



BMW 740i

The majority of our panelists chose the 1995 BMW 740i sedan as the *Robb Report* Car of the Year for 1995. For the record, Bob Feeman, Dan Phillips, and Ken Gross voted for the BMW. Dennis Adler narrowly favored the S420 Mercedes-Benz, although he, too, was enthusiastic about the newest luxury sedan from Munich. Peter Frey's first choice was the new Jaguar XJ6.

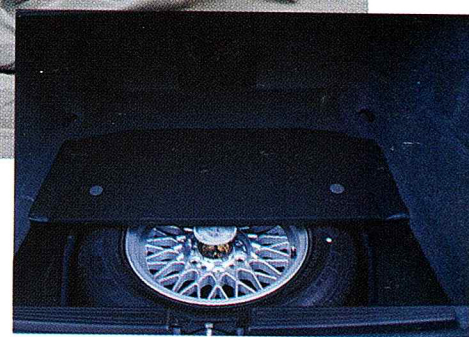
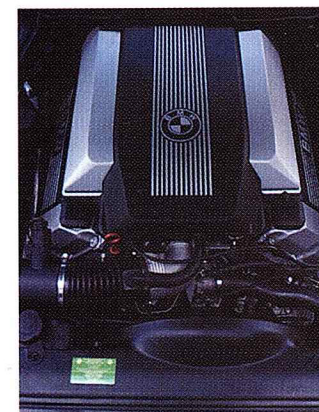
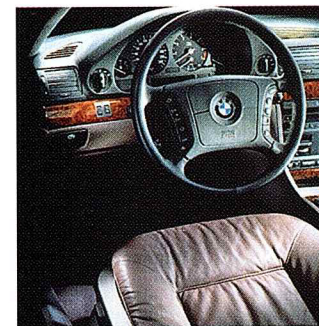
BMW's new 740i sedan underscores an often-used but very apropos description: muscular grace. BMW has successfully made the transition from sport sedan builder to luxury car manufacturer, but Munich's engineers have never forgotten their roots. Inside this luxurious, truly elegant sedan beats the dynamic heart of a BMW sports machine.

Certainly the 740i's sumptuous leather interior, elegant wood-paneled dash, and full complement of every conceivable accessory—including a doubling of the ones that really count, such as air bags, heated front seats with automatic seat belt pretensioners, and separate automatic temperature controls—epitomize what every top-notch luxury sedan *should* offer. But BMW has taken the package one step further, to a level of refinement and integration that makes it one of the best automobiles on the planet. It is truly worthy of the Car of the Year title, and a majority of *Robb Report* editors feel there's no finer sport-luxury sedan available for 1995.

As this was being written, the 740iL and V-12-powered 750iL versions were on their way to the United States. Whichever model you may choose, you won't be disappointed.



PHOTOS (ABOVE & RIGHT) BY PETER KASKONS PHOTOGRAPHY



Comments:

"What really impressed me about the 740i were its fine roadability and its handling dynamics. The smooth, high-revving, 282-bhp V-8 could give a Lexus lessons. The 740i's ability to corner very quickly while its passengers revel in impeccable comfort steals a trick from Jaguar. And its sensible proportions are a reminder to Mercedes-Benz's S-Class that a fine luxury car need not be a behemoth. The subtly restyled BMW 740i will cruise along in smooth silence, but call upon that aluminum 4-cam engine and its beautifully matched 5-speed automatic, and there's an instant transformation. The motor snarls and leaps up its rev scale with a subdued metallic shriek that never fails to stir your senses. Thanks to BMW's superb Adaptive Transmission (ATC), All Season Traction with Dynamic Stability Control (DSC), immense disc brakes with ABS,

redesigned suspension system, and much stiffer new body, the 740i is agile under any road conditions. It can out-manuever many so-called sports models, and do it with such aplomb that rear seat occupants won't even notice the high velocity."
—Ken Gross

"This is a car I'd like to spend a lot of time getting to know very well. The 740i is a perfect melding of the best of BMW—the sporty yet subtle styling of the 8-Series, the quickness of the M3, the solidness and practicality of the 5-Series. The 740i looks good, feels good, and drives like a dream. It moves effortlessly over the ground, its engine note is like a symphony, and its interior rivals the best on the planet. Everywhere you look, there's something pleasing to the eye, something pleasant in the hand, something soothing to the senses. Nothing has been over-

looked—and yet the 740i does not feel over-engineered. It's the natural evolution of one of the world's best cars, built by one of the world's best carmakers."
—Bob Feeman

"Luxury, performance, styling—the 740i has it all. It matches *Robb Report* demographics perfectly. It is safe, sporty, and elegant, and it has room for the entire family."
—Dan Phillips

"The 740i is arguably the best driver's car in the world with more than two seats. The 740i devours the road with total abandon. Throttle response is almost uncanny. Under full throttle on a straightaway, the Adaptive Transmission Control (ATC) works through the 5-speed automatic with the split-second rhythm of a professional race driver. The sounds of the

engine, the transmission, and the exhaust in chorus stir the senses. The world is momentarily shut out and you are alone, surrounded by this magnificent cacophony. The 740i corners like a car half its size, with crisp turn-in and a totally connected feel of the road. There is no way to fault the 740i's performance."
—Dennis Adler

"In the minds of knowledgeable enthusiasts, BMW and Mercedes-Benz are now interchangeable as symbols of the Teutonic school of automotive excellence. The new 7-Series is every bit as good a car as Mercedes-Benz's S-Class, with perhaps a hint of sporting flair."
—Peter Frey