

NSU TYP 110

NSU









NSU feels that a modern car should be comprehensively equipped. That's why the TYP 110 has all you could wish for.



The wide angle easy to read speedometer is hooded to prevent windscreen reflection and gives a distinctive appearance to the dashboard. All warning lights, including one for the automatic choke, are housed in the main instrument panel with fuel gauge and an electric clock.

In other cars driving with the windows closed in bad weather leads to a smoke filled, stuffy car. At each side of the 110's fascia are the circular inlet grills for the 'Transair' ventilation system. These grills have finger-tip adjustment for direction of air flow.



Extractor vents along the lower edge of the rear window take away the used air to ensure constant fresh air circulation. The levers (blue for fresh air and red for heated air) give fine adjustment to ensure maximum comfort at all times.





COMFORT

Naturally, you know what you want. There are cars with large measurements and nothing else, but (like the TYP 110) there are also cars which are sensibly designed with reasonable exterior measurements yet ample room for passenger and luggage.

Driver and passengers have ample room – for long legs and wide elbows. But when those vital inches on the overall length and width of the car are so important in manoeuvring or parking, the TYP 110 amazes. All four corners can be seen easily from the driving position – and that is important.

COMFORTABLE DRIVING IS SAFE DRIVING

Well proportioned seats, individually adjustable, with slightly recessed centres and generous thigh support help to eliminate fatigue and result in greater driving safety. The seats are upholstered in dual-tone leatherette and wool to provide good wear, comfort and avoid making clothes shiny. Bouclé carpeting, with vulcanised rubber driving mats, cover the entire floor area, completing the interior comfort.



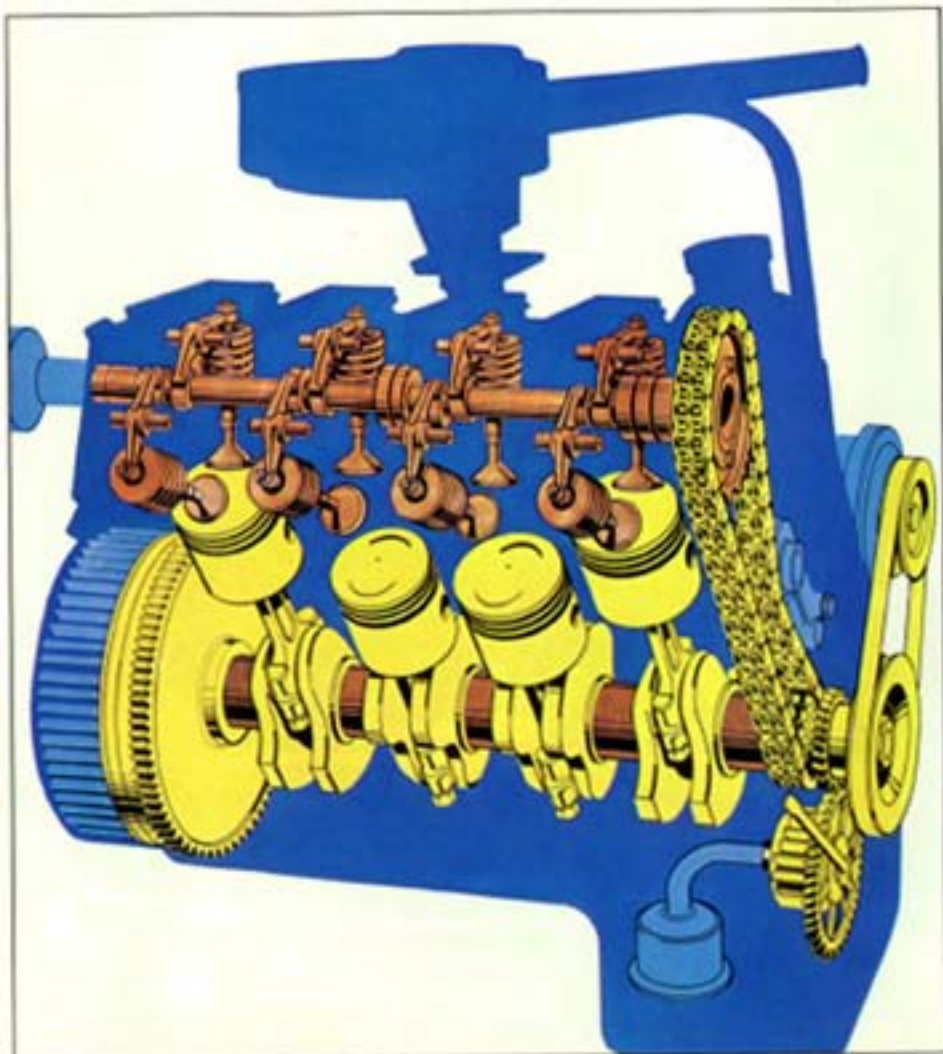
In city traffic or on holiday, travel in the NSU TYP 110 is equally enjoyable. Four or five people can travel comfortably in the bright interior with good all-round vision.



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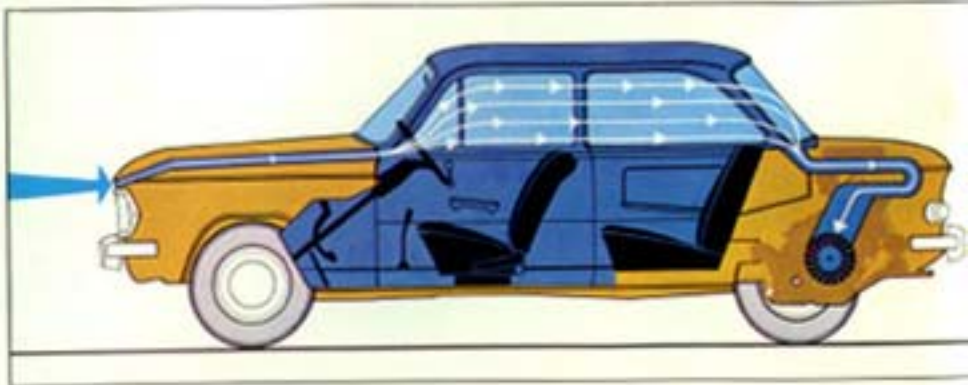
NSU has a reputation for good engines.



Every car has an engine but there are noticeable differences between one engine and another. If you are interested in buying a car, acquaint yourself with its engine – this unit not only determines economy, but plays a decisive role in your safety. Look under the rear bonnet of the 110 and you will be impressed by the beautiful sight of the NSU four cylinder in-line engine. The 1100 cc air-cooled four-stroke engine with overhead camshaft delivers 58 brake horsepower. NSU decided in favour of the greater engine capacity for increased per-

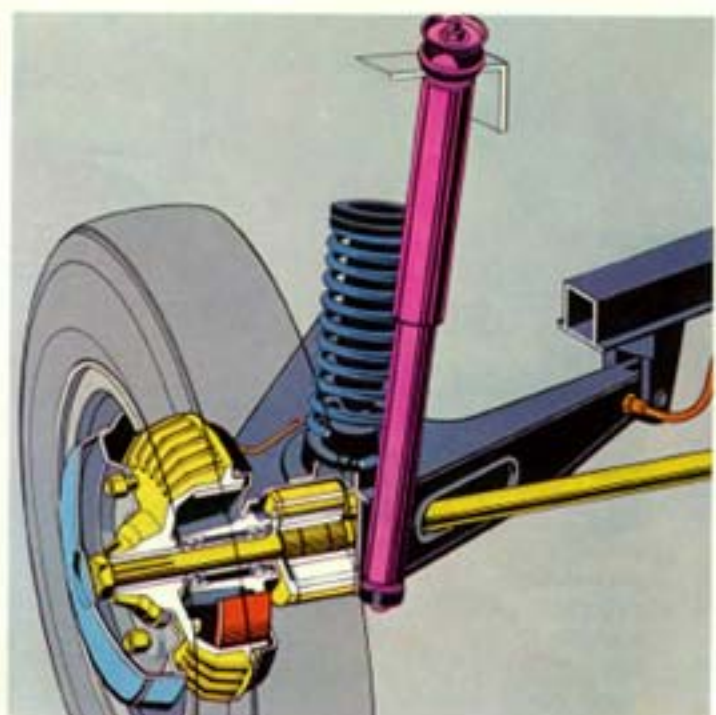
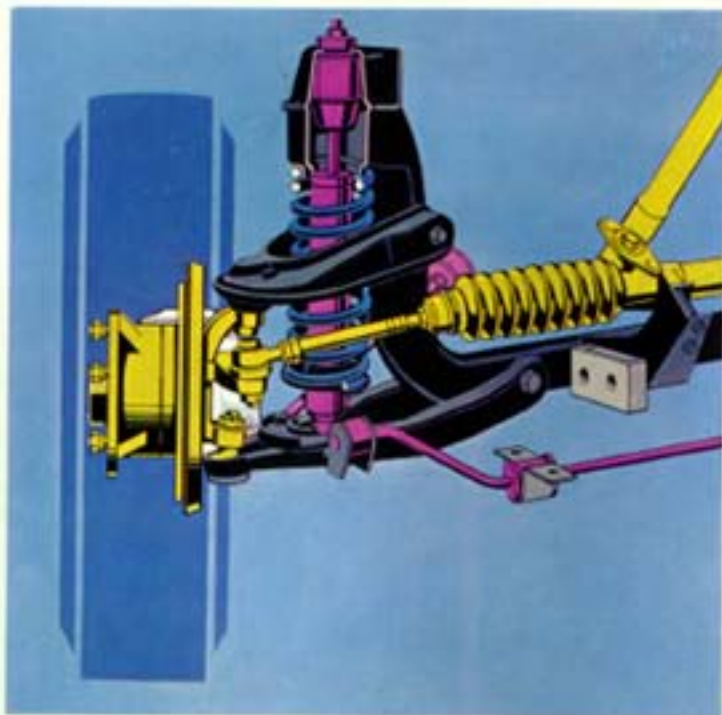
formance without reduced life, for cubic capacity and output must be related if long life and reliability – the basic precepts in all NSU vehicles – are to be achieved.

This 1100 cc engine has extraordinary flexibility, especially in the lower engine speed ranges. This is characterised by the maximum torque of 57.9ft/lbs at 2500 rpm, showing that the TYP 110 can be driven without too much gearbox work. It picks up eagerly and smoothly when accelerating from a crawl right up into the higher speed ranges.



On the sectional drawing of the NSU four cylinder engine, two features will immediately attract your attention; the overhead camshaft and the five-bearing crankshaft. You might well think – that's just for expensive, highly tuned sports engines – when you need a lively, reliable, everyday car.

An overhead camshaft means less reciprocating movement and cuts power loss to a minimum, which results in long engine life. The engine is fitted with a five bearing crankshaft which has been dynamically as well as statistically, balanced. There is no critical speed range. The engine runs as smooth as silk at all revs.



With acceleration from 0 to 50 mph in 11.1 seconds, the TYP 110 is a saloon car with genuine sporting characteristics. But the car is no projectile – despite the sporty performance, the 110 has a standard of roadholding, directional stability and braking seldom equalled.

The integral all-steel body and frame, reinforced around the seating area with a bridge-type sectional steel framework is extremely strong and resistant to distortion. The front axle assembly holds the wheels in accurate alignment on trapezoidal wishbone arms. A transverse stabiliser with trailing arm compensates tendencies to drift in high-speed cornering. The rear wheels are suspended on inclined trailing arms which hold a true course at all times. Long stroke coil springs with hydraulic, double-acting shock absorbers ensure that the large wheelbase (13" wheels) absorb road surface irregularities smoothly and without deflection. Driving behaviour of the NSU TYP 110 is exemplary.





WHAT THE CRITICS SAY

THE SUN, LONDON

"The best car yet built by NSU – compact, well-finished and sporting in performance."

PORTSMOUTH EVENING NEWS

"The compact body styling which has marked the NSU range of cars since 1961 has proved such a resounding success that no reason could be found for modification."

CRAWLEY & DISTRICT OBSERVER

"I felt absolutely safe, which is a great tribute to the excellent road holding and performance generally. The gear ratios match the engine perfectly in allowing this high speed cruising without any hint of stress from so small an engine, and also such an excellent third gear performance which peaked at 60 mph."

AUTO, MOTOR UND SPORT, GERMANY

The new NSU has proved itself extremely well in all respects of good driving characteristics. For a rear engine car it is not very susceptible to winds and both straight running and directional stability are excellent, even on bad road surfaces. The steering is delicately sensitive and converts ground contact without shock. Although the TYP 110

is longer than previous NSU's, nothing has been lost regarding manoeuvrability because the car is very direct and easily controlled. NSU need not fear other competitors models – we recorded a top speed of 88.8 mph which means that the TYP 110 is among the fastest standard 1100 cc cars on the road and can even leave some "fastbacks" standing.



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

NSU MOTORENWERKE
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NECKARSULM



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INDIVIDUAL SERVICE

Sports performance coupled with greater driving comfort—these are the characteristics of this new NSU medium size saloon car. Its outer dimensions allow all the manoeuvrability necessary for a town car, while its generous interior still permits this car to be classified as a thoroughly comfortable touring saloon. Look at the new NSU TYP 110 yourself: the outward appearance alone shows a thoroughly attractive motor car, but beauty is not enough; this car just has to be driven. This you can do, immediately, at your local NSU dealer.