

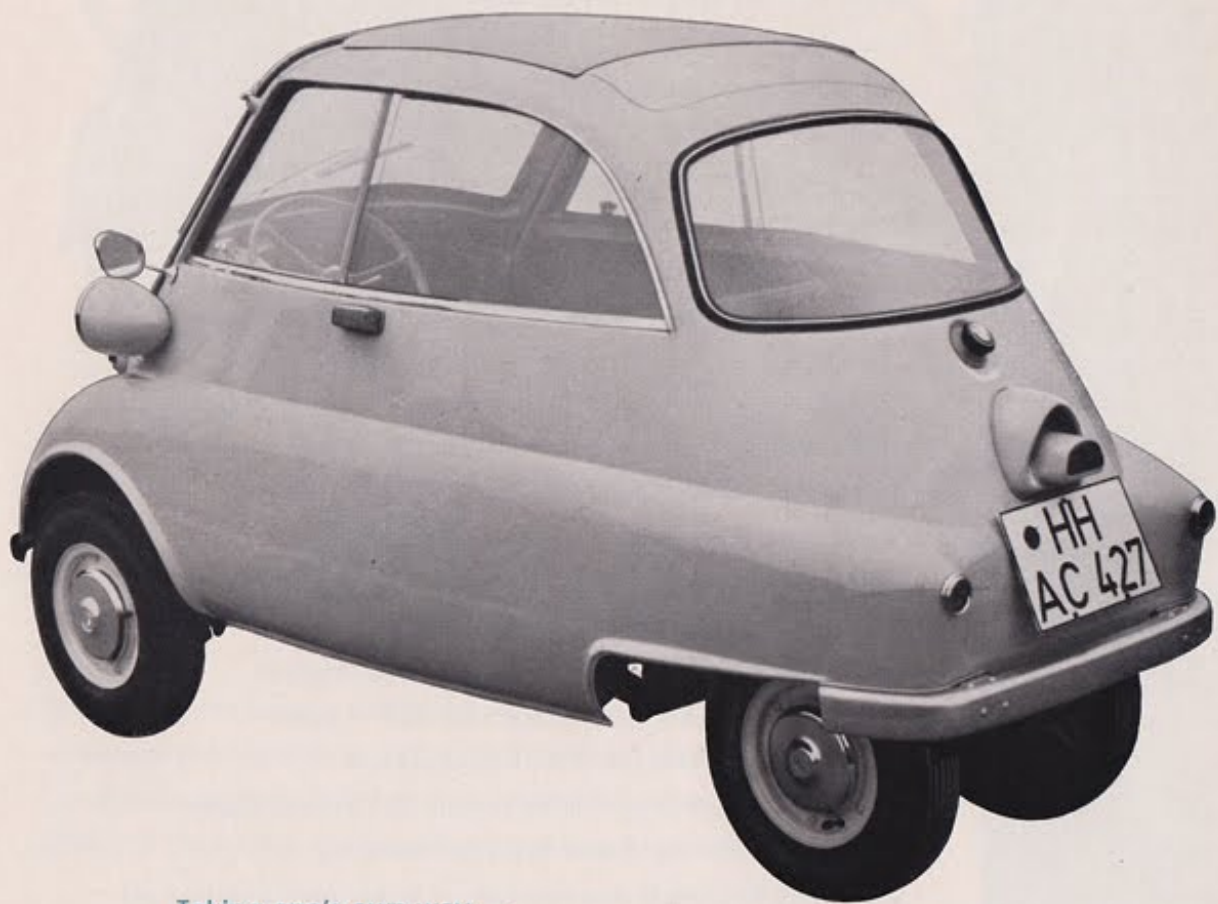


*Targa*

EXPORT MODEL 57



*Isetta* EXPORT MODEL 57



Taking one's own way —  
in one's own car — not bound to any time-table — deciding one's own  
route — isn't that the best way to travel?

So go by ISETTA!

The BMW Isetta 57 model — to-morrow's car is here for you to-day.



A really compact little car — right up to the minute both in technical specification and in appearance. That is what you quite rightly would expect from the latest Isetta model 57, and you will not be disappointed. In line with the many technical modifications, the BMW Isetta model 57 is also equipped with attractive full-width bumpers, and large sliding side windows of safety glass. All these things surely justify your serious consideration of changing over to the new and extremely comfortable BMW Isetta model 57.



# Isetta

EXPORT MODEL 57

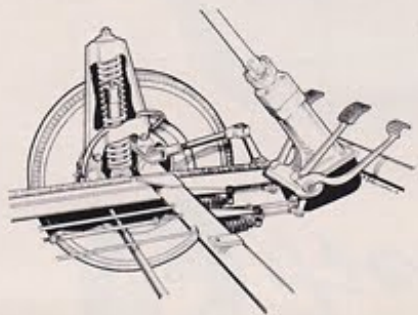
## ***The open road . . .***

for you and your Isetta 57. But whether speeding along the highway, slipping easily through congested traffic in busy city streets or on a shopping expedition necessitating frequent restarts, it is all the same — you can always rely on the robust and reliable BMW single-cylinder four-stroke engine.

Sturdy and willing, the BMW Isetta will take you up the steepest hills without faltering, or cruise effortlessly on the road. Proof of its modern design is the latest aid to driving comfort in the new independent suspension at the front, incorporating coil springs and double-action shock absorbers.

May we ask you to try the BMW Isetta for yourself, because only then can you fully appreciate its fantastic road-holding and handling qualities combined with a truly economical performance.

The export Isetta Model 57 is, without question, the complete answer to anyone wanting an all-round car for any kind of weather and at any time of the year.



The new independent wheel suspension with telescopic shock absorbers.

With its folding roof (standard for all models), the BMW ISETTA is now also available as a Cabriolet



*Isetta*

With the Cabriolet model, the head folds down completely but in a matter of a few seconds can be made as weather-tight as a saloon.



For anyone who likes an open car, sheltered from the wind but surrounded by sunshine, the answer is the Isetta Cabriolet — a truly convertible body. In changeable weather you have all the advantages — you can enjoy the sun, but in a sudden storm you can immediately make yourself as snug as in a saloon — the head operation is both immediate and secure.



This illustration clearly shows the very pleasing and streamlined bodywork. Also to be seen are the ventilator grilles designed to admit fresh air without draughts. These ventilators are only fitted to the Tropical model and undoubtedly they also have the effect of enhancing the frontal appearance of this new Isetta.

**Special Tropical BMW ISETTA Model 57**

We think you will agree with us that in the BMW Isetta standard model with folding roof, the drop-head Cabriolet and the Tropical model, we have a trio of outstanding cars. Admittedly these handsome new Isettas for export are more expensive, but among many other improvements the specification now includes an efficient air-conditioning system, with all the advantages this gives for driving throughout the year in any sort of weather and, in fact, in all climates. An additional attraction is that the BMW Isetta is now available with left or right-hand steering, also with tubeless tyres.



The Export Model 57 with right or left-hand steering.

Pleasure at lowest cost — owning a BMW ISETTA

## Specifications

### BMW Isetta

#### 250 ccm

#### 300 ccm

BMW fan-cooled single cylinder four-stroke engine

68 mm (26.7 in) 72 mm (28.3 in)

68 mm (26.7 in) 73 mm (28.7 in)

245 ccm 298 ccm

6.8:1 7.0:1

12 bhp 13 bhp

over-head valves, push rod operated

Circulating system with gear type pump

12 Volt starter

12 Volt/130 Watt Generator

Right hand side, transverse behind the seat

Single plate dry clutch

BMW four forward speeds and reverse gearbox attached to the engine

Resilient mounted drive shaft and totally enclosed fully adjustable chain drive in oil-bath

Rigid tubular chassis frame

Independent front wheel suspension, swinging arms, coil springs and hydraulic shock absorbers. Rear wheel suspension, quarter elliptic leaf springs and telescopic hydraulic shock absorbers

Split-rim disc wheels. Spare wheel with tyre

4.80—10

Steering wheel, reduction steering gear, smallest turning circle approx. 24 feet

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 52.6 in.  
(unladen)

#### Weight:

Kerb weight approx. 770 lbs.

507 lbs.

Carrying capacity

Road

Performance:

Max. Speed 52.8 miles per hour

First Gear 1 in 3

250 c.c. engine: 80 miles/Imp. gal. = 67 miles U.S. gal.

300 c.c. engine: 76 miles/Imp. gal. = 63 miles U.S. gal.

Modification to details and specification without reserve

Body design licensed by Iso s.p.a. Milan/Italy