



Extreme maneuverability enables the NSU PRINZ to turn in an unusually small area... less than 28 feet... much less space than an average city street.*

The easy grip steering wheel fronts the tastefully designed dashboard. Extending from the driving shaft are the directional signals and the high-light control switch. On the panel you'll find the illuminated speedometer, oil pressure warning light, fuel reserve warning light, ash tray, space for the installation of a radio and another handy glove compartment.

Luggage is stored in the roomy compartment under the front hood where you'll also find the spare tire, tools and jack. As if this weren't enough carrying space, additional room for small bags is located behind the rear seat; accessible from inside the car.



Sit in superb comfort on the specially styled front bucket seats. Firm enough to absorb the jolts of rough roads and padded to ensure riding ease on long trips.



Both inside front doors have large firm pockets extremely useful to both driver and passengers for carrying the many items wanted close at hand: cigarettes, map, flashlight, gloves, cosmetics.

*Average city streets are about 34 feet wide, avenues are about 60 feet wide.

ENGINE:	Air-cooled two cylinder vertical/twin 4-stroke engine with overhead camshaft driven by "Ultramax" eccentric connecting rod system. Bore 75mm. Stroke 66 mm. Cylinder capacity 583cc. Compression ratio 6.8:1. Maximum torque 30 lbs/ft at 2250 rpm. Maximum revolutions 4800. HP 26.	STEERING:	Rack and pinion steering with symmetric divided track rods. Turning circle 28 ft. 2½ turns from lock to lock on the steering wheel.
CARBURETOR AND AIR FILTER:	Down draft carburetor with starting device. Oil bath air filter.	WHEELS:	Disc wheels with chrome plated hub caps. Tire dimensions 4.40X12.
FUEL SUPPLY:	Fuel pump, mechanical drive.	BRAKES:	Four-wheel hydraulic brakes. Total brake lining area 64½ sq. inches. Emergency hand brake acting on rear wheels.
LUBRICATION:	High pressure circulation system. Gear type oil pump.	CHASSIS LUBRICATION:	Just two lubrication points, one for each swivel pin at front axle.
ELECTRIC UNIT:	Combined starter and generator unit, 12 volt/130 watt system. Battery ignition, 32 amp. battery (plastic case). Ignition adjustment by automatic advancer on blower wheel.	HEATING AND VENTILATION:	Combined heating and fresh air supply unit. Both operated by single control knob from either front seat.
COOLING:	Air cooled by blower fan.	DIMENSIONS:	Wheel base 78½ inches Track 47¼ inches Overall length 122¼ inches Overall width 56 inches Overall height (unloaded) 54 inches Road clearance, loaded, approximately 7 inches
CLUTCH:	Single plate dry clutch assembly, mechanically operated.	WEIGHT:	1106 lbs. (car ready to drive, but without driver)
TRANSMISSION:	Engine, transmission and differential are one unit. Just one oil fill-in plug, one oil control point, one drain plug.	TOP SPEED:	1st gear 15 miles per hour 2nd gear 28 miles per hour 3rd gear 46 miles per hour 4th gear approximately 70 miles per hour
FINAL DRIVE:	All four forward gears fully synchronized. Gear ratios: 1st gear 1:19.8 2nd gear 1:10.57 3rd gear 1:6.74 4th gear 1:4.78	ACCELERATION:	From 0-37 miles 11 sec. 37-56 miles 20 sec. (with one person)
CHASSIS AND BODY:	Rear wheel drive on half shafts swinging axle. Vibration free. Engine vertical behind rear axle. Differential assembly part of the transmission.	FUEL CONSUMPTION:	Approximately 50 miles per gallon.
	All metal unitized body construction. Independent rear suspension by swing axles, front suspension independent by wish bones. All four wheels suspended on coil springs and double acting hydraulic shock absorbers.	FILL-UP DATA:	Engine, Transmission and Differential (one unit) two quarts of oil. Gasoline tank: 5½ gallons (including reserve tank)

U. S. IMPORTERS: FAXED COMMERCIAL CORP., 487 PARK AVE., NEW YORK 22, AND CALIFORNIA

NSU PRINZ



ACCELERATION • USES REGULAR GAS • HYDRAULIC BRAKES • RIGID FRAME, ALL STEEL BODY

Manufacturers reserve the right to alter specifications without prior notice.
All NSU PRINZ automobiles are warranted to purchasers per manufacturer's/dealer's warranty.

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NSU PRINZ

The NSU PRINZ . . . wonder car, wonder buy, is made in NECKARSULM, West Germany. (The factory name, NSU WERKE, derives from the abbreviation of the town name.)

With masterly precision, each car is individually tested and rigidly inspected. It must be perfect in every respect, before it is allowed to leave the plant. The superior workmanship and extra care that go into every NSU PRINZ is a matter of great

pride to the men who make them. Many of these workers are the sons and grandsons of the men who first made NSU automobiles in 1906.

Over 2,000,000 air-cooled engines have been made by NSU (since 1873), pioneers in this superior type of motor. Each engine is a beauty . . . aluminum, meticulously clean and uncluttered, dependably trouble free—and every NSU PRINZ is a prize car!



FULL VIEW WINDOWS—The pleasure and safety of driving the NSU PRINZ is increased even further by the unobstructed view of passing scenery and traffic through full view windows on all sides.

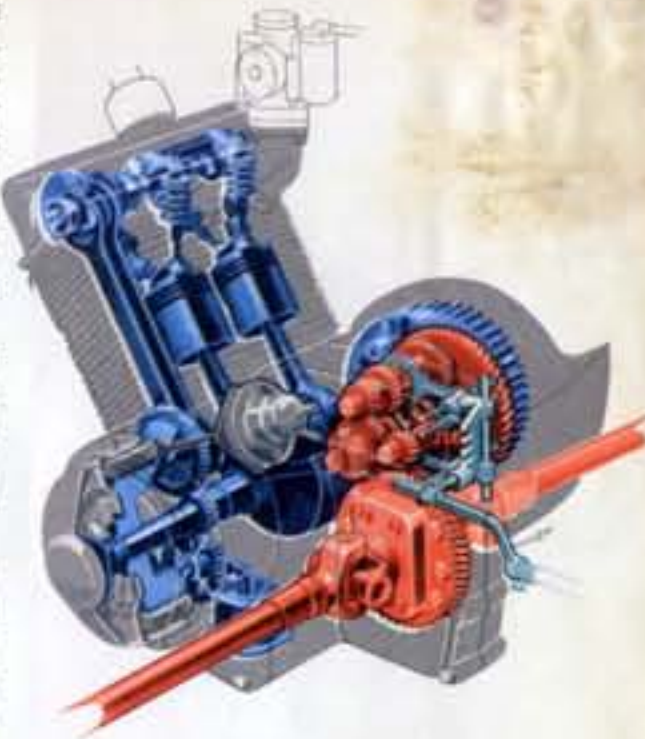
AIR-COOLED ALUMINUM ENGINE—The compact rear engine insures trouble free driving winter and summer. No freezing or overheating. No seizing on hills. The air-cooled aluminum engine always automatically provides itself with just the right amount of air by way of a cooling turbine. On a cold morning, you'll appreciate how quickly the engine warms up to operating speed . . . more quickly than you've ever experienced.

WEIGHT—An important factor in the maximum efficiency of an automobile is the ratio of the horsepower to the overall weight of the car. The NSU engineers devoted years of work to keeping the weight of the PRINZ evenly distributed and balanced to the horsepower of the engine. The result is a car with peppy pick-up and acceleration.

UP TO 50 MILES PER GALLON—The NSU PRINZ combines this amazing gas economy with magnificent riding comfort. A four stroke 583 c.c. engine with immediate starting power is responsible for the tremendous savings you'll realize. And unlike other cars in its class it runs on regular gas. No premium gas or oil-gas mixture required.

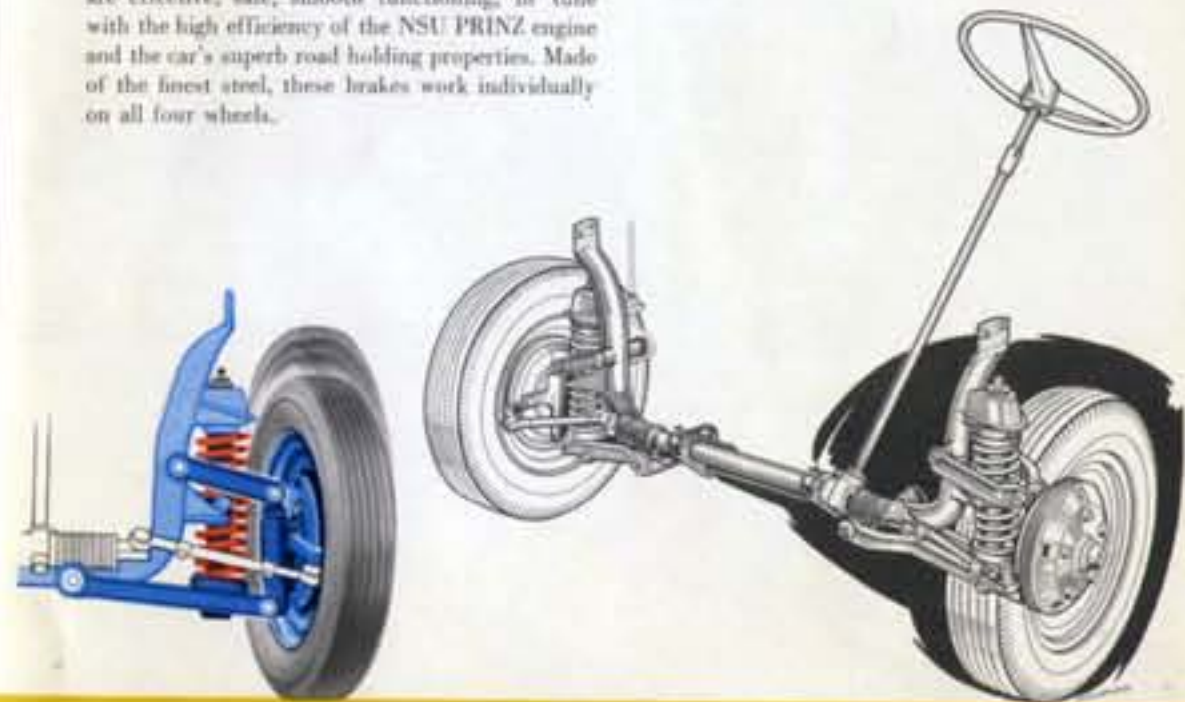
70 MILES PER HOUR—The NSU PRINZ develops its maximum horse power at 4600 RPM giving you the power you need when you need it. This is due to its exclusive ULTRAMAX valve control developed for considerably higher RPM ratings.

ALL STEEL BODY • UNITIZED CONSTRUCTION—The handsome chassis is a self-supporting all steel body finished in high-shine lacquer in a multiple choice of colors. This unitized construction is rattle free, stronger, sturdier and safer. The doors open the safe way, from the back, away from the rushing wind which can rip a front opening door right off its hinge. Substantial bumpers, standard equipment at no extra cost, protect the NSU PRINZ from careless parkers.



4 FORWARD SPEEDS—You'll know all the fun of driving when you take the wheel of the NSU PRINZ. The 4 speed fully synchronized gear shift smoothly, adjusts the engine to the road condition. Even going up a steep incline the second or third gear gives you good speed without any strain. The extra sized shift handle nestles compactly between the two front bucket seats. Just another of the advanced engineering features of the NSU PRINZ.

COIL SUSPENSION ON 4 WHEELS—A surprisingly comfortable ride is the result of coil suspension on all four wheels enabling the weight load to be distributed evenly. Road lumps and jars are cushioned by oversized hydraulic shock absorbers which assure a cool soft ride.



SIMPLE CONSTRUCTION MEANS SIMPLE SERVICE—Years of painstaking experiment and study have minimized the ordinary service problems on the new NSU PRINZ. The compactness of the aluminum engine with its expensive overhead cam rarely causes trouble. Never any tightening or readjustment needed on this rigid engine. And, there are only 2 lubrication points. A time and money saver in every respect.

INDIVIDUAL COOLING AND HEATING SYSTEM—An accessible knob under the dashboard adjusts the inside temperature to your personal choice. Warm or cool air instantly circulates, regulated by your wishes. No electrical circuit to burn out. This system operates efficiently and effectively through the car motor and is standard equipment on the NSU PRINZ.

HYDRAULIC BRAKES—Tested on the winding roads of Europe with their many sharp corners and tight turns, the NSU PRINZ's hydraulic brakes are effective, safe, smooth functioning, in tune with the high efficiency of the NSU PRINZ engine and the car's superb road holding properties. Made of the finest steel, these brakes work individually on all four wheels.