

# The Cool Lifestyle and the Classic Car Connection

by Robert P. Hall

Some people are born cool; they achieve coolness without realizing it. For others, trying to be cool is painfully difficult, if even possible. Being cool is more than ego, vanity, or appearances. It is about subtly pushing life's envelope beyond conventional thinking—and making it look effortless. This includes uncovering quality and beauty in places that most people overlook.

*True cool* is appreciation for high art that can be found in some very surprising places. Consider the example of a classic automobile—like a superbly engineered BMW M car. Like anyone else, cool people have to go places. But whereas a factory mint car may be someone's ideal everyday transportation, a cool person will customize that "perfect" car and raise it to a whole new level—to the ultimate road-handling and performance machine. Such stealth customization requires style, creativity, and an understated elegance.

## Appreciation for a True Classic

So here is a conundrum: How can owning, driving, maintaining, and even repairing a classic automobile such as a BMW four-door sedan outcool a

brand-spanking-new two-door sports car? And how can the word *Motorsport* ever fit with the mundane concept of a four-door saloon car?

The Cool Lifestyle website content reveals how BMW reconciled and then mastered both of these seeming contradictions. Few motorcars carry a cooler pedigree than the simply designed and exquisitely engineered BMW M5. The older classic four-door BMW M car brings what was great in the past into the present, allowing the owner to not just experience but *own* the rarified levels of sensation and inspiration lacking in more-modern vehicles. This is where *classic* melds with *coolness*.



### **The E28 M5**

The Cool Lifestyle website shows why nothing quite like BMW's Motorsport four-door sedans has ever been built. A deceptively simple family sedan that performs like a tornado is cool creativity exemplified. The original E28 M5 has achieved coolness—and only approximately 1,200 were made. It will carry Mom and the kids to soccer practice, then blast the asphalt like a four-door Ferrari.

## The E34 M5

The varied iterations of the original M car elaborated on this machine with what can only be called *cool modesty*. The E34 M5 lacks spoilers and garish, attention-grabbing exterior décor. But once you learn from the products and services on The Cool Lifestyle website, you will recognize it as an awesome, understated product of high engineering and construction art. It will convey four well-dressed adults to dinner with perfect decorum but change into a raging beast at the slightest whim of the driver.



## The E39 M5

The E39 M5 has received the most aftermarket attention of all of these models. It is termed a *cult* sports car due to BMW's unique mix of power and luxury. Notice that it is still hard to say "sports" and "sedan" in the same breath—unless you are speaking of a BMW M car.

## **Repairing and Maintaining a Masterpiece**

Even the mundane subjects of repair, maintenance, and parts for these engineering marvels are cool. They evoke respect approaching reverence on the part of even the most modest motorhead with his oily hands and toolkit on the concrete floor.

Mechanics speak respectfully about the E28 M5's repair issues, centered generally around the clutch cable, rear-window seals, and trunk. Ease of repair of the fuel-injection system and problems of potential brake vibration are common knowledge to specialized shops. They know that the E34 usually requires a significant amount of attention to the cooling system, drive belts, and oil leaks. They also know that the E39 has interesting, easily handled issues common to the Vanos induction system, drive shaft, and rear suspension bushings.

Maintenance of a BMW M5 is explained on The Cool Lifestyle website for each of these models. The original E28 requires oil and brake inspections together with valve adjustments. The E34 requires leak attention, centering on valve covers, hoses, and seals. The E39 cooling system requires replacement of the radiator sensors and keeping the radiator overflow reservoir intact.

The Cool Lifestyle website ([www.thecoollifestyle.com](http://www.thecoollifestyle.com)) offers my e-book (soon to be available in a beautiful hardbound collector's edition) that details these various models. In it I demonstrate how these issues are not flaws but simply personality quirks of each of these great machines.

# *The* **COOL** *Lifestyle*



All of which brings us back to the original point: *Cool* is an art form, and being cool means working on artistry. The Cool Lifestyle website is devoted to showing how being cool enhances one's life and is aesthetically rewarding to both the individual and those around him.

Coolness can be found in all walks and subjects of life. Being cool is a state of mind that creates a state of being—namely the thrill of being alive and savoring the performance of the finest machines on the planet.