



DS-43-TD

#243

**BMW
733i [E23]
(1979)**

**Minichamps
431 023100**

Period: 1977-1987

Built: 285,029

Engine: 3.2-liter 6-in-line

Power: 197 PS

Top speed: 205 km/h

Price: fl. 60,427

Predecessor:

BMW New Six (E3)

Successor:

BMW 7-series (E32)

Date acquisition:

25/07/2017

Approx. first plate Approx. last plate

99-RZ-99 SJ-07-BT



Freude am Fahren
70er Jahre



Wide taillights emphasize visual breadth on both E3 and E32.

The E32-generation BMW 7-series is the first-generation 7-series. It replaced the range of saloon cars commonly known as the “BMW New Six” or with BMW product code E3. Given the 3-, 5- and 6-series had all been introduced earlier in the 1970s, the E32 7-series completed BMW’s conversion to the now familiar naming strategy for its saloon and coupé cars.

Stylistically, the E32 adopted a more robust stance than the E3, but key hallmarks such as the forward-angled front known as the “shark nose” and the kink in the rear side window signature known as the “Hofmeister kink” are similar between the two. In fact, the shark nose is more aggressive than on any other 1970s BMW. And the elongated sleek profile gives the E32 7-series a very well-balanced design.

Whereas the 5-series has always been stiff competition for the Mercedes-Benz 200/300 series or E-class, the 7-series has typically struggled to achieve the same prominence and acclaim as the rivalling Mercedes-Benz S-class. Perhaps it is that the sporting driving dynamics that BMWs typically excel in do not quite translate as well to the upper executive market where the 7-series and S-class operate. Perceived standing and positioning aside, the E23 7-series remains an impressive car. AutoCar very much agreed in its test of a 733i in the 6 August 1977 issue: “Magnificent engine and transmission; good handling, steering, and brakes” and “a superbly comfortable car” that “proved every bit as exciting as its description suggested”.

Minichamps generally makes highly accurate and detailed model cars, but this is perhaps one of their best. I particularly like the typical spoke wheels (for today’s standards a moderate size), the precise chrome work around the window lines and rear lights, the over-sized rear headrests, the narrow kidney grille, and the front fog lights below the front bumper. The soft golden “Kashmir” hue is beautifully complemented by the typical 1970s brown interior. Like many other BMW models made by Minichamps, the model has an openable bonnet.



The E32 7-series has a more robust stance than its E3 predecessor, but stylistic hallmarks such as the shark nose and Hofmeister kink remained.



Golden-beige exterior and peanut butter interior are a beautiful match on this model.