour-a-day hotline call away**. The program provides emergency road service, towing, trip interruption benefits, sign and drive service and priority dealership service. Unequalled after-the-sale service, on the road and at the dealership, is another of the many benefits of BMW ownership.



* For details contact your authorized BMW dealer.
** Services provided by Cross Country Motor Club, Inc., Boston, Mass. 02155 except in California, where services are provided by Cross Country Motor Club of California, Inc., Boston, Mass.

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