

# Hoot BMW car insurance – Now that’s what I’m talking about

## **BMW Z4 Roadster – a soft top superstar**

Now, as my colleagues are well aware, I like my roadsters. I try not to think about the car insurance issues faced by soft tops, (that’s kind of why I like the Renault Mégane Coupé Cabriolet) but the Z4 is worth the issue and more.

In production since 2002, this was the first fully fledged example of Chris Bangle’s controversial ‘flame surfacing’ design style and it caused quite a bit of controversy amongst the moto-journos out there.

## **‘Flame surfacing’ – I beg your pardon – will my car spontaneously combust?**

No, you won’t need an extra clause in your BMW car insurance package, it’s a design concept initiated by the mighty BMW design giant, Chris Bangle.

Flame surfacing is said to be in the tradition of German expressionism as embraced by BMW’s ancestral home town of Munich (Mercedes, by contrast, is said to be consumed by Swabian functionalism). It is high-tech, Art Nouveau, computer Gothic; aligning itself with the twisted shapes of Frank Gehry’s postmodern architectural masterpieces.

Back in 1996, a design project originally called Deep Blue made the momentous decision to focus their imagery on the flame. Fire is the primordial expression of heat and passion; whilst the flicker and twist of a flame is said to be akin to a visual representation of torque.

Before the production of the Z4, BMW presented the X-Coupe; a concept model debuted in 2001. It was described as having body panels like a contorted baked bean can and was vilified by some critics, but this was probably the gothic ‘flame’ styling at its height. Thankfully the Z4’s toned down curves are more pleasing. Its body style emanates from the acute slash of the windshield pillar; flowing into convex and concave panel shapes, spreading out from the slash, to fold gently into a sculpted wall that pans across the rear of the car.

## **Yeah right! - So what’s under the bonnet?**

Forget, the artsy-fartsy gushing prose, we petrol heads want to know how it drives.

This particular 2 seater enters at its lowest spec with the Z4 2.0i SE Roadster. That’s fine, but it’s the top of the range 3.0i model we are in awe of here in the Hoot online car insurance office.

With 231 bhp and 221lb torque it speeds smoothly to a (limited) top end of 155mph and goes 0-62 in a nifty 5.9 seconds. The six-cylinders are refined to perfection and throttle response is a dream. It combines silky smooth low-rev purring with a bottom-clenching muscular growl as your foot depresses to speed you up the fast lane, and it’s all in one Jekyll and Hyde package that leaves you speechless.

The Z4 does have power steering, but before the detractors out there turn away in horror, read on and realise that a nifty little ‘Sport’ button activates the Dynamic Driving Control and, hey-presto, the throttle pedal mapping is changed to give greater steering response and speedier accelerator reaction times. It’s really pretty good.

The ventilated disc braking system is immediate and fade free, and the close ratio six-speed gear box matches well with the burly torque curve; sixth gear gives a lounging outstretched feel to top speed cruising and those sought after pieces of open road become a dream drive.

## **Hoot car insurance and that BMW kudos**

Let’s face it, if you’re driving a BMW you know there’s kudos attached to that little blue and white propeller badge. It’s a specialised motor vehicle and you need an expert BMW car insurance package to match.

At Hoot we know why your BMW means so much to you and we want to give you the best level of cover at the best price we can. We love the status of big brand names, but guess what?, we don’t believe you have to pay over the odds to get them. That’s why we offer you top quality insurance cover at really competitive prices.

## **Save money on your motor insurance with Hoot**

As an online car insurance company we don’t have flashy premises with astronomical high street rents to pay. We have a small super-efficient call centre, with friendly knowledgeable staff who are ready to take your call on 0800 954 97 55.

We don’t pay for super slick commercials either; we know our insurance products speak for themselves. So, we save bundles of money and pass those savings on to you.

Our online technology is super-fast, super-safe and super-advanced. We constantly strive to give our on-line customers the most hassle-free way to get quotes from over thirty insurers in the space of a few minutes.

Once you’ve entered your vehicle and driver details our online system checks over a hundred quotes and offers you a selection that represents the best value. The screen itemizes the different aspects of each quote and all you have to do is choose the one that best suits your BMW motoring needs.

All our car insurance policies come with breakdown cover and up to £50,000 of legal expenses insurance cover as standard.

## **Flame surfacing and the Hoot cover seal of approval**

We don’t actually mind whether your BMW is ‘flamed’ or just plain ‘hot’, we love BMWs.

STOP PRESS - and as this piece is being written, news is filtering through of a new Roadster model with a folding metal roof that will be available from late 2009. It’s looking pretty sleek and, according to early reports, the flames are dying down even further. It will still have the concave and convex panel details, if a little less pronounced, but critics suggest the bonnet bumps and folds are more ‘fame’ than ‘flame’; a mélange of Bangle and classic BMW that is finally hitting the spot.

## **BMW car insurance from Hoot – it’s all you really need**

Call Hoot today, or click on the ‘get a quote’ button and find out how much we can save you on your new BMW car insurance quote. We know we’re hot, try us and see for yourself.