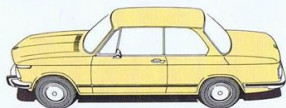




1502







**The small step up to the 1502 is the great leap forward to BMW**

Regardless of size and equipment, every BMW car is a harmonious combination of

performance and sophistication, with a high level of automotive technology forming the basis for safety and economy.

The most compact interpretation of this indisputable concept is the BMW 1502—a somewhat smaller large car rather than the larger small cars produced by so many other manufacturers.

The BMW 1502 offers excellence in engine and chassis,

in bodywork, equipment and safety at attractive terms. It does not in any way detract from the pleasure of being a BMW owner, if anything it increases the pleasure of becoming one.

The BMW 1502 has long elegant lines and a harmonious balance between bodywork and window area: a shape in tune with today—clear, unfussy and timeless.

The rubber protective strips that run the length of the car at bumper height are not only for protection, but also emphasise the car's dynamic contours. The characteristic BMW appearance is completed by

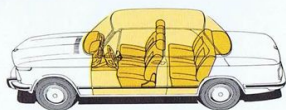
the matt black radiator grille with its kidney-shaped BMW symbol and the headlights. Reversing lights are incorporated into the four section rear lights. The BMW 1502 represents the culmination of many years of model refinement—a thoroughly modern, forward-looking overall design, mature, reliable, economical and longlasting.

The BMW 1502: a car with

the supreme standards of quality we have come to expect from BMW.







### The cockpit of the BMW 1502: an optimum control centre

Effortless, safe control of modern automotive technology is one of the major basic re-

quirements of driving safety. The operating controls of the BMW 1502 have been systematically designed in compliance with the highest safety standards to ensure this. The layout and design of the controls ensure excellent visibility and optimum actions and reactions.

The driver feels at home in the BMW 1502 from the very first moment. It assists its

driver to become an excellent car driver: superior technology ensures superior, fully controlled driving.

### BMW 1502 comfort: The formula for the reduction of physical and psychological strain on the driver.

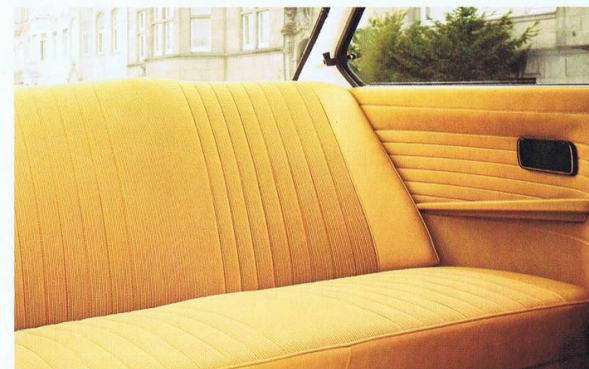
Making mistakes while driving is not so much a question of good and evil, but simply of human fallibility. With a BMW 1502, you buy extra reserves in the suspension system, the engine and the brakes that help to avoid mistakes by making them more controllable. You also buy a total system of driving comfort and this further helps to reduce errors. The demands that a BMW 1502 makes on its driver are minimal. In this way he has as much freedom of action as possible and can make his decisions in a relaxed, alert manner.

The comfort of the BMW 1502 is the result of careful research into the interplay between all factors.

The basis of this comfort is on the one hand a high standard of chassis design, and on the other an exact coordination between seat, sitting position and the positions of the pedals, steering wheel and operating controls.

Nothing has been spared in the ergonomically correct design of the seats. They are shaped and upholstered to give a model sitting position and excellent lateral support.

Both the front 3-point static seat belts and head restraints, whose height is easily adjustable individually at the press of a button, form part of the standard equipment.



The BMW 1502 has plenty of easily accessible spaces to put things on journeys: in the glove compartment, on the instrument panel and in the central console.

The BMW 1502 has an intensive, finely adjustable heating and ventilation system, which can be supplemented

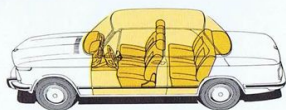
by a 3-speed blower.

It is just as pleasant to be a passenger in the BMW 1502 as it is to be the driver. The relationships between travelling and sitting comfort, visibility and seat arrangements have been thought through to ensure a comfortable journey for all occupants.

(Picture shows BMW Bavaria)

Rev. counter, steel sun-roof, front quarter lights, metallic paintwork, light alloy sports wheels with steel radial tyres, styled sports wheels with steel radial tyres, front 3-point inertia reel seat belts, rear 2-point inertia reel seat belts, headlight wipers, H4 headlight, laminated windscreen, tinted windows, lockable petrol filler cap.





### The cockpit of the BMW 1502: an optimum control centre

Effortless, safe control of modern automotive technology is one of the major basic re-

quirements of driving safety. The operating controls of the BMW 1502 have been systematically designed in compliance with the highest safety standards to ensure this. The layout and design of the controls ensure excellent visibility and optimum actions and reactions.

The driver feels at home in the BMW 1502 from the very first moment. It assists its

driver to become an excellent car driver: superior technology ensures superior, fully controlled driving.

### BMW 1502 comfort: The formula for the reduction of physical and psychological strain on the driver.

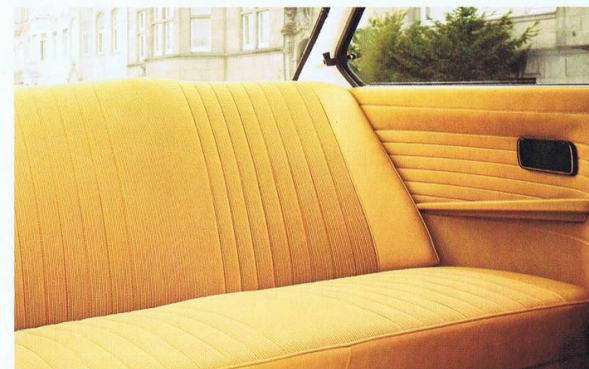
Making mistakes while driving is not so much a question of good and evil, but simply of human fallibility. With a BMW 1502, you buy extra reserves in the suspension system, the engine and the brakes that help to avoid mistakes by making them more controllable. You also buy a total system of driving comfort and this further helps to reduce errors. The demands that a BMW 1502 makes on its driver are minimal. In this way he has as much freedom of action as possible and can make his decisions in a relaxed, alert manner.

The comfort of the BMW 1502 is the result of careful research into the interplay between all factors.

The basis of this comfort is on the one hand a high standard of chassis design, and on the other an exact coordination between seat, sitting position and the positions of the pedals, steering wheel and operating controls.

Nothing has been spared in the ergonomically correct design of the seats. They are shaped and upholstered to give a model sitting position and excellent lateral support.

Both the front 3-point static seat belts and head restraints, whose height is easily adjustable individually at the press of a button, form part of the standard equipment.



The BMW 1502 has plenty of easily accessible spaces to put things on journeys: in the glove compartment, on the instrument panel and in the central console.

The BMW 1502 has an intensive, finely adjustable heating and ventilation system, which can be supplemented

by a 3-speed blower.

It is just as pleasant to be a passenger in the BMW 1502 as it is to be the driver. The relationships between travelling and sitting comfort, visibility and seat arrangements have been thought through to ensure a comfortable journey for all occupants.

(Picture shows BMW Bavaria)

Rev. counter, steel sun-roof, front quarter lights, metallic paintwork, light alloy sports wheels with steel radial tyres, styled sports wheels with steel radial tyres, front 3-point inertia reel seat belts, rear 2-point inertia reel seat belts, headlight wipers, H4 headlight, laminated windscreen, tinted windows, lockable petrol filler cap.

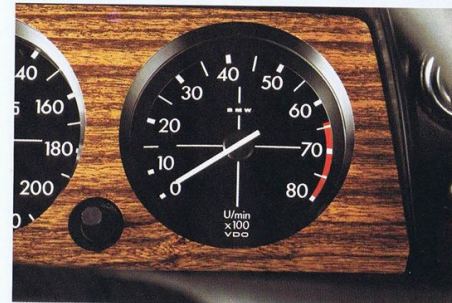




Steel sun-roof\*



BMW Bavaria radio\*



Rev. counter\*



Styled steel rims with steel reinforced radials.\*

\*Optional extras for the BMW 1502: the pleasure of increasing individuality.  
Details of optional extras (obtainable at extras cost):  
Heated rear window, various makes of radio



## BMW 1502: Long-lasting driving pleasure

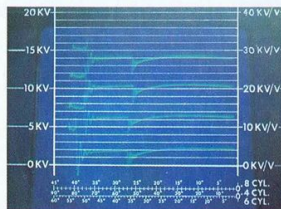
The high standard of technology, the quality of work and the reliability of the BMW 1502 are complemented by something else: BMW service.

BMW appointed workshops in over 100 countries ensure timesaving, reliable maintenance. The BMW range of tests is carried out by means of an electronic contact installed

during manufacture: the whole of the power circuit is tested, together with all the electrics. Diagnosis of the condition of the engine — ignition, dynamic compression, exhaust — is also carried out with a testing instrument. The results are tabulated on a test report — the BMW Electronic Test Sheet — and form an infallible basis for optimum and individual engine adjustment, thus continuing to ensure its long life.

The care with which BMW

build cars is reflected by the BMW After Sales Service and the workshop personnel. The blue and white symbol confers obligations.



## BMW 1502 Technical Data

<b>Bodywork</b>	2-door saloon, torsionally rigid all-steel bodywork welded to floor assembly, shock-absorbing zones front and rear, projecting	bonnet and boot lid
<b>Measurements and Weights</b>	Length 4230 mm (166.5 in), Width 1590 mm (62.6 in), Height (unladen) 1410 mm (55.5 in), Wheelbase 2500 mm (98 in), Front and rear track 1330 mm (52 in), Turning circle 10.4m (409 in), Door opening 1023 mm (40 in)	unseated front 895 mm (35 in), rear 850 mm (33 in)
<b>Engine</b>	Width at shoulder height front 1290 mm (51 in), rear 1260 mm (50 in), Seat width front 555 mm (22 in), rear 1290 mm (51 in), Seat depth front 475 mm (19 in), rear 480 mm (19 in), Longitudinal seat adjustment front 260 mm (10 in), Headroom	Absolute luggage compartment capacity approx. 450 l (15.9 cu ft), fuel tank 50 l (11 gals), 6 l reserve (1.3 gals)
<b>Transmission</b>	Water-cooled, 4-cylinder, 4-stroke in-line engine, longitudinally mounted, light alloy cylinder head, cross-flow principle, overhead camshaft, hemispherical swirl action combustion chamber, 5 bearing crankshaft with 4 counter weights, parallel inclined overhead valves in V-arrangement, pressure oil circulation with Eaton pump and full-flow oil filter, down-draft carburettor Solex 38 PDSI	Unladen weight 980 kg (2161 lb), Permitted load 400 kg (882 lb), Permitted gross weight 1380 kg (3042 lb), Permitted trailer load braked 1200 kg (2646 lb), unbraked 500 kg (1102 lb), Permitted roof load 75 kg (165 lb) (with max 12% increase)
<b>Performance</b>	Hydraulically actuated single plate dry clutch with torsional damper and automatic adjustment	Capacity 1573 cc, Stroke 71 mm, Bore 84 mm, Output 55.2 kW (75 BHP DIN) at 5800 rpm, Torque 120 Nm (12.0 kpm) at 3700 rpm, Compression 8.0 : 1
<b>Suspension and Brakes</b>	Fully synchronised four-speed gearbox, I 3.764; II 2.02; III 1.32; Max. speed 155 km/h (96 mph), from 0 to 100 km/h in 14.3 s (0 to 60 mph in 13.8 s), fuel consumption 10.2 l/100 km to	Three-phase alternator, 12 Volt, 490 Watt, Battery 12 Volt, 36 Ah, Distributor with limiter and centrifugal advance
<b>Exterior fittings</b>	Front wheel suspension: spring struts with wishbones, rubber bushes and torsion bars, coil springs with additional rubber springing Rear wheel suspension: independently sprung wheels, semi-trailing arms in rubber bushes, coil springs with additional rubber springing	IV 1.0; R 4.096, Final drive 4.11:1; split universal joint shaft with central bearing, rear wheel drive by double universal joint shaft with maintenance-free homokinetic joints
<b>Interior fittings</b>	Safety steering column, ZF-Gemmer steering system with worm and roller, three-piece track rod	Overall steering ratio 16.93:1
<b>Optional Extras</b>	All-round parking protection through rubber trimmed bumpers extended round to the side of the car and rubber side rubbing strips, rubber trimmed front bumper overriders, bonnet with spring release and safety lock, side opening rear windows, tinted	Steel wheels with hub caps 4 1/2 J x 13 H2; Tyres: 165 SR 13 radials
	Easily readable, clearly mounted instruments with clock, combined fuel and cooling water temperature gauge, trip recorder, cigar lighter, 2 wiper speeds and automatic windshield wipers/washer operated from the steering wheel, infinitely adjustable instrument illumination, additional warning lights for: choke, fuel tank on reserve, hand brake; 4-spoke steering wheel with large padded central boss and horn button in each of the four spokes	Twin circuit brake system with brake servo; front fixed caliper disc brakes with automatic pad wear compensation, disc diameter 240 mm (9.45 in), rear Simplex drum brakes with self-centring shoes, drum diameter 230 mm, (9.05 in), hand brake acting mechanically on rear wheels
	Heating and ventilation: water temperature controlled fresh air heating with finely adjustable temperature control, 3-speed blower, air extraction through channels in the boot lid at the rear window (except for models fitted with sun-roof), demister for front and side windows	wing mirror 2 reversing lights, automatic headlight extinction when switching off ignition Rust protection, undersealing
	165 HR 13 steel radials with styled 5" steel rims 165 HR 13 steel radials with light alloy sports wheels, front and rear torsion stabiliser, HD suspension	Front reclining seats with infinitely adjustable and lockable back rests, front head restraints with height adjustment by means of press button, removable, front 3-point static seat belts, easy longitudinal seat adjustment by means of roller bearing, front and rear arm rests, passenger door with integral grab handle, rear roof grab handle with clothes hooks
	Leatherette upholstery, sports steering wheel, foam padded steering wheel, 3-point inertia reel seat belts at the front, 2-point inertia reel seat belts at the back, velours floor mat, luggage compartment mat, lockable glove compartment	Fully carpeted interior, easily accessible storage facilities: in the glove compartment, on the instrument panel, in the central console; safety ashtray on the dashboard, 2 rear ashtrays, tinted rear view mirror Parking light switch, interior light, indirect luggage compartment illumination
		Front quarter light, laminated windshield, tinted windows with laminated windshield and front quarter light, steel sun-roof, lockable petrol filler cap, second wing mirror, larger front bumper overriders and rear bumper overriders, metallic paintwork, heated rear window, Halogen H4 headlights, Halogen fog light/washer, light, additional Halogen headlight/headlight wipers/washer, rev. counter instead of clock, windshield wiper delay mechanism, more powerful battery, radios of various makes

According to the requirements of particular export markets alterations in models, standard and optional equipment, as described in the text and illustrations, may occur. Precise information should be obtained from your BMW distributor or importer.



BMW — sheer driving pleasure

5 32 01 001 2 1/75  
Printed in Western Germany