

IMPORT AUTO SERVICE, INC.
2562 JACKSON-PH. 324-2644

NSU PRINZ 1000

NSU
PRINZ
1000L



Technically Perfect

NSU Engine: four in-line cylinders, o.h.c., four stroke, 1000 c.c., air-cooled, flexible, civilised.

Gearbox: fully synchromesh four-speed sport-like ratios easy-to-change.

Frame/Suspension/Brakes: Independent suspension all round. The suspension requires no servicing. Progressively acting coil springs all round. Anti-roll bar in front. Smooth riding, accurate steering, excellent stability when cornering, hardly any roll. Hydraulic shock absorbers, hydraulic brakes with a large braking area. Disc brakes for front wheels as an optional extra.

Body: Integral body and chassis construction, all steel, two door, classic style, modern for many years to come. Sunshine roof on request (at extra price).

Dimensions: overall length 12 ft. 5 in., overall width 4 ft. 11 in., wheelbase 7 ft. 5 in., track: front 4 ft. 1 in., 4 ft. 1/2 in., turning circle 31 ft. Reasonable overall dimensions in spite of the spacious inside. Good visibility, easy to control, easy to park.

Weight: excluding load: 1411lb. An extremely advantageous figure for efficiency and economical running.

Performance: 51 h.p. (S.A.E.) top speed 64 m.p.h., consumption 36-40 m.p.g., acceleration from 0 to 50 m.p.h. 11.5 sec., 0 to 62 m.p.h. 18.7 sec. *).

General Equipment: as standard - oval wide beam headlamps with asymmetric dip lights, luggage compartment illumination, twin reversing lights, two-speed windscreen wipers, parking lights on right and left, horn ring, socket, warning lights for choke, rear squab folds down (to provide extra luggage space). Small parcel compartments in side panels with arm rests at rear. Back rest of front seats adjustable to three positions, passenger sun visor with vanity mirror, over-riders with rubber buffers, passenger door locks from outside.

Colours: Pastel white, Oxford grey, Derby red, sea green, Capri blue. * measured with 2 passengers.

The Manufacturer reserves the right to change the design and details of equipment without notice.



NSU MOTORENWERKE
AKTIENGESELLSCHAFT
NECKARSULM/WÜRTT.



A Car of Character

Just as a man should not be judged by his face, the features which decide the character of a car go deeper than its superficial appearance. At first glance you see its line, its proportions, its equipment, the glossy paint. The Prinz 1000 L certainly makes a nice picture to look at, but there would be nothing so very unusual about it if it were not what lies underneath: —

The engineering in this car is stupendous. It is not just a good average, it is not mere utility and mediocrity. Whatever good features you can think of — high cruising speed and rapid acceleration, excellent road holding, perfect manoeuvrability — our designers have ensured these are offered by the Prinz 1000 L to its owner in full measure, you will find no half-way solutions here.

Every motor car manufacturer has his own ideas as to the requirements of his customers. The Prinz 1000 L has been created for people who truly enjoy a high-performance car with a beautiful engine, smooth riding above average, the resultant optimum safety, and complete mastery over today's traffic.



In addition to the solid engineering features, a modern car must offer you true comfort. You will find this in the spacious interior of the NSU Prinz 1000 L (registered to carry 5 adults), the all-round visibility, the soft seats, and the neat practical details of the equipment.







These two pages illustrate all the points which, as we all know, make motoring a pleasure. First of all, you have the neatly designed fascia of the Prinz 1000 L. The skilfully grouped controls are visible at a glance and located within easy reach – from the key switches on the one side (for various lights) to the large, deep glove box and the passenger grip on the other.

Visibility in the Prinz is excellent. The large windscreen and side windows and the exceptionally large rear window do not hide anything from your eyes. You appreciate this best when parking – no heavy pillars bar your vision to the rear, moving about in town traffic is so much easier and, when on holiday, all occupants enjoy a full panoramic view. On the subject of holidays: just look how much you can pack into the boot of the Prinz 1000 L.

The foremost condition for comfort is a good seat. The well upholstered bucket seats in the Prinz 1000 L are specially formed to hug you securely and make you feel at ease. NSU designers know all about it – you sink into the soft upholstery and stretch out your arms and legs at the right distance, fully relaxed yet as alert as on a race track. The seat is, of course, adjustable for arm length and angle to suit your favourite position.



The inside of the Prinz 1000 L is very spacious. The two seats at the front and the wide deep upholstered seat at the rear comfortably accommodate five persons with plenty of elbow and leg room. When you take the Prinz 1000 L for a test run, measure the width and the length of the interior yourself and see what you find. A further asset: the passenger has a pocket in the door at his side and there is accommodation for small parcels in the side panels at the rear.

It is a great pleasure for the passengers to have plenty of direct fresh air in a car. In a Prinz 1000 L there is no-draught direct air circulation for the passengers at the rear also - there are pivoting windows on both sides. And there is something special about the rear squab: it can be lowered to transform the whole space at the rear of the car into additional luggage accommodation capable of holding bulky items. You can pack almost anything into your Prinz 1000 L: from musical instruments to perambulators.

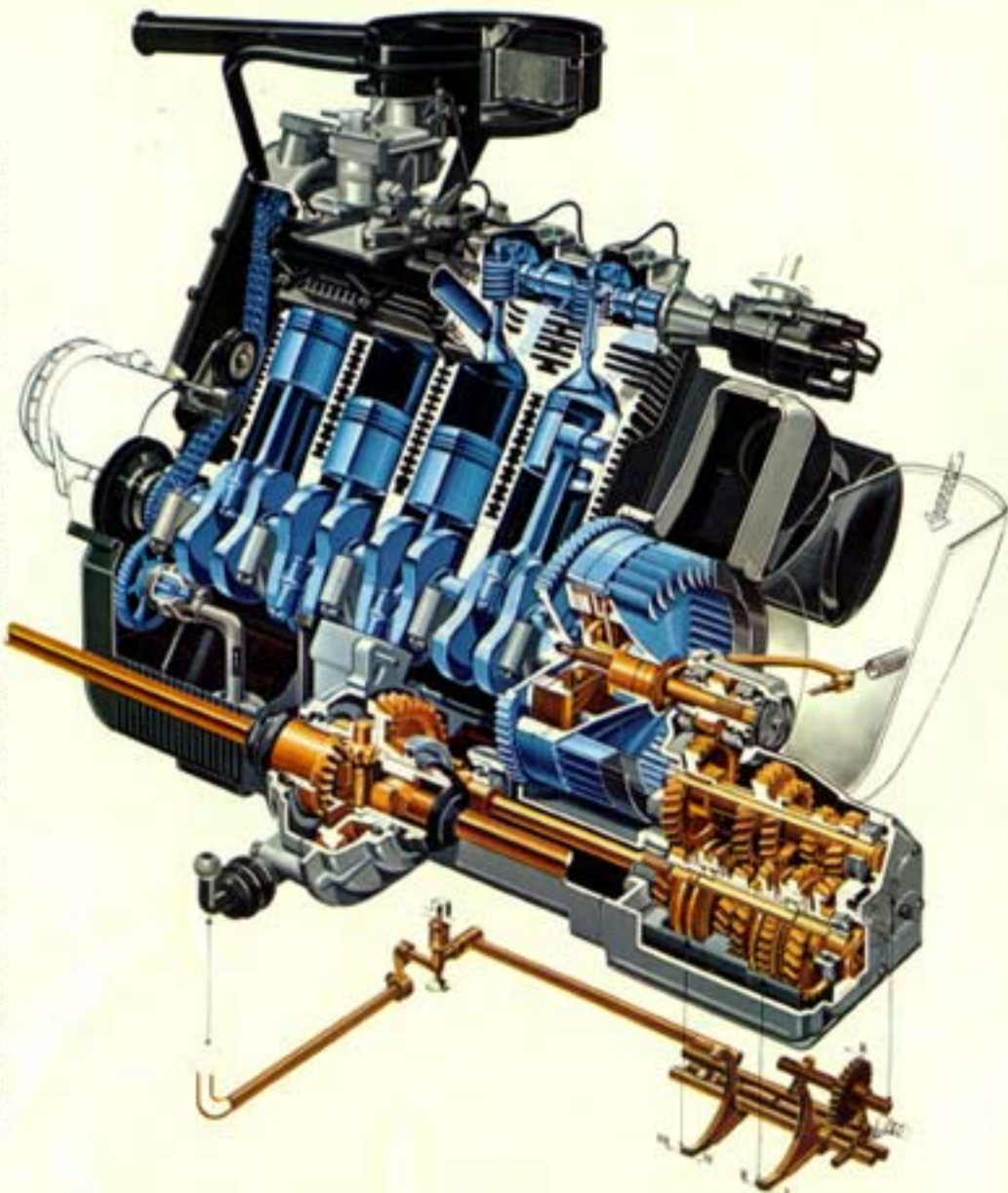
The well thought out arrangement of every detail is just as pleasing as the sports-like character of the lively engine and the easy gear change. Passengers at the rear have spacious parcel accommodation on both sides. There is also no doubt about the efficiency of the lighting equipment which provides maximum safety for night driving: large oval-shaped wide beam headlamps with asymmetric dip lights and individual triple lights at the rear.

The Heart of the Prinz 1000 L

You look for more than good engineering standards in the power unit of a modern car. Is an engine good enough just because the revs are high? Or just because it is flexible? Or because tropical and Arctic climates do not affect its efficiency? It must have all these qualities and many more.

It is no unsubstantiated statement if we say that NSU know how to build perfect engines. The four-cylinder engine of the Prinz 1000 L is without doubt the pride of modern engineering. The four cylinders are arranged in line and the whole engine is located at the rear, at right-angles to the direction of travel. Air cooling permits rapid warming up to the operating temperature (important for short runs) and spares the owner of the Prinz 1000 L the extra trouble of servicing in Winter.

The engine of the Prinz 1000 L develops 51 H. P. Its power to weight ratio would do justice to a sports car. Of equal importance to the H. P. output and the resultant acceleration is the flexibility of the engine. The torque curve of this new four cylinder engine is particularly favourable. In fourth gear the Prinz 1000 L smoothly accelerates from a speed of 24 m.p.h. to top speed at a sweeping rate.



The four cylinder engine of the Prinz 1000 L is very robust. It is just made for running on full throttle over long distances and crawling in city traffic. Rapid acceleration through all the gears is one of its strong points. „Driving this car is very enjoyable indeed“, says Edgar Barth, the European hill climbing champion for 1964 (in a Porsche) who drives his own private Prinz 1000 L. He also agrees that „Rapid acceleration is also of paramount importance for safety in today's traffic – and the Prinz 1000 L has got it.“

With its 11.5 second acceleration from a standing start to 50 m.p.h. the Prinz 1000 L glitters among the exclusive company of the fastest sports cars.

Our pride in this engine is only partly due to the joy we have in our success. We have found the greatest pleasure in being able to offer to the enthusiastic motorist a 1000 c.c. engine combining the properties of a high efficiency engine with the advantages of a robust long life utility engine.

You must experience the advantages of the Prinz 1000 L yourself. You will find comments from experts on this unequalled car on the next page.



"With its large interior, well proportioned frame and the above average riding qualities, the Prinz 1000 L will soon find buyers".

Automobil Illustrierte No: 9, 1964.

"The Prinz 1000 L is a fast but safe car because of the abundance of reserve power which it always holds in readiness; and the road holding is really marvellous. The NSU people have not forgotten their original ideas — they wanted to build cars for the young in spirit, be he the man with 50 summers behind him or the father of a young family. Such a family normally does not look for 'much car for much money' (with proportionally less character) but for a lively yet docile car."

Hannoversche Allgemeine Zeitung, May 1964.

It is not by accident that the character of the Prinz 1000 L is chiefly determined by its engine. It can truly be counted among the rare beauties of modern engines. Further advantages: good road holding, easy to handle and manoeuvrable, good brakes, spacious seating accommodation at the rear.

Auto, Motor und Sport No: 14, 1964.

"A compact four seater (officially approved to carry five) with a frisky rear-mounted, air-cooled, four-cylinder engine arranged transversely to save space. The Prinz 1000 L is a very robust car, easy to handle and easy to park. In comparison with other cars of its class, the "seating length" of 6ft. 1in. is best for a car 12ft. 5in. long. This dimension and the high carrying capacity clearly define a true five-seater."

Motor-Rundschau, 19 — 1964.

"Connoisseurs of motoring find endless delight car in this car of straightforward construction. In conclusion it can be said of the Prinz 1000 L that the sports character of this car is really striking, that a great deal of care has been applied to the design of all the details — the result is extremely effective. It is evident that the creators of this car enjoyed their work immensely."

Hobby No: 10, 1964.

