



TIMELY
ADVERTISING

PRESS RELEASE

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FOR IMMEDIATE RELEASE

THE ALL-NEW BMW 745i COMES TO
MORRISTOWN BMW AND OPEN ROAD BMW

EAST BRUNSWICK, NJ: Open Road BMW and Morristown BMW were among the first in the state to introduce the newly re-designed, re-engineered 2002 BMW 745i, according to owner Rod Ryan. "Our BMW dealerships received the cars for an early introduction in January, and the response has been overwhelmingly positive," Mr. Ryan said. "It's an amazing car. In fact, it's so advanced that all BMW employees must attend a three day seminar to learn all of its functions— but it's the *iDrive* technology that really sets it apart from all other vehicles on the road."

iDrive is a computerized management system that controls 270 of the car's functions (including radio, navigation, BMW assistance, climate, telephone and audio systems), with a center-mounted LCD screen and console-mounted rotary pushbutton knob that works as the system's "mouse". *iDrive* allows the driver to spend more time

concentrating on the road by eliminating the problem of too many knobs, dials and switches for the driver to operate.

The new BMW 745i has a 4.4 liter DOHC V-8 engine that produces 325 horsepower (43 more than the 01' model). The increase in horsepower is from BMW's new *Valvetronic* – a high-tech induction system that replaces the traditional throttle system, and provides a 14% improvement in fuel economy and better engine responsiveness.

Connected to the engine is the world's first production six-speed automatic transmission that allows the driver to select from three settings – neutral/park, drive and reverse – from a small column-mounted stalk. The 745i is able to accelerate from 0-60 in about 6 seconds and can reach an electronically-limited top speed of 155 mph. The handling of the new 745i is pure BMW, with a frame that is longer, wider and taller than its predecessor and 18" wheels positioned for maximum stability and traction.

Inside, the amenities are all first-rate and include: optional heated 16-way power Comfort seats, with 4-way lumbar support, standard 10-speaker sound system with in-dash CD changer or optional 13 speaker Logic 7 sound system, standard BMW cellular phone system with Voice Activation, standard rain-sensing comfort wipers that clear a 10% larger area than before, and standard bi-xenon headlights encircled by light rings that function as parking lights.

As usual, BMW engineers have also made safety a priority. The new BMW 745i

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comes with standard front, side and optional rear-side airbags with head protection, standard knee airbags for front passengers and active head restraints to protect against whiplash. Other standard features include, automatic fuel-pump shutoff upon severe impact, an alarm system with operation from remote, and BMW break-resistant security glass.

The car also comes with a 4 year/50,000 mile limited warranty, full maintenance for 3 years/36,000 miles and a Roadside Assistance Program available 24 hours/ 7 days a week, anywhere in the US, Canada and Puerto Rico.

For more information, go into or call: *Open Road BMW*, 731 Route 1 in Edison, 732- 985-4575, store hours- Monday thru Friday, 9:00 AM to 9:00 PM, Saturday, 9:00 AM to 6:00 PM .Or, *Morristown BMW* at 170 Madison Avenue in Morristown, 973- 455-0700, store hours- Monday thru Friday, 9:00 AM to 9:00 PM, Saturday 9:00 AM to 6:00 PM . Both dealerships are part of Ryan Automotive Limited, with ten locations throughout New Jersey.

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