



NL LN-BS-73

#28
BMW
740i [E38]
(1995)

Herpa

Period: 1994-2001
Built: 327,598

Engine: 4.4-litre V8
Power: 218 PS
Top speed: 238 km/h
Price: fl. 189,200

Predecessor:
BMW 7-series (E32)
Successor:
BMW 7-series (E65)

Date acquisition:
15/05/1995

Approx. first plate Approx. last plate

JD-XT-12 NL 27-HK-GD



Freude am Fahren
90er Jahre



BMW took a cautiously evolutionary approach for the third-gen "7"

The 28th model car in my collection is this E38 BMW 7-series by Herpa, a present for my 13th birthday in 1995. The model has always been one of my favourites, so it is a shame the windows have gone quite yellow. Besides that, the model is in good nick for a 25-year-old model car (at time of writing). Of the 585 E38s sold in the Netherlands in 1995, 151 (26%) were still registered in May 2020.

The E38 7-series, introduced in 1994, followed two earlier generations of 7-series and the "New Six" E3 luxury sedans before that. It continued where its predecessors left off: being an expertly executed large and luxurious executive saloon with sleek lines and refined six-, eight- and twelve-cylinder engines. For the first time, the 7-series range also included diesel engines. Compared to its direct predecessor, the exterior design was a little softer and rounder. And like the 1990s 3- and 5-series, the dual round headlights were now encased in rectangular units and the L-shaped rear-light design was abandoned. However, other key features such as the thick C-pillar with distinctive Hofmeister kink and the extensive chrome detailing were retained from the E32 predecessor. All in all, the design was decidedly more refined than the contemporary S-class – the rather pompous W140 – and more in line with the equally gracious Audi A8.

AutoCar was not immediately impressed by the new 7-series design (4 May 1994): "What you should know before anything else is this: BMW's new 7-series is not, repeat not, a facelift. Engines and transmissions aside, the 730i/740i is a totally new car and not merely an extensive rejigging of the car launched in 1986. (...) Superficially, the new car looks like an oversized 5-series with 3-series headlights grafted on to the nose. (...) Of the three styling proposals presented to management four years ago, BMW deliberately chose to go the evolutionary route by favouring the most restrained design". On closer inspection – a direct confrontation with an Audi A8 4.2 and Merc S 420 – AutoCar concluded that the 740i remained the "driver's choice just as clearly as its predecessor" but could neither match the A8's "genuine, unaffected elegance" nor the Benz's ability to transport people huge distances in peerless surroundings and comfort".



Four eras of BMW top limousines: the E3 ("New Six"), E23, E32, and E38 (7-series).



In the AutoCar test in May 1994 the 740i lost the A8 on looks and the "S" on refinement.