

# *der Bayerische*

National Capital Chapter

BMW Car Club of America

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**Cover:** Convertible season is here. A rare Z1 and a Sbarro BMW 328 replica seen at the 2010 Vintage at the Vineyards. See the latest on page 17. Photo by Raine Mantysalo.

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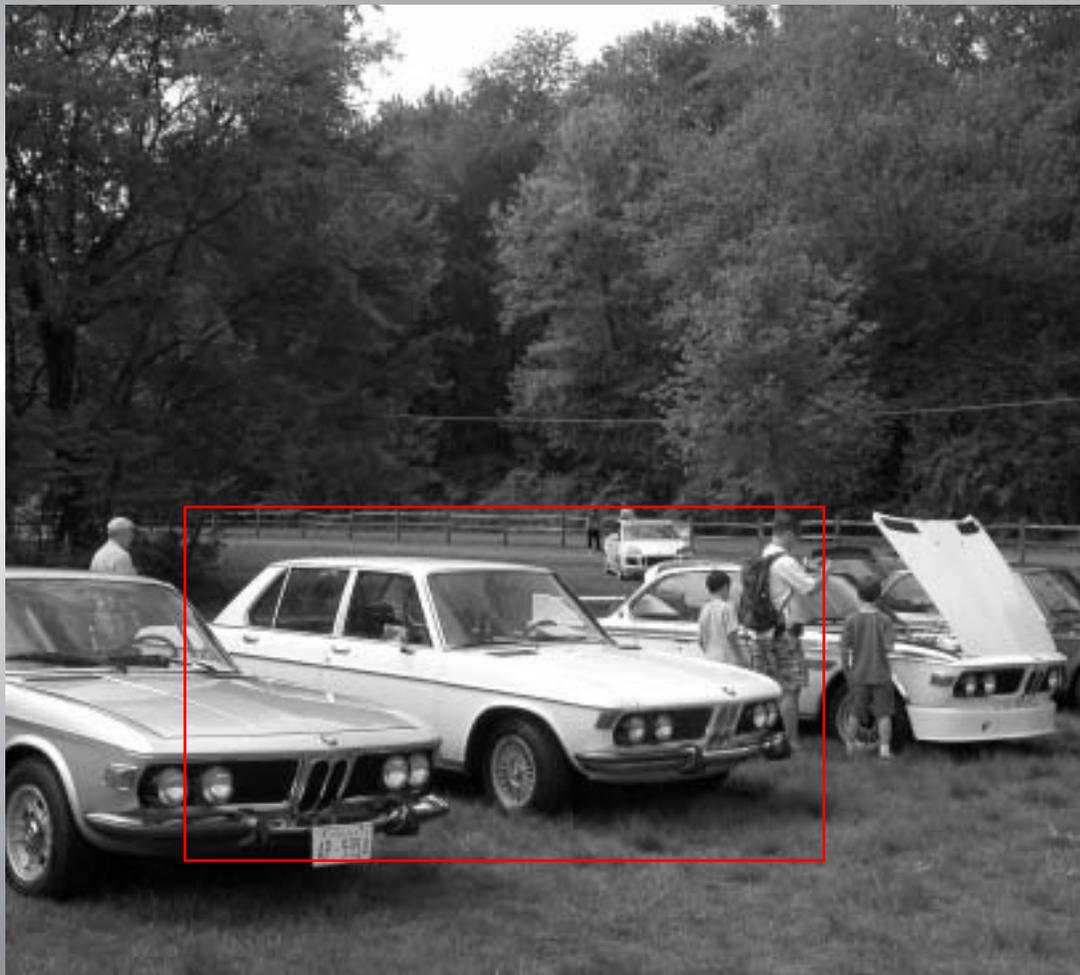
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## Traditions

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# The Often-Overlooked E3

It was the fall of 2007 and I was sitting in a line of cars at Wolf Trap waiting for the caravan to begin to Passport BMW for a fall event. I looked in my mirror to see Richard sitting in this big white car with his son Philip. They looked extremely comfortable and at ease. There was a pause in the effort to exit the park, so I got out, walked back and introduced myself. The maneuver reminded me of how I used my sister-in-law to meet her sister, now my wife of 35 years. I really wanted to see Richard's car, as it was one I was not familiar with. His big white car is an Alpine White 1973 3.0S, an E3, which he says acts like a 2002 on steroids.

The 3.0S is the deluxe version of the Bavaria that most of us are

most familiar with. The Bavaria, a car specifically built for the U.S. market, was the brainchild of Max Hoffman, a New York-based BMW dealer/importer. The story goes

something like this: BMW delivered Hoffman two versions of its latest sedan; a "stripper" 2500 model and the upscale 2800, but neither car sold very well. The 2500 didn't sell

because it was underpowered, and the 2800 didn't sell because it was overpriced. So Hoffman advised BMW to put the bigger motor into the stripper-version and call it a Bavaria. Some E3 buyers in Germany, particularly those who lived in Bavaria, were not at all pleased that they could not buy one, and rumors abound that several of these disgruntled Bavarians bought themselves the "Bavaria" name plate and stuck it on the back of their 2800/2500s!



(Left) The 3.0S, strong and smooth, is like a 2002 on steroids. An updated 3.3-liter motor powers Richard's 3.0S.

The 3.0S features power steering, air conditioning, electric windows, Becker AM/FM/Stereo radio with three speakers, power antenna, rear safety headrests, leather interior, alloy wheels, steel belted radial tires, complete retractable tool kit in the trunk lid and tinted glass. All of these are options on a Bavaria.

The Bavaria, one of the "big six" models, was marketed as having the ability to cruise effortlessly at 130 mph and advertised with taglines such as "Wundercar", "Schnell on wheels", "Think Fast", "Take me to your husband" and the truly unforgettable "Dreikugel-wirbelwannenbrennraum" (three ball hemisphere swirled combustion chamber). From 1968 to 1977 BMW offered nine big six models priced from \$3,015 to \$8,453.

The 3.0S is the evolved model of the first modern six-cylinder offering by BMW, its 1968 2500 and 2800. Wedged between the highly successful four-cylinder Neue Klasse car and the 326, 327 and 328 six-cylinder cars, BMW took on



Mercedes-Benz and Jaguar directly with an innovative, quick and agile offering. BMW's engine designer, Alex von Falkenstein, was the brains behind adding two additional cylin-

ders to the highly successful four-cylinder M-10 motor from the Neue Klasse cars. Adding the extra two cylinders made the engine incredibly balanced and smooth. The engine

in the 2800/Bavaria boasted 170 horsepower, 185 foot-pounds of torque, triple hemispherical swirl-action combustion chambers, overhead camshaft supported by four bearings, inclined overhead valves arranged in a V-formation and a crankshaft supported by seven main bearings with 12 counter-weights.

In addition to a remarkable engine, the early models were equipped with a fully independent suspension system with spring struts up front, eccentric displaced coil springs, trailing links and hydraulic shock absorbers. The spring and control arm shafts are separate making steering easier even with the wider tires. The 3.0S and Bavaria were equipped with a torsion bar stabilizer on the front axle with optional rear axle stabilizer and limited slip differential.



*(Top) Sometimes the car and the background just go together. (Left) A Nardi wheel sets off an interior that would serve any modern car well.*

**Car history**

In 1983, a previous owner in Boston spent \$31,000 upgrading the car. Some of the upgrades included a new 3.3 liter engine, new five-speed transmission, limited slip differential, Alpina suspension package, dual Weber carburetors, new paint and all new exterior bright work. The car was sold in 1995 and moved to California. That owner replaced the leather interior, installed a high-end stereo system, improved the brakes and installed new brake lines.

In 2006, the car was sold to an owner in Maryland who installed electronic ignition, rebuilt the carburetors, installed a Carter electric fuel pump, a fuel filter, new rubber fuel lines, and added a Nardi wooden steering wheel.



During Richard's ownership, he's had the wheels powder coated and purchased new roundels for the hood and trunk. The car was repainted in April as the outdoor canopy collapsed on the car during the heavy snowfall in February. Small future to do's include an air conditioning upgrade, replacing the radio with a Becker Grand Prix

original, replacing the noisy fuel pump with a mechanical pump and fixing the window washer motor.

According to BMW Group Classic, the car was made on June 9, 1973. BMW produced 4,784 of them from January to September 1973. Current information can be found at the Senior Six Registry at <http://www.seniorsix.org/>

*(Top) The 3.0S badge tells those behind they are following a "Deluxe Bavaria". (Below) Richard's 1973 3.0S just seems to belong at the Bavarian Inn in Shepardstown, West Virginia.*

