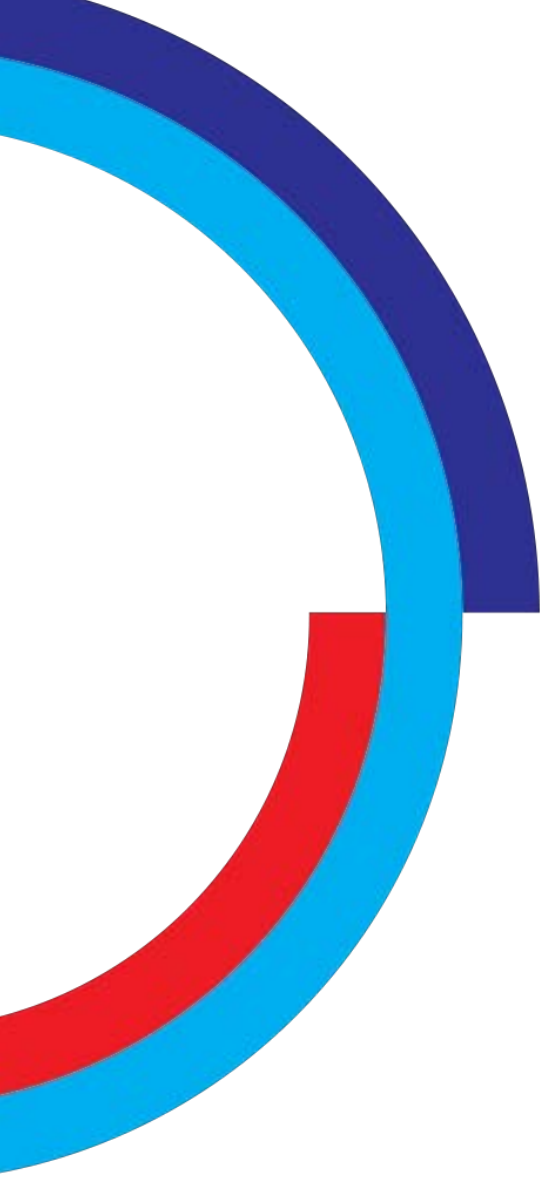


# FIRST GEAR.

March 7, 1916 is recognized as the official founding date of Bayerische Motoren Werke (BMW). The 1928 BMW Dixie 3/15 PS DA, with its all-steel construction, was the first BMW to officially be offered to the public.

1916



# “BUBBLE CAR

Nicknamed the “Bubble Car” because of its egg-shaped exterior, the BMW Isetta captured the hearts of the public. 160,000 Isettas were purchased in the Fifties, making it the best-selling car of that decade.

# 1955

# R" BOOM.

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/ Isetta  
Over  
in the  
g BMW



# MAGNIFICENT

When the BMW 7 Series was launched, it brought the art of technology. Each successive generation has redefined the ethos of this iconic luxury sedan anew.



# 1977

# T SEVEN.

, it was considered to be state-of-  
generation has interpreted the  
/.



European model s



# PERIOD.

Designed for the racetrack,  
revolutionary M1 delivered a pulse-  
ing 277 hp with 243 lb-ft of torque,  
with top speeds of 162 mph and  
led the era's supercar category.



# 78