



April 1995

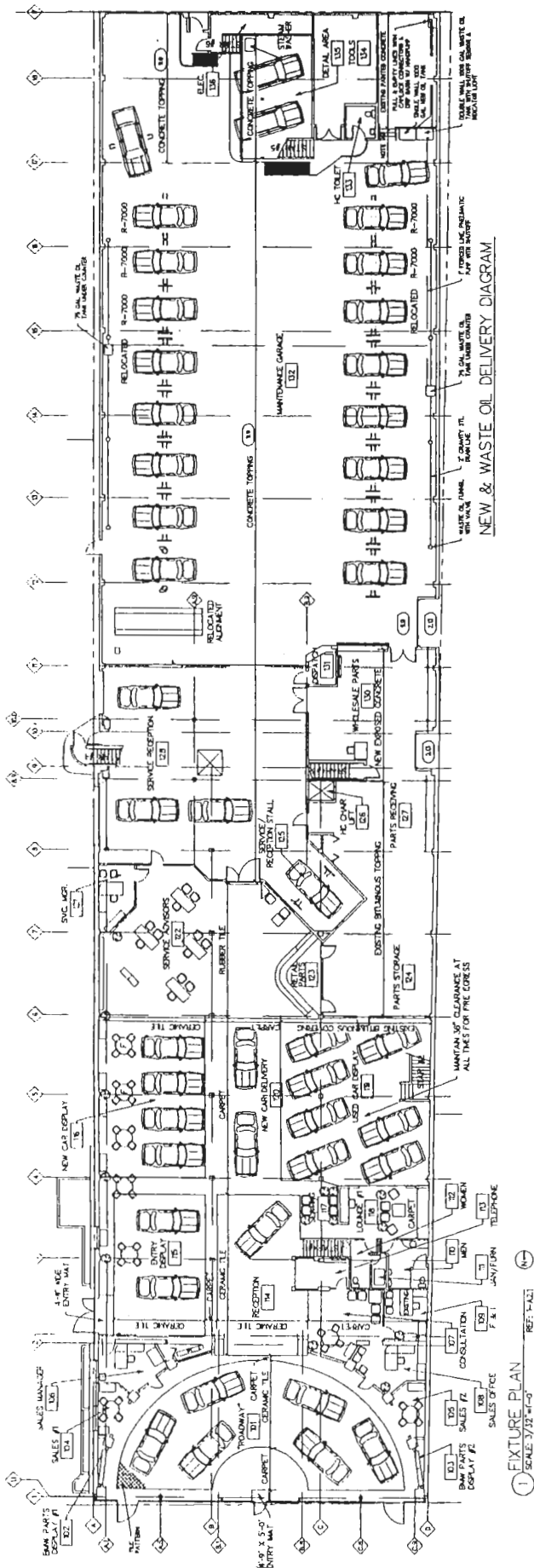
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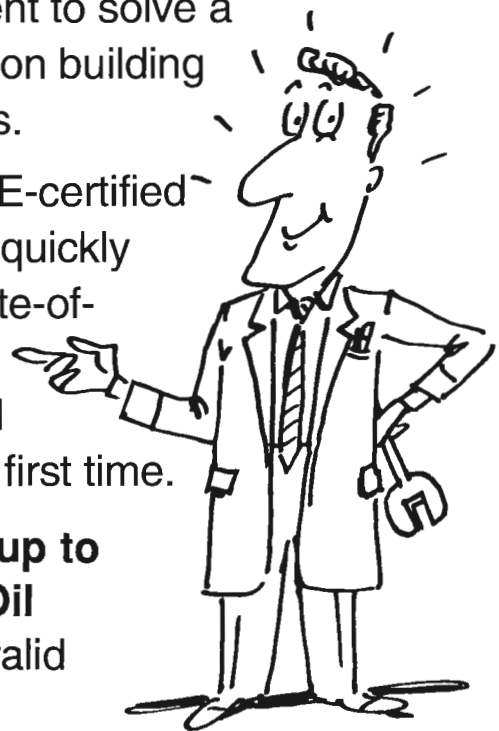
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Postal Notice

Zündfolge is published monthly by the BMW ACA Puget Sound Region. Office of Publication: 2641 39th West, Seattle, WA 98199. USPS publication number 715250. Subscriptions are \$10 annually (available only as part of the \$25 membership fee). Second Class postage paid at Seattle, WA.
Postmaster: send address changes to *Zündfolge*, POB 1259, Bellevue, WA 98009.

Boilerplate

This magazine is the monthly publication of the BMW ACA, Puget Sound Region, and remains its property. All information furnished herein is provided by the membership for members only. Ideas, suggestions and opinions, technical or otherwise, are those of the authors, without authentication by or liability to the editors or the Club.

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Calendar

- April 28** Deadline for May *Zündfolge*.
- April 29** Tire Tutorial hosted by Puget Sound Tire, 11011 Pacific Highway South in Seattle.
- May 4** Board Meeting hosted by Michael Thompson.
- May 11** Lapping Day at Bremerton Raceway. Call Dan Alvis at 582-0803 (Tacoma) for more information.
- May 13** Body and Paint Tech Session hosted by Premier Auto Body.
- May 27** Driving School at Bremerton Raceway.
- June 3** Hands-on Detailing hosted by Exeter Garage.
- June 2, 3, 4** Mayflower Park Hotel Classic Motorcar Rally. Call Mark Nowak at 623-8700 to participate.
- June 17** Alfa Club Track Day. Contact Keith Magnuson 323-8000.
- July 1, 2** Vintage Races at SIR.
- July 17-21** BMW CCA Oktoberfest in Colorado.

BMW ACA events are partially supported by a generous grant from BMW of North America, Inc.

ON TRACK

By Dan Alvis

On track was just what we did in March at our first drivers' school of the year. It was also the first of many days we will spend at Bremerton Raceway. For those who came to play, learn and have fun, I believe we accomplished our goals, especially the fun part. We drove in the pouring rain, we drove in the hail, we even drove in the snow. And we just kept driving cause it was too much fun to stop. For those of you who woke up, looked at the weather and decided that it was not a good idea to go to a drivers' school, I feel compelled to tell you that you made a BIG mistake. We all live in Washington where it tends to rain once in awhile. So to go and learn some skills that would benefit you in a wet environment makes sense. RIGHT! But there is more. The more it rained the faster everyone learned the more it rained the more fun everyone was having. What did not happen was letting the weather stop our schedule. We stayed on time the whole day. I cut the last instructors session at 4:30 so the corner workers could go home and warm up.

I want to thank the instructors that showed up and stood out in that cold wet weather all day. Some were sick when they arrived. But they stayed and did the job of riding in the fast seat of your car while you were trying to scare the poop... out of them.

Not everything went as planned however. We were short over ten instructors. This caused me to limit the attendance. I had to tell six very nice people who did show up at the track that they could not play with us because we could not provide the quality of instruction they deserve. Most of them stuck around anyway to help out with some of the logistics. I want to thank them for their understanding and good attitudes.

Next Track Day. May 11th is the next track event at Bremerton. It is a Thursday afternoon gig. A Thursday nighter if you will. It is open to any club member who has been to a previous drivers' school (at any track). It starts at 3:00 pm and goes until it is too dark to drive. On May 27th is our next **Driver Safety School** which is also at Bremerton Raceway. Next will be June 10th at Seattle International Raceway. This will be an all day lapping event not a school. So if you want to get MAX

seat time on a large demanding track this will be the day. Again you must have had a previous driver school to participate.

Helmets! Everyone in the car must have a DOT-approved helmet. This is always a problem. Don't let it be. Go buy a helmet or borrow one in advance. The club does not have spare helmets for you to use and to share one at the track is not the most fun thing because you are working very hard while driving and most people sweat inside their helmet. Then you use that sweaty helmet and well . . . you get the picture. If you call me ahead of time I can set you up with a vendor who sells the right type of helmet for the track events. Plan ahead.

Evaluation of the first school. We passed out evaluation sheets at the first school and we got almost all of them back with great responses. I have already taken your comments and put them to work for the next school. Thank you for taking the time to fill them out and mailing them to me.

Directions to the Track. Some of you wanted directions to the track from the Bremerton ferry dock. I'm sorry I didn't give those directions earlier, but if you used the ferry you would be late to the track. First ferry leaves Seattle at 8:00 am. So you would miss the first hour or two of the school. Can't do that! If driving to the track means you must

get up at some insane hour in the morning you can stay the night before in the little town of Gorst or Port Orchard. The prices are all below \$50 and you can sleep in till about 7:00 am. To get to Bremerton, get on I-5 north or south taking you to Tacoma. Follow the signs for Bremerton and Hwy. 16 West, over the Tacoma Narrows Bridge. Go about 16 miles to Trenton road / Old Clifton Road exit located just past mile marker 26. Turn left at the Stop sign at the bottom of the hill. Follow Old Clifton Road for about four miles and you will see a five way intersection of Sunny slope Road and Victory Drive. Go straight through and you will see a Texaco station on the left. Keep the Texaco on your left and stay on Old Clifton Road for about another mile and you will come to the entrance to the track.

Helpers Wanted! Anyone who wants to help out at the next two events I would appreciate very much and you will be given credit toward a free track event for your efforts. I need Instructors, pit person and help with track-side registration. Sign up to help on the registration form below. You can sign up for the next three events at this time and send it to Danny Alvis at 8318 Northway SW, Tacoma, WA 98498. If you have any questions call me at (206) 582-0803.

IMPORTANT DATES

April 27 and 28 BMW Track Day at Portland
May 11, Thursday Nighter at Bremerton
May 27, Driver's School at Bremerton
June 10, Lapping Fun Day at SIR

DRIVERS' SCHOOL APPLICATION FORM

Name _____
Year & Model Car _____
Address _____

Phone No. Home () _____ Work () _____
Number of Previous Driving Events _____
Driving Level Novice, Level (I II III Instructor) Circle One
Number of Autocrosses _____
Want to be a Helper for this Event _____ yes or no
Signing up for May 11 _____(\$60) May 27 _____(\$65) June 10 _____(\$100)
Two Drivers in One Car, Add \$35 _____
Total Amount Enclosed \$ _____
Driving Goals _____



Stalls

By Thomas B. Nast

Discerning reader Bill Bynum (once a proud owner of a 3.0CS) sent an article from *Investors Business Daily*, to the effect that BMW is planning on building a Sports Ute here in America. And exporting it, too.

Once, in B.C. (Before Children), I made the hadj to Ute country, which is the jumping-off point to Mesa Verde, one of the more interesting places on this planet. Gus, riding his (and my ex) R90/6, with me on my R100/7, cruised through Cortez (Colorado) at dusk en route to the KOA. There was an odd swishing sound, and an half-minute later a rather unpleasant smell. Even more unpleasant than Gus is prone to making from time to time, never mind that he is not at all prone to swishing.

We stopped and looked things over. On the starboard cylinder of Gus' steed was an owl, baking. This critter had flown right into the side of the scooter, causing it (the bird, not the bike) to be very late. There really wasn't much to be done except shovel it off and defeather the engine as much as possible. If this was an omen it was not a good one, but the tour concluded without injury or accident.

Does BMW really want to construct a car in honor of territory chock-a-block with suicidal owls? Or has it simply run out of alternatives to "Utes?" Let's see. "Pueblo" is too close to "Suburban," suggesting that the car can be subdivided. "Hopi" is too prone to bad puns ("Here's hopi it runs today.") "Navajo" is already in use, if memory serves. Why not turn to the Northwest, and simply call it the "Sports Suquamish?" After all, Toyota is calling its new pickup the "Tacoma," in honor of Mount Tahoma, which translates to "high mountain rising over fetid bay."

BMW has long had trouble finding interesting names for its cars. About the best it has come up with in the last thirty years is "M1," which is dull but which caused the U.S. Army to order 1.2 million for its troops (the order was canceled when an alert bureaucrat

noticed that the price was not high enough for it to be an assault weapon). When it comes to naming cars, BMW would do well in turning to Carlin Manufacturing (Fresno, California), which currently has in production a car that, in honor of its Austrian roots, is called the "Wienermobile." This car is 27' long, 10.5' high and weighs in at 10,500 lbs. Its seating capacity is small, being limited to two persons and a dog. It is powered by a 350 cid V-8, which is inexplicable since, in a pioneering application of physics, the car is permanently on a roll. Its construction is a blend of state-of-the-art composite and traditional Grey Poupon, bearing a substantial resemblance to KingDogs in its materials engineering.

Upon learning that six of these models had been ordered, Peugeot immediately announced its reentry into the U.S. market, publicly estimating that it could sell 60,000 cars per year. This, in turn, has caused the Department of Transportation to publish, in the Federal Register, a rule proposing that mandatory drug testing be extended to auto executives and their spokespersons. But I digress. Where were we?

Oh yes. Utes. Recovering reader Marc Cohen (who edited this rag in the Pleistocene era) sent in the following item of interest from the *Arizona Daily Star*, a paper bought and read by Utes:

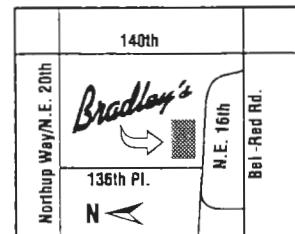
In August, police in Sao Paulo, Brazil, arrested master thief Robson Augusto Araujo and confiscated a stash of his business cards with the firm name (in Portuguese) "Thefts and Robberies, Ltd." and his job title "Thief." Though the card's address was fake, the cellular phone number was real, along with the legend "325 iS," which is the model of BMW he specialized in stealing.

So for reasons of theft prevention, BMW needs to adopt names a bit more common than "325 iS," and adapt them to their environment. In Brazil, maybe

"Pele" would work. When Mr. Araujo is called up and asked to steal a Pele, he will most likely kidnap a soccer star and leave our cars alone. Here in America, "Graz" would be a good choice. Its Styrian roots would recapture sales lost to the Wienermobile, and thieves asked to steal Graz would simply be helping Peugeot management return from their altered state of consciousness.



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1995 Track Events

Date	Event	Location
5/11	Lapping Day	Bremerton Raceway
5/27	Drivers' School	Bremerton Raceway
6/10	Lapping Day	Seattle Int'l Raceway
6/17	Alfa Romeo Club Time Trials	Seattle Int'l Raceway
7/5	Lapping Day	Bremerton Raceway
7/8	Drivers' School	Bremerton Raceway
7/13	Corvette Club SIR Daze IV	Seattle Int'l Raceway
8/2	Lapping Day	Bremerton Raceway
9/2	Drivers' School	Bremerton Raceway
9/29	Lapping Day	Bremerton Raceway

All events are BMW ACA events except for the Alfa and Corvette Club events. We are invited to participate in these two events. For BMW ACA event information contact Dan Alvis, Driving Events Chairperson, at 206-582-0803. Events are subject to change or cancellation, so watch *Zundfolge* for updated information.

Track Events in Northern California

Our chapter has been invited to participate in a series of high performance driving schools sponsored by the Golden Gate Chapter of BMW CCA. The guys and gals from San Francisco have three schools planned, at three different tracks in 1995. And each is a two-day school, so it's worthwhile to make the trip south.

Here's the schedule:

Laguna Seca	May 13-14
Thunder Hill	Sep 23-24
Sears Point	Nov 18-19

Each school is \$260. If you register for all three schools, the discounted price is \$695.

The Laguna Seca school will probably be full by April 13th. So if you're interested, make your reservations now. The Golden Gate group is well organized and has an information packet and registration form available. You can get one from Jim Grinstead. Call him at 415-973-3255 (days) or 510-837-1417 (evenings).

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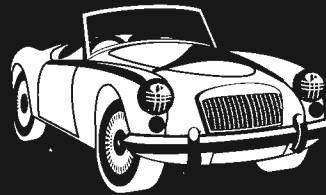
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Robert Darbin		'80 320i
		'72 Bavaria
Mark Wong	BMW Seattle	'87 325i
Ron & Colleen Granfors	BMW Seattle	'81 633 csi
Sin Ling Chau	BMW Northwest	'88 735i
Richard Notley	BMW Seattle	'95 525i
Tye Tolentino	BMW NW	'84 318i
Steven & Connie Alley		'86 L7
Bert & Vickie Butlerworth	BMW Seattle	'95 325is
James & Gloria Millet		'94 325i
Timothy Holmgren		
Kevin Marsh	Alan Bentsen	'93 325
Steve & Carol Willoughby		'87 528e
Milo Johnstone		'58 Isetta
Adriana Arciniegas & Magdalino Secretario		2002tii
David Jensen	Driver's School	
Scott Lindsey	Driver's School	
Steve Ottavelli	Driver's School	
Ken & Cecilia Hill	Driver's School	
Jacalyn Kahn	Driver's School	
Loren Hill & Sandy Turner	BMW Seattle	'69 1600-2
		'69 1600-2
John Carver		'91 325ix
Richard & Marcia Cihak	BMW Seattle	'84 318i
Perry Lee	John Browne	'95 Jetta GLX
Shu-Ho & Tao Jong Chau	Siu Ling Chaw	'83 528e

BMW and Medicine: From Wheels to Hip Joints

A most interesting partnership has been struck in Munich between the practitioners of two widely different fields: car manufacture and medicine. How did this unlikely partnership come about?

It all began when a team of BMW engineers began investigating the possibilities of the then new technology of stereo lithography to automatically produce models and machine tools from CAD/CAM data. A laser beam hardens a liquid photopolymer in a tank, thus producing a solid, three-dimensional component. During the process a part designed by the computer is subdivided into many extremely thin slices by a special calculation procedure. Then, using a very fast mirror system, a further computerized control unit guides the laser over the surface of the liquid photopolymer, following the geometry of each individual slice. The first specimen can thus be made out of these many slices within just a few hours, replacing a process which could have taken days or even weeks.

Essentially by coincidence, the BMW engineers' team made contact with a team of surgeons at the Munich-Grosshadern University Clinic. The surgeons had been working on the idea of "building" body parts using data from computer tomography. Since tomography is essentially a computer analysis of planes of the human body, and stereo lithography uses a number of thin layers to produce specimens, it appeared to make sense to combine what seemed to be similar technologies.

There were a couple of technical problems that had to be addressed. The computer tomographic images were based on greyscale values that had to be translated into curves. The second difficulty was that since the gaps between any two tomographic images were too large for construction purposes, additional "slices" had to be calculated between each set of images. With the help of Munich software firm gsf, these problems were overcome.

Now the process is being used to fabricate bone structures which are then used to practice various surgical methods. In the future: making replacement bone structures for patients.

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April Meeting

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— Steve Niver

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Geneva Motor Show

The 65th Geneva Motor Show was held March 9th - 19th. The motto for BMW's large stand was "Mobile Diversity" keeping with BMW's philosophy of being a mobility company.

Two new 3-series cars debuted in Geneva: the new Touring (our cover car) and the 328i. The 7-series was also featured, especially the optional navigation system.

A laser show presented BMW's safety system F.I.R.S.T. (Fully Integrated Road Safety Technology). This system includes side airbags. A door airbag will be mass produced starting in 1996. A year later, a head airbag will be added. The Germans love their acronyms. The head airbag is known as an ITS (Inflatable Tubular Structure). We are not making this up.

3-Series Touring Bows

A Touring version of the popular 3-series debuted at the recent Geneva

Auto Show. It features increased passenger and cargo room, and will be offered initially with a choice of four engines: gas-powered 2.0 liter and 2.8-liter straight sixes, and 1.8-and 2.5-liter turbocharged diesels. No US sales are planned.

BMW's reasoning for offering this car is simple: the market for "compact wagons" is growing at about 12% a year compared to 5% for the industry as a whole.

The company has made a great effort to keep the weight down: the new car tips the scales at only 50kg (about 110 lb.) more than the sedan. Springs and shocks have been tuned to cope with increased cargo loads. The company says the car can handle at least 1,000 lbs. regardless of engine size.

The engineers' priority was to provide more passenger space. The car was designed with five passengers in mind, as witnessed by the center headrest in the back seat. Other im-

By David Lightfoot &
Tom Williams

provements include a much bigger rear opening and more cargo room, which, with the rear seats folded, is up 4.7 cubic feet over the previous model.

Prices were not announced. BMW figures that women will constitute more than one-third of all buyers.

328i

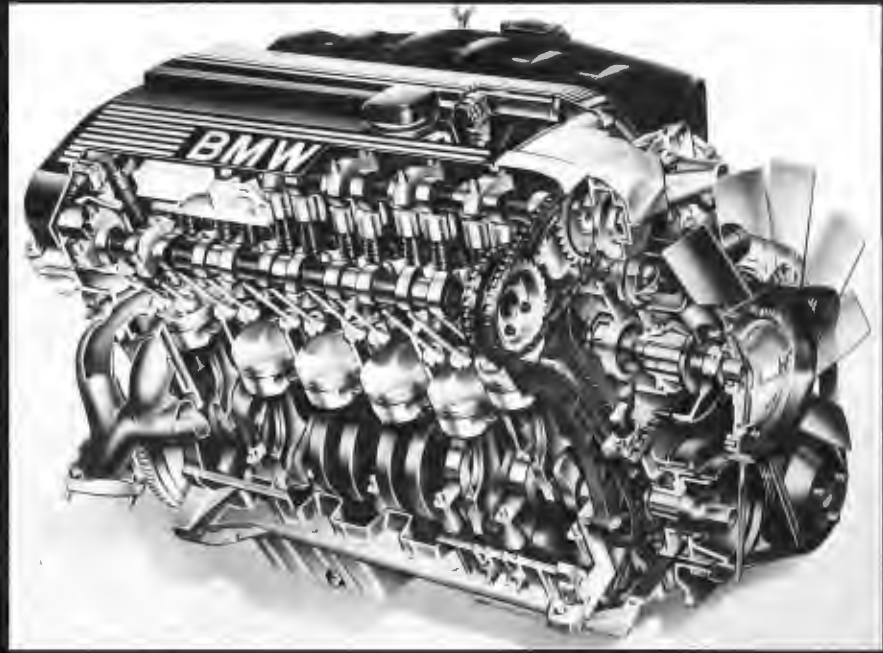
Starting with January 1995 production, the Europeans will have a new top-of-the-line engine choice for the 3-series: a 2.8-liter inline six-cylinder. Badged a 328i, this new model inherits the legacy of the pre-war 328, one of BMW's true classics.

The engine displacement has been increased from 2494 to 2793 cc. The new engine's block is aluminum which reduces weight by 69.5 pounds. The intake and exhaust manifolds have also been lightened. So, while torque is up 15%, fuel economy is also 3% better. The increased displacement comes from a longer stroke, thus the greater torque. The new crankshaft comes from the 2.5-liter diesel engine sold in Europe.

Another new feature is an innovative muffler. It features two tailpipes. At low rpms, one pipe is shut off to reduce noise by 10 dB. At speeds above 2500 rpm, a flap is mechanically opened to allow more power.

Here's the bottom line: the new 328i has equal performance to the first generation M3, gets the same mileage as the old 318i, and is more civilized than either.

The 328i should be available this Fall as a 1996 model in the U.S.




Cutaway view of the new 2.8-liter six-cylinder 24-valve aluminum engine.



BMW 2.8-liter engine... Innovative switch-type muffler on the 328i as the optimum solution to the old conflict of interests between maximum power and efficient noise control.



The 3-series Touring
shows its
handsome lines.



Touring version of
the popular 3-series
debuted at the
recent Geneva Auto
Show, but will not be
coming to
North America.



Isetta Turns 40

It looked a bit of an odd duck then, and perhaps even more so now, but the fact remains that the Isetta was an important automobile in BMW's history. Given the current industry interest in small city cars, it is worthwhile to take a look back at BMW's little bubble car.

It was conceived as a vehicle with the small footprint of a motorcycle yet some of the conveniences of four-wheeled transport. The design was purchased from the Italian firm ISO in 1954. The car reflected the increasing prosperity of postwar Germany: people who had settled for bicycles or motorcycles for mobility were demanding more, and the Isetta filled a nice niche in the marketplace.

The vehicle was simplicity itself, both in design and operation. Entry was accomplished merely by opening a single front door; the driver and passenger merely stepped in and sat down. With 12 bhp on tap, the 794 lb. car would reach a top speed of 53 mph.



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However, the lack of scat didn't mean the car wasn't fun. It could be driven crisply with a fair degree of confidence on back roads. In town, its small size made parking a snap: just back in at right angles to the curb to secure a spot that no other car could get into.

The original engine was 250cc; this was later upped to 300 cc. An export model had somewhat different styling than did the version for the German market, which was also offered a "minivan" variant. By 1959, there was a 4-seater Isetta with a 600 cc engine. This was to be succeeded by the BMW 700, a true "three-box" design.

The Isetta has been given credit for keeping BMW afloat during the mid-50s and early 60s. 160,000 were produced between 1955 and 1962, at which time the car was succeeded as volume leader by the 1500, first of the "New Class" cars. In 1962, BMW employed 9,200 people, produced 53,500 cars, and had annual sales of 294 million DM. Today, there are 58,360 employees, annual car production is 573,000, and sales are 27 billion DM.

Modern safety regulations mean that there will not be another car quite like the Isetta. For that reason, as well as its crucial role in keeping the company going for a time, it will always hold a special place in the hearts of BMW faithful.

— Tom Williams

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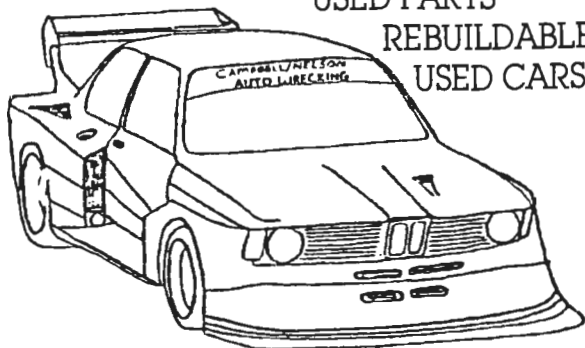


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BMW Line-Up

Here's all the models of BMW currently offered in the German market.

	4-Door Sedan	2-Door Coupe	Convertible	Compact	Touring
316i	x	x	x	x	x
318i	x		x	x(ti)	
318is	x	x			
320i	x	x	x		x
328i	x	x	x		x
M3	x	x	x		
318tds	x			x	x
325td	x				
325tds	x				x
518i	x				x
520i	x				x
525i	x				x
525ix	x				x
530i	x				x
540i	x				x
M5	x				x
525td	x				x
525tds	x				x
730i	x				
730iL	x				
740i	x				
740iL	x				
750i	x				
750iL	x				
840Ci		x			
850Ci		x			
850CSi		x			

Winter Racing

The Andros Trophy Ice Competition held at French ski resorts pits highly modified touring cars against one another. Michel Tarres came in second in the championship, driving a BMW 318is Special Coupe. And in New Zealand, Craig Baird won his second championship in as many years driving a 325i. Baird's main competition was his teammate, Brett Riley, in another 325i. (BMW AG)

...from the editors formation

BMW INTRODUCES "INTELLIGENT" IMMOBILIZER

From the start of production in January 1995, all BMW models will be equipped with a new system to help prevent theft. This "passive" system, which requires no action to be taken by the driver, is called *Immobilizer II*, and it is activated each time the key is turned in the ignition lock.

This new system is based on the re-sponder principle, featuring a coil-shaped antenna around the ignition lock and a 15 mm square microchip within the key itself. As soon as the key is turned in the lock, the antenna—working like a transformer—feeds energy into the microchip monitoring the code sequences. Assuming that the electronic control system then identifies the key as suitably authorized, it transmits a digitally coded signal to the engine management system and the car will start. At the same time, the system will enter a new, individualized code determined by a random generator into the transponder memory. The entire procedure lasts only fractions of a second and is not apparent to the driver.

EACH BMW KEY IS UNIQUE WORLDWIDE

The four keys that come with each new BMW are programmed and coded at the factory. Accordingly, the transponder member in each key comprises a fixed personal code plus the individualized, constantly changing code. This means that there are up to 100 billion different coded variants, making each key absolutely unique. With this data, the on-board system is able to identify each of the authorized keys for a particular car. Should the owner need more than four keys, or a replacement key, the control unit comprises six further data combinations just in case.

To rule out even the slightest risk of false keys being made, spare keys are available only after submission of suitable documentation and credentials via an authorized dealer. Keys come from one central office and are marked with an "E" on the web, indicating that they are spare keys. Since orders for new keys are fully documented, this means that

used car purchasers can find out how many keys, including spares, have been delivered in total for the car.

LOST KEYS CAN BE CANCELLED

Whenever a key is lost or misplaced, this unique system enables the owner to cancel each key individually. If the missing key is subsequently found, the owner must present all the keys before the security cancellation is removed. This concept is similar to the system used for canceling credit cards.

In 7-series and 8-series BMW models, the *Immobilizer II* is combined with an infra-red remote control system for activating the central-locking system and vehicle alarm. In this case, the key comprises not only the transponder chip, but also an additional infra-red transmitter with energy supplied by a mini-cell. The immobilizer remains fully independent of this remote control and does not present any problems even if the key battery or vehicle battery is dead.

BMW's *Immobilizer II* not only meets, but exceeds, the requirements of insurance companies for a self-activating or "passive" electronic security system which acts on at least one of the car's vital control units. Since it does not require an additional battery, it is virtually failure-proof and remains active for an unlimited service life. Also, the fully automatic procedure with which it is activated rules out any false operation or other mistakes.

HIGH LEVEL OF PROTECTION IS ENHANCED BY SENSIBLE BACK-UP SYSTEMS

The new *Immobilizer II* supplements the elaborate standard security features already found in all BMW models. For example, the high-strength cylinder locks have 12, instead of the usual 8 tumblers, and turn freely when forced (freewheel principle). Also, the steering wheel lock cannot be broken by force and the standard central-locking system has a double-locking feature which is activated as soon as the car is locked, making it impossible to open the doors or move the inside door lock knobs.

In conjunction with the infra-red remote locking and alarm system standard on all 7-series and 8-series models, the door lock on the passenger's door has now been dropped altogether, eliminating a possible angle of attack for the car thief.

— BMW NA Press Release

(Editor's comments: I have only two concerns about this otherwise wonderful system. First, it sounds like losing a car key will mean a trip through hell. It's going to be slow and expensive to get a replacement. And forget about the 24-hour locksmith helping you out of a jam. Second, a dedicated, professional thief is going to get your car if he wants it badly enough. This system simply means there is only one way for him to get it: at gunpoint.)





E39 5-Series

The new 5 is to debut at Frankfurt in September. The new 5 will appear in the U.S. in late summer of '96 as a '97 model. Exterior dimensions are similar to the 5-series we've had since '89. The hood and rear deck are shorter resulting in more interior space. The body is rounder than the current 5. Eventually, coupe, sedan, convertible and wagon versions will be offered. (AutoWeek)



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Roadster Z3 Details

In mid-March the final production version of the Z3 roadster was unveiled to U.S. dealers at the South Carolina factory. Although the name is Z3, no such designation appears on the prototypes. The only identification is several BMW roundels.

Let's start at the front. The roadster is clearly based on the 3-series and lots of parts carry over. The headlights are covered like all new BMW models. The bumper and front spoiler are body colored. The kidneys are almost square with rounded corners. One unusual feature—the kidneys are wider at the top than at the bottom. The kidneys are trimmed in chrome with black vertical slats. Fog lights are integrated into the spoiler.

The hood has the familiar V-creases and hinges at the rear. An unusual feature of the hood is that it is cut down into the front fenders - like an old 320i. The hood includes one of the car's sexiest features - slotted outlet gills in the sides - much like on the old 507. In what would normally be the upper portion of the front fenders (but is actually part of the hood), the gills exhaust hot air. The gills feature a decorative roundel. The roundel sits just forward of the door opening on each side.

Under each door is a sill much like on the M3. Just a couple of inches behind the passenger door is the fuel filler opening. The rear of the car is very nicely done - a very cute butt! The trunk is small; it will hold about one and a half sets of golf clubs.

The interior is fairly standard 3-series and should be nearly identical to the 318ti hatchback. The prototypes do

not feature pop up roll bars behind the two seats. A semi-soft tonneau covers the folding top.

The fenders are somewhat flared, and need to be. The Z3 features very aggressive wheels and tires. The wheels are a five-spoke mag. The design is new and unique to the Z3. Tires appear to be 40-series and very wide - our guess is about 225VR40-16. Basically, picture M3 tires on a light and lithe little roadster.

Besides the roundel badges on the sides, there are the usual *blau mit weiss* badges fore and aft. Although there were no Z3 badges on the prototypes, the front license space said "roadster" in cursive script. "Z3" appeared only on the platform the car rested on.

Production begins in the Fall with the first cars going to Europe. U.S. dealers are supposed to receive their first roadsters in January 1996. We'll see - demand is going to overwhelm supply for a while.

The often cynical dealers were very enthusiastic about the car. As a group they "joked" that the first 100 cars would be bought for dealers' wives!

No pricing was discussed, but expect high \$20s to low \$30s. And your Editors predict prices above list early on and no discounting for at least the first year. This car's a winner.

Each dealer will be required to keep a Z3 in the showroom. Orders will be taken and, hopefully, filled quickly. Since the car will be built in the U.S., quick turnaround on orders is expected.

Later, a Coupe Z3 will be added. And how does *Zundfolge* know so much about the Roadster? As the Germans say, "Ve have our Vays."

The Z3's side air outlets are inspired by the 1956-1959 507.



➤➤➤ The M3 Lightweight will be available this summer. But prototypes are already in the U.S. One interesting feature is the retractable front air dam. The dam has a large horizontal surface. This surface is spring-loaded to prevent curb damage. The M3 Light is, after all, street legal.

◆◆◆◆ The new M3 luxury package is a \$2900 option which includes M-Contour II five-spoke alloy wheels, unique front spoiler and rocker panels, eight-way power sport bucket seats, a trip computer, nappa leather and hazelwood trim. A five-speed automatic transmission is optional. (*Automobile*)



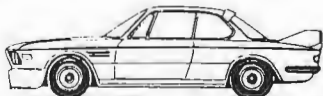
Behind the 8 Ball

Chris Bangle, BMW's design chief was asked why he left Fiat to join BMW. His response, "I couldn't resist the challenge of moving to a company that never made a mistake with its new cars," according to *AutoWeek*. How quickly the 8-series has been forgotten.

In December, Coys of Kensington sold at auction an '80 M1 for \$74,024. (*Automobile*)

The German tuner, AC Schnitzer, has introduced a performance upgrade package for the newly announced M3 four-door. New camshafts, a bigger exhaust and a reprogrammed engine management system increase power from 286 hp to 320 hp. The S3 Sport accelerates to 60 mph in under six seconds and top speed is about 170 mph. The package also includes a more aggressive suspension (springs, shocks, wheels, tires) and an aero body kit. (*BMW Car*)

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"OPEN-AIR" AND CHILD SAFETY SEATS FOR COMPACT

Beginning in June, BMW will begin sales of a new version of the 3-series compact, called the "Open-Air." Borrowing from the landaulet traditions of the 50s, the car features a soft top which folds backwards at the touch of a button. According to the company, the idea is to give a hint of the convertible experience with less cost. It is expected that the new option will add about 2,400 DM (roughly \$1,500) to the sticker.

The company states that a wind

deflector dramatically reduces wind noise and that when the top is restored, it integrates smoothly with the rest of the vehicle roof.

Buyers of the Compact will now be able to specify a special rear seat bench with integrated child safety seats. The seats are adjustable to two different height levels and incorporate a folding footrest. They can be ordered with a small table and backrest. Whether either of these options will be available in the US is unclear.

— BMW AG Presse



The open-air Compact was developed as an inexpensive alternative to the Convertible.

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Slippery "New Soul" in the Auto Industry

In a 1989 MIT working paper titled "Collaborative Manufacturing," MIT's Charles Sabel, with Horst Kern and Gary Herrigal, examined subcontracting and soul—old, new, and changing—in the world auto industry:

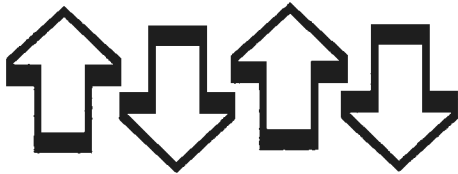
Firms are drifting . . . willy-nilly and for reasons they seldom articulate . . . away from [their limited] interpretations of new supplier relations [aimed at] cost cutting [and] towards a disconcerting view in which the design and production of an automobile requires collaboration of many specialized firms, none of which could complete or even organize the task alone. At the limit—and that limit is already being approached by at least one major producer—the car company would become a kind of higher order design house and marketing agency. Its chief function would be to coordinate the work of other design houses [the system suppliers],

assemble the subassemblies, and distribute the final product. . . . [T]he traditional [auto] manufacturer would become at best a primus inter pares [first among equals], at worst a "value-added remarketer" or "systems house": the computer industry's unlovely names for firms which buy components from sophisticated specialists and combine them in the ways that respond to the needs of particular markets. . . .

[Automakers must distinguish between] systems . . . which the company *must* make if it is to retain its competitive identity and advantage, and those it *can* make, but might well subcontract to suppliers with independent design capacities [Most conclude that] *anything* could be designed and produced outside; and what appeared at any moment as an immutable list of "must" and "can" components was really nothing more than the current, revisable, collective

judgment regarding which components it was *opportune* to make . . .

BMW has moved most decisively towards collaborative manufacturing. Fifty-five [to] 75 percent of the total production costs come from out-sourced parts. Eighty percent of the parts purchased involved important collaborative work with a specialist subcontractor. . . . Growing emphasis on collaboration has turned in-house manufacturing at BMW increasingly into a strategic learning process. The idea is to establish a system in which the firm continuously learns from its suppliers without becoming intolerably vulnerable to them . . . Recently there was a long dispute between purchasing and engineering about whether to stop producing cylinder heads in-house. The decision was to keep production inside because BMW did not want to transfer a crucial proprietary casting technology to a supplier. But all parties agreed that it was unlikely that such production would remain in-house for long. (*Liberation Management by Tom Peters*)



BMW is going up and down market. The new 7-series and the 318ti show that. And the collaboration with Rolls-Royce allows BMW to go even further upmarket.

Going the other way, BMW has signed an agreement with the Hero Group of India which will allow Hero to build BMW's single-cylinder F650 Funduro motorcycle. BMW's entry level bike will play a key role in the company's entry into the potentially huge Indian market. Hero will build the bikes from CKD (completely knocked down) kits shipped from the Italian factory. They will be badged as BMWs and sold through joint BMW/Hero dealers. Longer term plans include increasing local content and using Indian-made parts for European production.

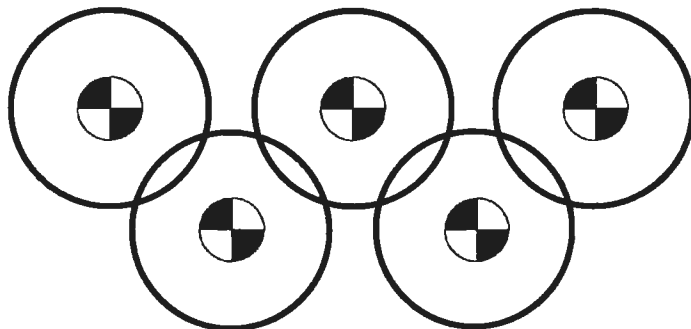
Hero is the world's largest producer of bicycles (Indian entry level vehicles) and also produces mopeds. The Funduro was introduced by BMW in 1994 and has already sold over 11,000 units. (BMW Car)

Agency Fired, Dick Clark, the Olympics, etc.

BMW NA announced March 22nd that Mullen Advertising would be replaced by Fallon-McElligott effective July 1st. Mullen has been BMW's agency for only two years. Fallon-McElligott has offices in Minneapolis and New York and will become creative agency for all auto advertising, interactive communications and integrated marketing.

Dick Clark Corporate Productions, a subsidiary of Dick Clark (yes, that Dick Clark) Productions, Inc. of Burbank, California, has been chosen to develop and execute "broad-ranging consumer marketing programs to introduce the BMW Roadster." The Dick Clark organization was probably chosen due to its Hollywood connections since the Roadster's debut will be tied to the release of the new James Bond movie Goldeneye. (There is no truth to the rumor that a Z3 will be lowered down the side of a building at the stroke of midnight on New Year's Eve in Times Square.)

Advantage International of McLean, Virginia will be handling event marketing support and coordination of BMW's recently announced sponsorship of the 1996 Atlanta Olympic Games.





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'91 M3 "Brill" Red/Black. Great condition, coming out of winter hibernation and deserves more than it's present existence of sitting, covered in a garage! 26.5K mi. Dinan chip & exhaust, cam sprocket, 2.5K in stereo and alarm, new tires. Warranty through summer '95. Great car, as close to new as possible that begs for someone to use it! Recent buyers inspection by independent BMW shop confirms condition. \$24,500, open to *intelligent, reasonable* offers. Tracy Ross 206-285-3559.

1988 M3 Red/Black Leather. 3 pc. 17" Schnitzers. Hand welded exhaust, stiff suspension, Recaro seat, stereo and alarm. Well maintained and clean. 66K, \$20,000 OBO. Justin 828-6645.

1987 635 CSi 5-speed, bronzit/black leather. Extremely clean, garage kept - non-molested - totally original example. \$14,750. Kurt at 232-1202.

1976 3.0Si 168K miles, reliable, needs body work. Kenwood stereo/cassette, sheepskins. BMW factory repair manuals. \$1,000. (206) 723-2279.

1974 3.0CS Mechanically sound, pretty good body, without the usual rust but too many projects in my garage already... Silver/Blue, Automatic, PW, PB, PR. Air, rear window defrost. I'm thinking around \$5,500, but let's talk... Wes pager 989-9516, eves 483-0217.

1970 2002 4-Speed. Newly rebuilt motor, rebuilt transmission, rebuilt differential. Project car for someone who has the time. Too many extras to mention. Must sell, my loss. All records and receipts, body parts included. All that is needed is body work and interior to be finished. Looking for individual who loves and appreciates working on a 2002. Asking \$2,500. Call Steven Erhart at 876-5504.

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Club Discounts

The following businesses have generously agreed to extend price discounts to BMW ACA Puget Sound Region members. To get the discounts, members must show their membership cards before the purchase is transacted. Discounts may not be made after the sales form is completed. Extra paperwork cost the discounting business money just when that business is offering to save us money. So, please make sure to take your card and show it when you place your order. This will protect this program for all.

The Club intends to keep this list current and publish it on a periodic basis. If anyone has any questions or suggestions of businesses to be added to the list, please call Roger Wales at 743-9246.

These businesses, like all others, undergo personnel changes from time to time. Because of this, it is possible that you may not get the correct response when you present your card. Please make sure that you confirm the discount directly with the business as you place your order. If you have any questions, please call Roger Wales. He will be happy to assist in resolving any misunderstanding, however, the Club cannot guarantee a favorable outcome.

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