

The Concept

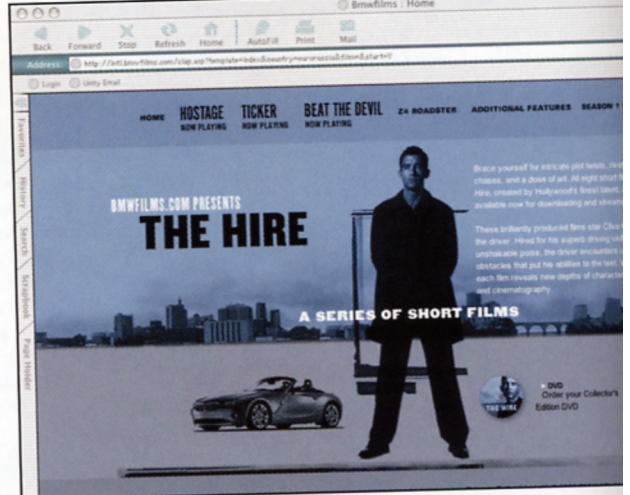
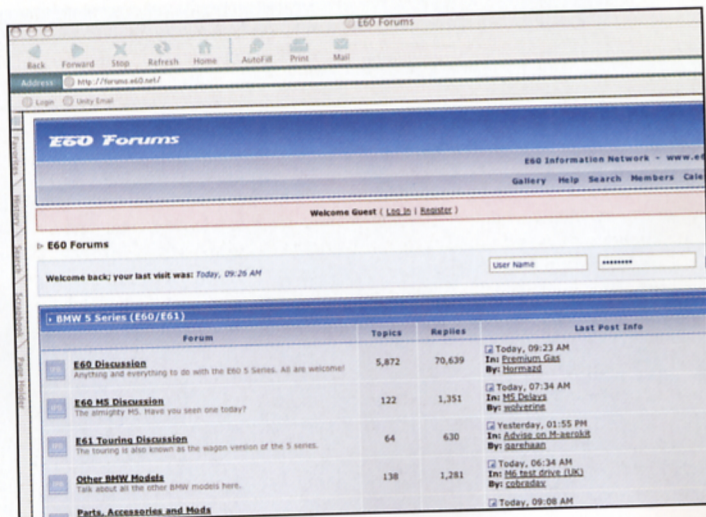
Billed as being 'the Internet's best resource for new BMW 5 Series owners and enthusiasts.'

The Content

Not much to see here – there's a brief history of the Five on the homepage, and then you have the choice of either the forum or the gallery. The gallery is not a collection of owner cars as you'd expect, but a library of pictures detailing things such as exterior colours, interior trim colours and wheel designs for the E60. The forum is the meat of the site; packed with all the usual headings – a general discussion section where users can discuss the Five, an information section with all sorts of technical discussion, and a miscellaneous section for general chat. In the forum, there's a link to a members' gallery, and on the homepage are links to all the site areas, including Information and FAQs.

The Verdict

This site is rather misleading – the Gallery and Forum are given top billing, so it's easy to miss the Information and FAQ sections, which prove very interesting. The Gallery is useful if you want to see things like exterior colours on actual cars rather than on little squares in a brochure, but you're not going to spend much time there. The forum has over 2000 users and they've been busy, with lots of posts and replies in just about every forum section – if you want to talk E60, this is the place to come. The owners' gallery can only be accessed from the forum, and there are pictures of cars, aftermarket parts and pictures from meets. The unsung stars of the site, however, have got to be the Information and FAQ sections – Information houses magazine articles, TV adverts, owners' manuals and sales brochures – most of it is US-based, but it doesn't matter. FAQ covers, well, just about every E60-based question that exists, from What is iDrive? to Production Status Codes. All in all, a great E60 site, with useful information on a wide range of E60 topics, more than enough for most owners.



The Concept

The online home of BMW's award-winning range of short films starring Owen and a host of BMWs.

The Content

If you've never been to Bmwfilms.com, you're missing out, not only on great BMW action, but also on some great mini-movies. The concept movies began in 2001 with *The Hire*, a series of short films starring Clive Owen and executive-produced by David Fincher. A selection of top directors took the challenge of creating five mini movies, packing all the action and drama into a blown big-screen epic into a few minutes. With a total of eight films or with one of them – *Hostage* – winning the LA International Short Film award for Best Action Short, this site won't disappoint movie fans or BMW fans. As well as the movies, there's a selection of extras to keep you entertained, including a choice of cool wallpapers, images and a couple of short movies.

The Verdict

Free movies by top Hollywood directors, starring über-cool Clive Owen and a selection of BMWs at silly speeds – you decide if that sounds like something you want to watch. The site may have been around for a while now, but it's still going strong – the chances are, even if you have been here before, you haven't watched all the movies and if you have, the majority are well worth watching again. It might struggle to download the films, but everyone with broadband should be able to watch them fine. As well as watching on your computer, you can get a DVD which contains all of the films, and all you have to pay is postage – which isn't much. It's a shame that BMW hasn't made any more films, as they're all excellent, and they're cool – a particular favourite is *Star*, with Madonna and an M5, which is fantastic. Obviously, this being a professional site, it's as well designed and presented as you'd expect: and all the better for it as it still feels as fresh as when it was launched. If you haven't guessed, this is a very cool site – get down to it.

