

## A Look at Three Cool BMW M5s

### ***What is the driving experience of the factory labels E28, E34, and E39?***

The E28 gives the driver a fine throttle response, a glorious engine sound when it is pushed hard, and fun handling, with high levels of refinement when you want it but also a bit of unruliness when you want to take the car in that direction.

As noted auto columnist Quentin Willson put it, the E34 is “the most accomplished saloon car ever made.” He continues: “An awesomely, heart-stoppingly and frighteningly wonderful machine. No other four-seater in the world has such a devastatingly high top speed, blistering acceleration times or near-perfect ride and handling balance. And with every successive model incarnation the M5 gets impossibly better and better. Munich’s fastest Five is, and always has been, the King Kong of super saloons.”<sup>1</sup>

When driving a BMW E39 M5, when you hit the gas—anywhere, at any speed or location—you get immediate acceleration, and cars around you just disappear. As contemporary testers have commented, the acceleration results in response to a 0-to-60 test put the E39 close to the category of a Ferrari 360 Modena or a Porsche 911 Turbo. In addition, and in true M tradition, there is a surprise waiting for any driver when the revs get into the upper end of the

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1. Willson, Quentin. 2006. “The Frightening Wonderful BMW M5 Is the Most Accomplished Saloon Car Ever Made.” *Classic Cars*, September, 70–73.

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range. In the last 2,000 rpm or so, the E39 finally delivers close to the spine-tingling “on-cam” rush of the previous model M5s.

In this seminar you will learn the amazing attributes of three cool cars and what the driving experience is like for each. Through Robert P. Hall’s own extensive ownership experiences with each of these cars and from comments from acknowledged auto journalists, Bob will entertain and inspire you to decide which of these three models is best for you—and you will be on your way to The Cool Lifestyle experience.



In this seminar you will:

- ▶ Become informed about three cool sports cars
- ▶ Be entertained and identify with the driving experience of the three M5s
- ▶ Examine the connection between the experience of driving a cool car and The Cool Lifestyle
- ▶ Explore tools for creating *your* cool lifestyle

*Bob can show your group how to experience The Cool Lifestyle.*

*Contact him today: [rhall@thecoollifestyle.com](mailto:rhall@thecoollifestyle.com)*