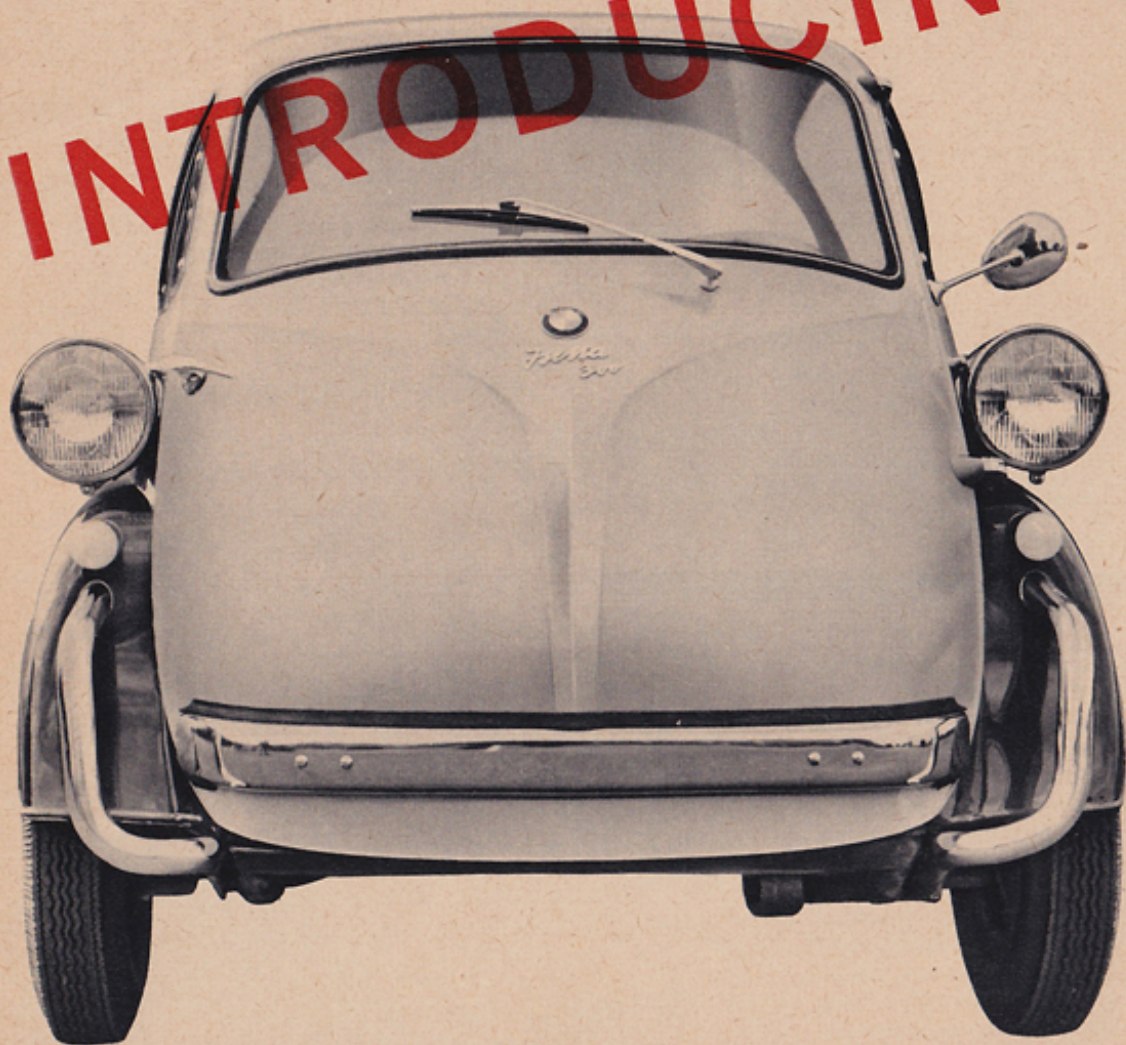


INTRODUCING



a new conception in vehicle design

BMW

USA model





Large sized and ideally comfortable front door

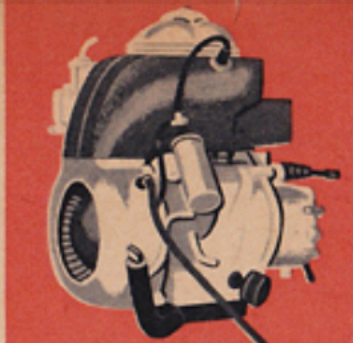
"If European car makers can produce an auto efficient enough and cheap enough for Europe's workers, a gigantic new market can be opened up." These were the lines quoted by a popular American Economic Review.

Meanwhile the appearance and outstanding performance of the BMW Isetta has favorably influenced the problem of generally motorizing Europe's population.

No parking problems - smallest possible parking space



Besides the standard design with canvas hood the BMW Isetta can also be supplied with a convertible hood - in a few seconds the hood can be opened or closed



The well-known BMW four stroke engine

we are sure that it will also arouse a vivid interest in America, especially on account of the traffic problem which demands new ideas in vehicle construction and which is in bad want of versatile, room saving and economical midget cars: the BMW Isetta is indeed apt to fulfil all these requirements.

After its big success in Europe the BMW Isetta is now being introduced in the U.S. and these are its special features of design:

● The spacious and aerodynamically favorable body has been developed from the somewhat modified shape of an egg. It offers sufficient space for two grown up persons and one child, as well as luggage.

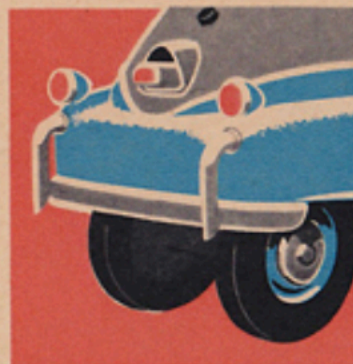
● Large windows offer an allround view, the practical canvas hood can be opened in a second.

● The ideally comfortable front door has replaced the traditional and expensive side doors.

● Fourwheels guarantee safe driving in every situation and due to the fact that the rear wheels do not have a differential, the BMW Isetta can cope even with the most difficult road surface.

● The responsive BMW four stroke engine and its easy steering make the BMW Isetta an ideal means of communication in the crowded traffic situations of our days.

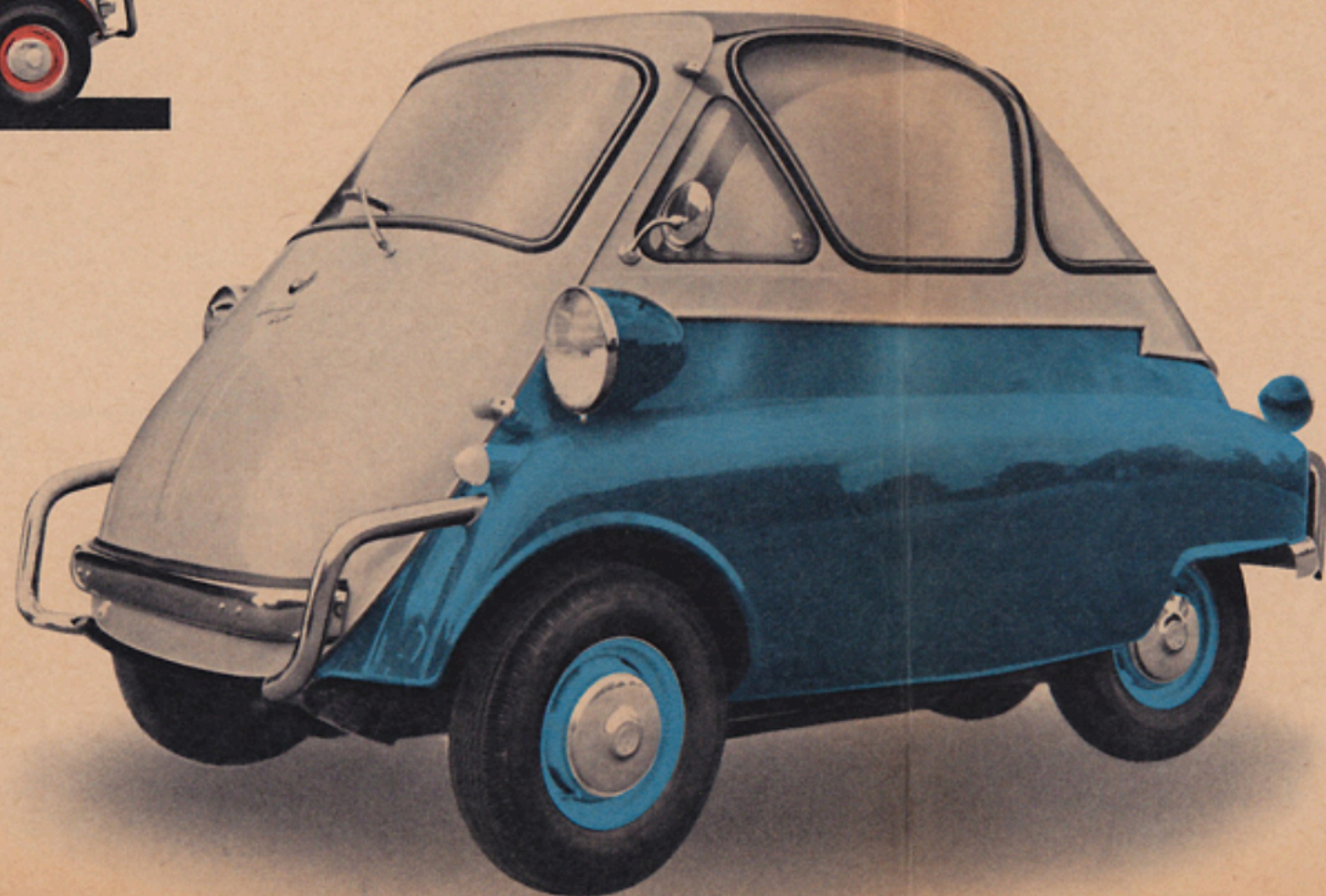
Safety by rear wheel transmission without differential



● Every single technical detail is a proof of BMW precision and craftsmanship the finishing characteristics of which follow the lines distinguishing BMW cars.

We are sure you want to know some more details, therefore please contact our BMW Isetta sole agents in the U.S.,* who will take pleasure in offering you a test drive.

* FADEX COMMERCIAL CORPORATION, 136, Liberty Street, NEW YORK 6



The latest product of the well-known German company Bayerische Motoren Werke AG Munich, in short called BMW, who has acquired a great name during several decades by its activities in the field of aircraft-engine, automobile and motorcycle construction, proved to be the ideal solution in modern design of midget cars. The BMW Isetta is an entirely new type of vehicle. Due to its special features in design, its low price and its economy, it is predestinated to be the all-purpose vehicle for everybody. Many thousands of Europeans have enthusiastically welcomed it;

Isetta

USA model



BMW Isetta Specifications

Engine	BMW fan-cooled single cylinder four-stroke engine		
Bore	72 mm		
Stroke	73 mm		
Capacity	295 ccm		
Compression	7.0 to 1		
Power	13 hp		
Valves	over-head valves, push rod operated		
Lubrication	Circulating system with gear type pump		
Starter	12 Volt starter		
Electr. Equipment	12 Volt/130 Watt Generator		
Engine Position	Right hand side, transverse behind the seat		
Clutch	Single plate dry clutch		
Transmission	BMW four forward speeds and reverse gearbox attached to the engine		
Final drive	Resilient mounted drive shaft and totally enclosed, fully adjustable chain drive in oil-bath		
Chassis frame	Rigid tubular chassis frame		
Wheel Suspension	Independent front wheel suspension, swinging arms, coil springs and hydraulic shock absorbers. Rear wheel suspension, quarter elliptic leaf springs and telescopic hydraulic shock absorbers.		
Wheels	Split-rim disc wheels. Spare wheel with tyre		
Tyre Size	4.80—10		
Steering	Steering wheel, reduction steering gear, smallest turning circle approx. 24 feet		
Brakes	Four wheel hydraulic brakes. Brake diameter 7 in. Total brake lining area 49.9 sq. in.		
Dimensions:			
Track, front	47.2 in.	Overall length	89.9 in.
Track, rear	20.4 in.	Overall width	54.3 in.
Wheelbase	58 in.	Overall height (unladen)	52.7 in.
Weight:			
Kerb weight	approx. 770 lbs.		
Carrying capacity	507 lbs.		
Road Performance:			
Max. Speed	52.8 miles per hour		
Climbing ability	First gear 1 in 3		
Fuel consumption	approx. 62 miles/U.S.Gal.		

Modification to details and specification without reserve
Body design licensed by Iso Spa, Milan/Italy



It is a delight to own the BMW ISETTA



BAYERISCHE MOTOREN WERKE AG MUNICH/GERMANY