Cut-and-paste conversions
5mph = 8km/h
150mph = 240km/h

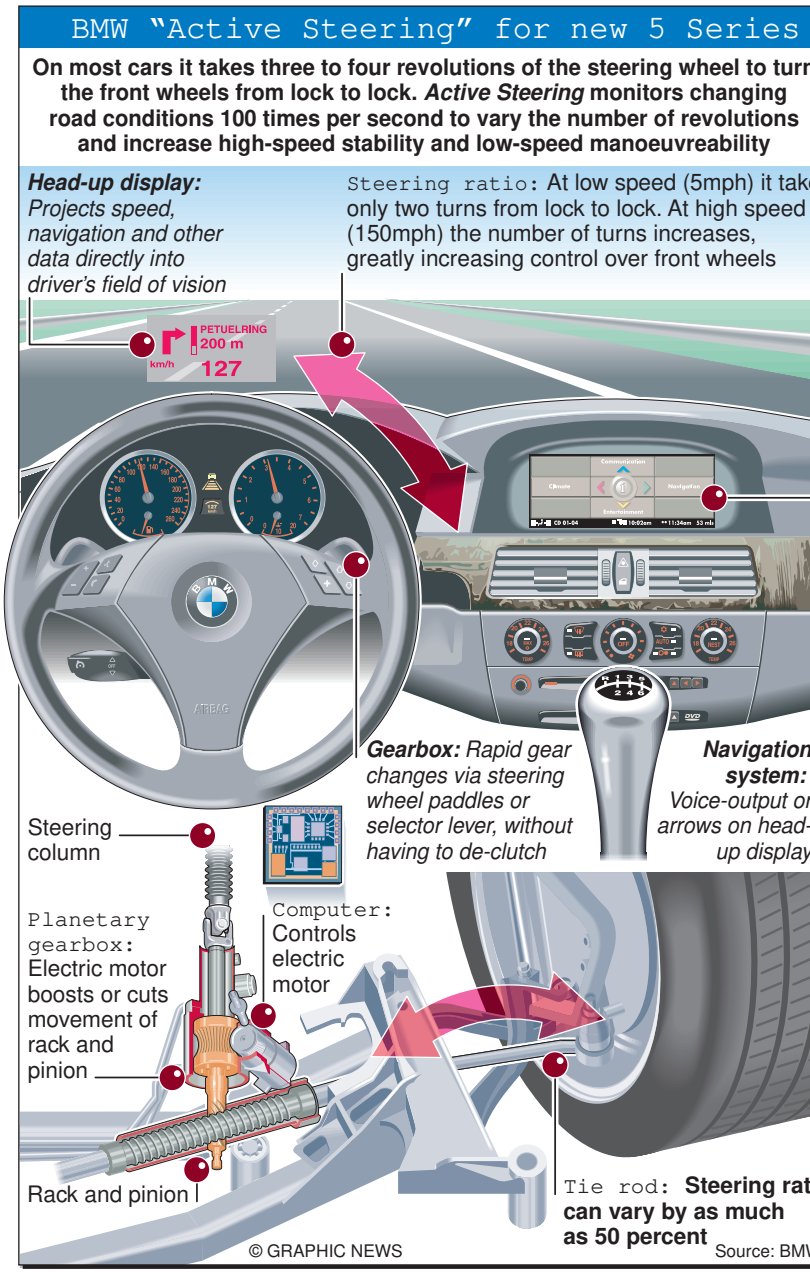
pyright, 2003, Graphic News. All rights reserved

-tech appeal cancel out styling worries?

4, Graphic News: BMW is betting that high technology in its
be the key to staying ahead of the competition and negate
ts controversial styling.
em most manufacturers could only imagine: to replace and
es mid-size luxury car, lauded almost unanimously across
in its class for looks, quality, and driveability.
ew technology and plenty of it.
on sale now across Europe and the United States,
igh technology systems, which enhance safety and make
ate.
– computerised steering offers drivers extra assistance;
, high speed driving crisper.
– stiffens the suspension to control body roll while

y (HUD) – projects crucial data like speed and directions on

ghts – headlights swivel up to 15 degrees as steering turns
he road ahead.
g system uses electric motors at low speeds so that only a
d for parking. Just three quarters of a turn moves the front
full lock. Unassisted, this would take one and a quarter
means there is no need to cross hands or shuffle the wheel
her speeds, the steering becomes progressively more
ooth and precise handling.
es anti-roll bars to minimise sway in bends. HUD embraces
to project virtual information about two metres in front of the
so that vital data can be seen while maintaining a view of
tive Headlights not only swivel as the front wheels turn; if
e navigation, the system spreads the headlight beam to
crossroads and junctions.
h new technology, the 5 series has tyre puncture warning,
ch can travel at up to 50mph (80km/h) for 90 miles (145km).
an its predecessor, but weighs less, thanks to lightweight
an all-aluminium chassis and suspension.
t received unanimous compliments. The complicated body
ues inherited from the controversial top-of-the-range 7 series
generated arguments, with some critics saying it is ugly and
buyers. BMW says the 5 is distinctive and individual. The
t it calls the “Russian doll” school of design, where cars from
e look as though they come from the same mould.
rcedes E class, Audi A6, Lexus GS 300, Jaguar S type.
gical tour de force, but styling might scare off buyers.



EDS -- DATA CORRECT AS AT OCTOBER 14, 2003

STORY TO LEFT OF GRAPHIC << STORY TO LEFT

CATEGORY: Science and Technology
IPTC CODE: AUT,OVR :Automobiles, road transport

STANDARD MEASURES (SAU)