

Our

# PRINZ

A magazine for all who want to enjoy good motoring



What is "Motoring in modern style?" \* Who shapes the car of tomorrow? \* What should **your** car look like? \* Is economy still a point to consider?



# Dear Reader!

- \* Today's buyer has a keen eye. And so he should have. He wants the best value for his money. The car market is vast and he can pick and choose to his heart's delight - a comfortable representative car, a runabout or a sports car.
- \* However, today's traffic makes its own demands. Highways are packed. Off the mark acceleration and perfect cornering are obvious requirements. Motorways make comparatively fast speeds a necessity. The centres of even small provincial towns are cramped to despair and parking a car without getting your tail nipped requires surgical skill.
- \* It's a long time since the value of a car was judged by the length of its wings. The motorist who wants to feel comfortable in tomorrow's traffic realises that different standards are now important.
- \* A modern car must be lively. It must have all round visibility. It must be easy to handle, BUT: it must also offer plenty of space, because the modern motorist spends a lot of time behind the wheel and needs comfort.

A modern car must have a powerful engine to cope with the traffic, BUT: economy counts, because if your mileage is high, you need a lot of petrol. Reliability and long life are also important - they are part of economical motoring.

On these pages you will find plain and frank comments on the production ideas of NSU. A vivid picture of simple and true facts will form in front of your eyes: NSU build cars of character. Cars for the traffic of today. No half-way solutions or mediocre utility, no flashes in the pan which vanish under the flood of tomorrow's new models.

NSU strongly hold the view that only cars designed to perfection, with well thought out details and carefully finished throughout, will find staunch friends and supporters. NSU sales figures in Germany and abroad, rising steeply from month to month, are the result of this sound approach. Annual production at NSU will reach the 100,000 figure in 1965.

## What do mo-

As with people, so with cars! If you want to find out something about their qualities and the reputation which they enjoy, you must ask other people. It is the Prinz owner himself who is best qualified to pass judgment. Ask your friends who know something about the Prinz and find out direct from them. Innumerable letters are received at NSU, entirely unsolicited, from enthusiastic Prinz owners reporting on their experiences. Just see for yourself what some of them say:



„The counter in my Prinz has just registered the 70,000th kilometer (45,000th

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## What does

We all know that motoring correspondents are very careful in expressing their opinions. They are familiar with all current cars and are therefore qualified to make comparisons; their verdicts count. Recognised personalities in this field have also put the Prinz through the mill. And here it is, straight from the cuff:

**mot**

„A quick glance will be enough to recognise clever body design with up-to-date line and timeless beauty. It combines a certain artfulness and distinctive appearance with a great deal of space inside and a sound aerodynamic shape.

Our opinion: NSU have scored a bull's eye.

Road holding: really first class. An absolutely sure grip on tight corners, accurate steering without vibration and quick response whenever required. A modern car should be just that and there is no doubt that the Prinz has been developed into the top product among today's small cars.

The equipment of the Prinz offers everything to be found in a larger

## torists say?

mile) and I can only say this: I can truly recommend the Prinz 4 to anyone. I only hope that many more motorists will find their way to the Prinz. It would be necessary to go into the upper middle price bracket to find another car of such high quality."

*E. M., Electrician, Neumattstrasse 47, Burgdorf, Switzerland*

"I am very satisfied with my Sport-Prinz. The counter shows 73,500 kilometers (48,000 miles)."

*Dr. H. P. D., Dentist, Gottmadingen*

"Having done 84,000 kilometers (60,000 miles) in my Prinz (without needing any special repairs) I must take this opportunity of expressing my appreciation for the quality of this car. My Prinz has not always been handled with kid gloves. I have it out on the road in all weathers and it has never let me down."

*L. B., Am Heidelsteig 27a, 86 Bamberg*

"After last year's 8,000 kilometers (6,000 miles) trip to the Arctic Circle I decided to travel on holiday in the opposite direction this year. I took my well-loaded Prinz through France, over the Pyrenees to Portugal, and finally across to Gibraltar.

The mileage counter showed 38,746 miles when I left and 42,797 miles when

I got back home. The car consumed 78.8 gallons of petrol (52.6 m.p.g.) (mileage: 4051). Oil used: almost 1 gallon (over 4,051 miles). No repairs, no engine or other mechanical faults; all the spares taken on the journey were brought back intact. This was another wonderful trip, thanks to my reliable and robust Prinz 4."

*M. D. Königsberger Strasse 21, 5205 St. Augustin*

"Having done 40,000 kilometers (26,000 miles) in my Prinz I must say that it is a most reliable car. It requires little attention and is the most economical car I have ever had. I am a motorist of long standing and know many cars. I write to you now purely out of enthusiasm. A very satisfied customer."

*W. V. Blumenstrasse 5, 316 Lehrte*

## the Press say?

car; the driver and passengers derive equal pleasure from it. Its resale value is good and it is altogether fun to own."

**ADAC**  
AUTOVEREIN

"It is no exaggeration to describe the Prinz engine as a masterpiece of its type, because you will just not find another engine with such strength and frisky revs within its class."

**auto**  
**motor**  
-sport

"Other cars would simply not achieve speeds between 68 and 77 m.p.h. with the same low petrol consumption. There is nothing magical about the behaviour of a car: it all depends simply on physical laws - low weight, favourable power to weight ratio, low wind resistance, and thus low specific petrol consumption. It would not be out of the way to conclude from the efficiency figures which have been obtained that a compact car of this description represents the best breed

among cars of its kind" (This is an extract from a "Test Report" in "Auto, Motor und Sport" in which the Prinz 4 was described as the "Best Buy" from among four makes of small cars.)

**Radmarkt**

"The sound of the engine is so low that opponents to air cooling are left with no arguments."

## DER SPIEGEL

One of the very high results obtained in a poll on the qualities of the NSU-Prinz 4 related to the visibility to the front.

excellent	81.9%
good	17.0%
satisfactory	1.0%
unsatisfactory	0.0%

Such a proportion of "Excellent" marks has only been achieved once before in "Spiegel's investigations.

Within their work on the series of articles under the title "Driven and Tested", the independent publishers, Messrs. Delius Klasing, sent out a questionnaire to one thousand owners of Prinz 4 cars asking them what they thought of their car and its special features. The computation of the answers revealed the following facts: 67.6% (of the 1000 owners questioned) bought their Prinz 4 on account of the economy it offers. The purchase price was less important. Current expenditure, taxes, insurance and consumption were the factors which determined the decision of all level-headed calculators.

50.2% quoted the spacious interior of the car and the fact that the Prinz 4 is not only officially registered as a five seater but actually offers generous seating for five.

33.4% praised the body design. You must hand it to the Prinz 4 that its lines are elegant and modern and create the impression of a much larger car.

24.8% mentioned the boot which is unusually large for a car only 11ft. 3in. long.

68.2% were impressed by the riding qualities, the reliability and the general efficiency of the Prinz which far exceeds what would normally be expected from a small car.

On the subject of

# The pleasures

When do you feel  
at ease in a car?

The NSU Prinz 4 has been officially registered as a five seater. In other words, the Prinz 4 can carry 5 persons. When comparing the dimensions of the interior of many other well known small cars you will be surprised to find that the NSU-Prinz 4 has as much comfortable space to offer as other models which are almost twice as expensive to run and to maintain. The modern and well finished interior offers:

- comfortable, adjustable, upholstered seats
- wide doors for easy access
- good visibility on all sides
- window winders and quarter lights on both doors
- modern fittings
- a large boot, adequate for your holiday luggage (total carrying capacity 9 cwts.).

— these are the features which make driving the Prinz 4 a pleasure.



of motoring



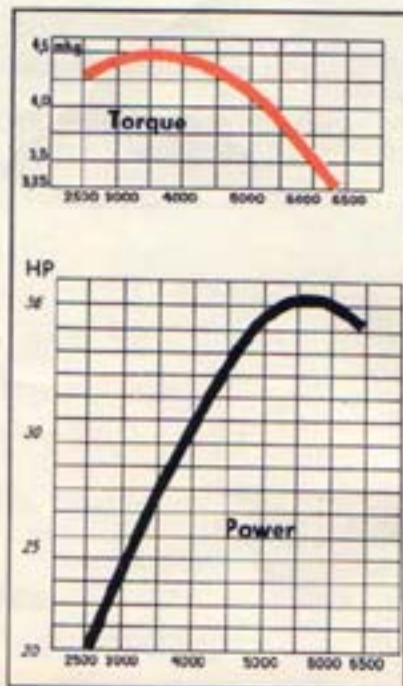
There is more to a car  
than its appearance and  
equipment

## Why is the inner life so important?

The Prinz engine: 600 c. c. and 36 h. p.

You are right to ask about the engine first of all. If there is anything dubious about the engine the utility of the whole car is in question. 600 c.c. in a car engine is not a great deal and you will be anxious to know more about the life, strength and performance of such an engine. Would it be good for 20,000, 40,000, 70,000 miles?

NSU are quite confident in saying that the 36 HP of their Prinz is just the power for the job. It gives the Prinz 4 rapid acceleration, a high cruising speed and a power reserve on hills which enables it to keep up with larger cars. On the other hand, however, the power rating is not too high. Even the less technically minded will easily grasp the meaning of the graphs on the right: the power reserve is proof of the fact that the car is not overpowered for its size. And if you wish to have further comments on this point, ask any of the many Prinz owners who have done over 70,000 miles in their cars.



The power curve shows that the engine develops 30 HP at 4000 rpm, this means that even at half or three-quarter throttle it develops as much power as engines with twice the cylinder capacity of a few years ago. The torque curve shows that the top power is produced between 2500 and 4000 rpm, that is within the revs. required for overtaking and accelerating. No comparable engine will better this.

### A few technical details:

<b>Engine:</b>	36 HP, four-stroke, air-cooled.
<b>Gearbox:</b>	Fully synchromesh, four-speed.
<b>Frame:</b>	Unitary body and chassis construction.
<b>Suspension:</b>	Independent suspension for all wheels, coil springs controlled by long-stroke telescopic dampers, additional Prinzair dampers at rear, anti-roll bar at front.
<b>Brakes:</b>	Hydraulic drum brakes. Disc brakes at the front as an optional extra.
<b>Body:</b>	Five seater saloon, 2-door, with sliding roof panel (at extra cost).
<b>Dimensions:</b>	Wheelbase 6ft. 8in., front track 4ft. 7/16in., rear track 3ft. 11/16in., overall length 11ft. 1 1/2 in., overall width 4ft. 11 in., height (unladen) 4ft. 5 1/2 in., turning circle only 29-ft. Tyres: 5.00-12in. tubeless.
<b>Weights:</b>	Weight including petrol and oil 11 cwt., payload 9 cwt. (4 occupants weighing approx. 11 1/2 st. each plus 3 cwt. of luggage; 5 occupants weighing 11 1/2 st. each plus 1 1/2 cwt. of luggage).
<b>Performance:</b>	Top speed 75 m.p.h., accelerator from 0 to 50 m.p.h. in 14 sec.
<b>Consumption in traffic:</b>	45-51 m.p.g.
<b>Colours:</b>	Silver grey, lilac white, Muscari blue, Oxford grey, Derby red, sea green.

### 9 cwt. Payload

This is a figure of which some medium sized cars could be proud if their makers could really substantiate it. NSU designers have given the Prinz 4 unusual strength for a high carrying capacity. Official testers have certified the fact that this car is fully adequate to carry no less than 9 cwt. This means that 3 cwt. of luggage can be carried in addition to 4 adults. The Prinz does not object, nor do the Police. And the boot is large enough to engulf this amount of luggage.

### A few words on road holding

The marvellous road holding of the Prinz 4, which is so readily praised, is not the only contribution to pleasure in motoring. There is another, more important, factor. SAFETY. The perfect road holding of the Prinz in a variety of road conditions can chiefly be attributed to its low centre of gravity, that is its low and wide shape. The additional anti-roll bar at the front and the well balanced characteristics of the individual suspension units on all four wheels also substantially add to the comfort at above average speeds.

# Do you still look for economy today?

Let's look at it step by step

First of all, there is the

## Petrol Consumption

The average figure of 47 m.p.g., which any owner of a Prinz 4 should expect to get, is impressive. If you compare this with a car giving only 28-35 m.p.g., you can save as much as one gallon of petrol on each 100 miles or over 5s. at today's price.

This is money saved. Over 1000 miles you save between £ 2 and £3. According to statistics, the average motorist covers 1000 to 1300 miles per month. Thus, your Prinz cuts down your costs by a few pounds in petrol alone. This money can be used for other purposes or for other journeys.

This simple calculation shows how important it is from the economy angle to drive a car which has a modest petrol consumption.

Of course, most motorists no longer need to watch the pennies, but when it is a question of mighty £ totals mounting from month to month, a sensible man should know what to do rather than blow his capital through the exhaust without profiting from it in any way whatsoever.

## Maintenance costs

Insurance rates, which everybody has to meet, are also much more reasonable for the owners of the NSU Prinz 4. The road tax for 600 c.c. cars is the same as for a larger capacity car but the insurance is generally much cheaper.

## Long life and the consequent high re-sale value are also important.

We have already referred to the long life of the Prinz cars on the preceding page. But there is a further reason for the high re-sale value of NSU cars: NSU models do not change from year to year. Those buying a Prinz today know quite well that their cars will not be like an old outmoded hat in the Autumn or next Spring. Details of the basic design

Any motorist, even one who does not have to count his shillings, knows that economy in a car is an important factor. After all, in the long run, it does matter at what rate the petrol goes, how much maintenance costs, what life the car has and what it would in the end fetch in the secondhand car market.

There are the essential factors which determine the economy of a car. Why otherwise would the car testers continually repeat (and the Prinz owners confirm) that there is hardly a car which would be more economical than the NSU Prinz 4?

of the Prinz will certainly be continually perfected but the NSU management shares the view that the public would not benefit from frequent changes of models. Consequently, the Prinz will be built in its present form throughout 1965 and 1966; modern, powerful and compact, but with generous space inside. And economical.



This map shows the benefits of low petrol consumption. On the average, you may expect to get 45-50 m.p.g. This means that you can cover a distance of almost 400 miles on a full tank. In other words, you travel from Stuttgart to Berlin or from Munich to Bonn. This is one of the reasons why owners of Prinz cars enjoy long journeys and why the NSU receives holiday post-cards from all over the world during the Summer - from the Arctic Circle, from Africa, India, Turkey. The Prinz does it - at little cost.



**NSU-PRINZ 1000 L -**



**In a class by itself**

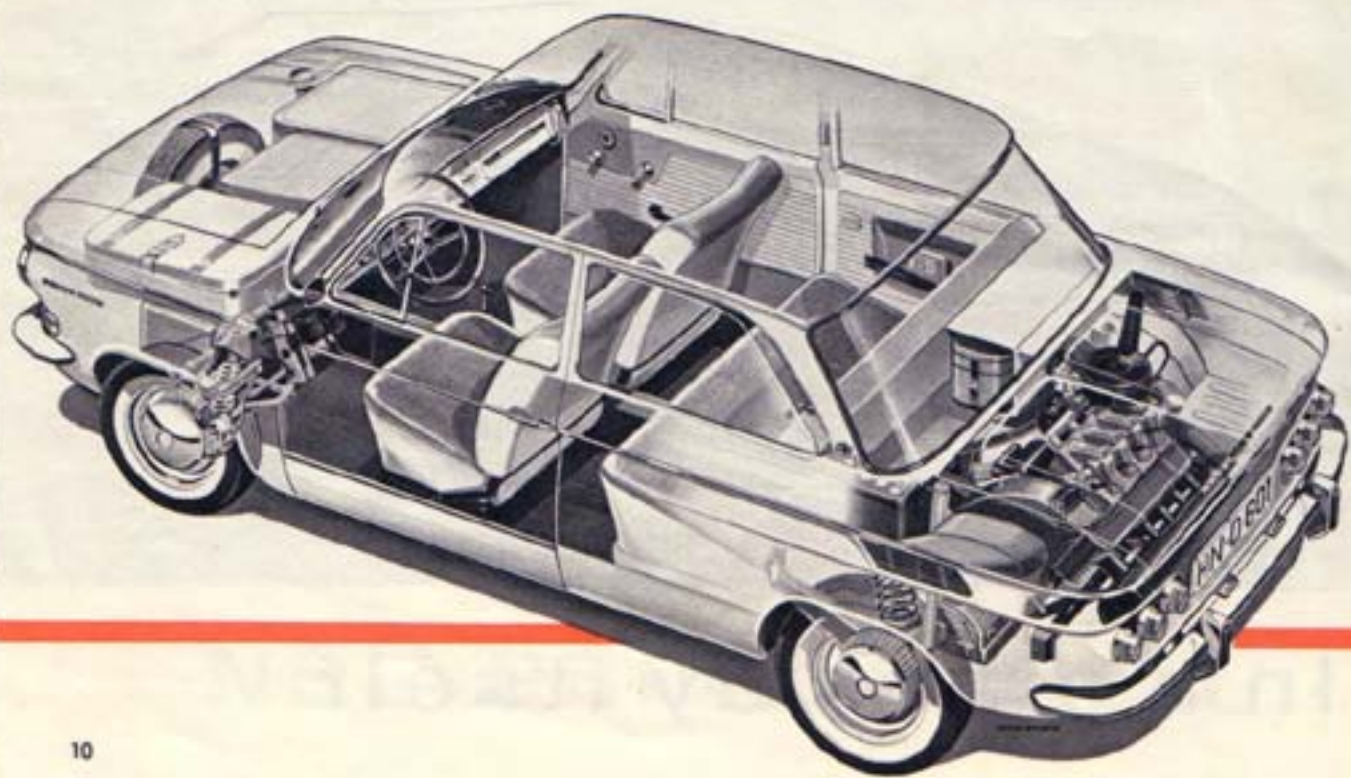
# There is motoring and motoring!

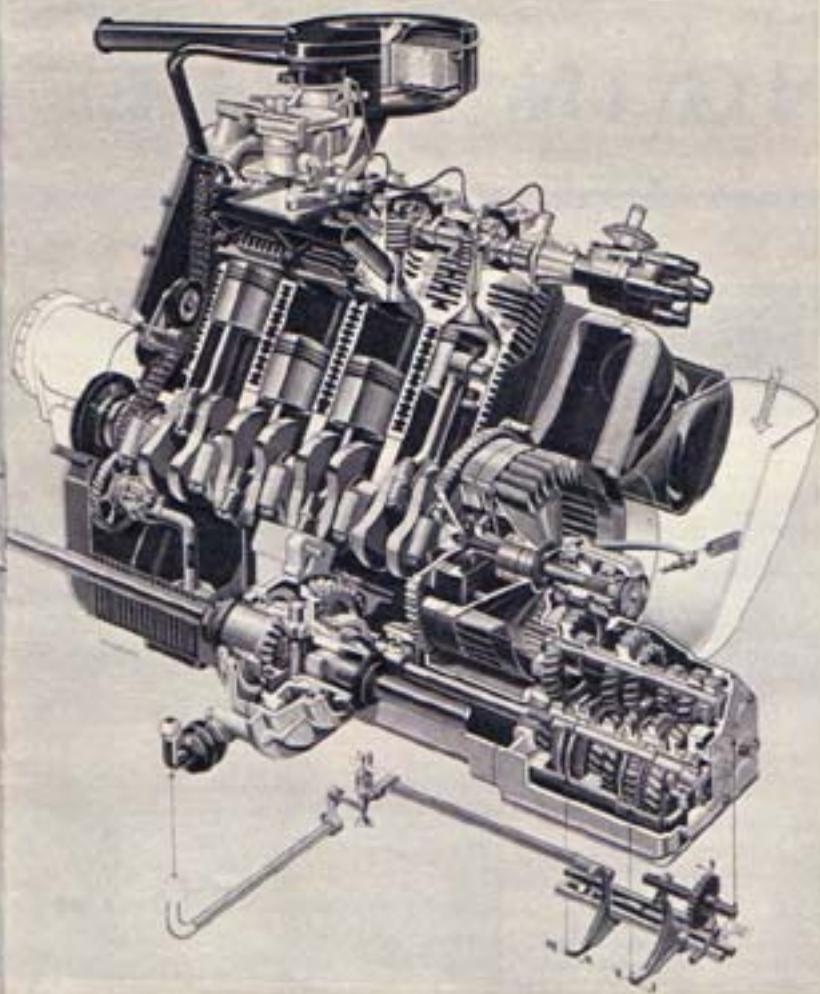
## The NSU-PRINZ 1000 L - a car of character

When the mass production of the Prinz 1000 L was started in Spring 1964, various people probably wondered whether it was wise to add to the flood of cars of this class in view of the numerous models already on the international market. Views on this subject have since been radically changed: the Prinz 1000 L occupies a special position among small cars. You can hardly appreciate the unusual character of this car just by looking at it from outside. Of course it has a pleasant appearance but its lines are dictated rather by cool functionalism than by a romantic urge for modern effects, and it is consciously not intended to create the impression of something out of its class. All these and similar facts may also apply to other makes which the international market has to offer nowadays.

Just as a man should not be judged by his face, the features which decide the character of a car are hidden under the skin. And there is a great deal to

be discovered in the Prinz 1000 L: the engineering skill that has gone into this car is extraordinary – the result is not just good quality and solid modest design. Whatever the Prinz 1000 L owner may have in mind – absolute performance in terms of high cruising speeds and breathtaking acceleration, perfect roadholding or the reassuring economy – the Prinz 1000 L is well equipped to offer in generous measure. With the Prinz 1000 L, the NSU management realises its promise to continue the line of cars of a sports nature: this car offers its owner a temperament and performance not found normally in other cars of this class. The Prinz 1000 L will be an invaluable partner for all those who truly enjoy motoring in high style with the safety of a sports car. The spacious interior, offering generous seating accommodation for five in well upholstered seats, makes sure that this car is not regarded purely as a sports car for individualists.





The four-cylinder engine of the Prinz 1000 is without any 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 its owner extra trouble with servicing in winter. The engine of the Prinz 1000 develops 51 HP. With the low weight of the car (12½ cwts.) the power-to-weight ratio is 27½ lb/HP., a figure which would do justice to a sports car. Of equal importance with the power output and the resultant acceleration is the flexibility of the engine. The torque curve of this new four-cylinder engine is particularly favourable. In top (fourth) gear, the Prinz 1000 L smoothly accelerates from 22 m.p.h. to top speed at an impressive rate.

A car with a good engine must also have good road-holding. We all know that the Prinz 4 has been a very safe car. The new Prinz 1000 L is even better in every respect. The newly developed suspension system, an improved front axle, direct steering and larger brakes combine to offer you a performance, comfort and safety second to none.

Enjoy the experience of driving a Prinz 1000 L. Test its acceleration at the lights. Test it on tight bends, on a hill. Test its manoeuvrability in parking. Then draw your comparisons! And another thing: when you study all these details, do not forget to measure the interior of the Prinz 1000 L. It's worth the effort.

## What do the car testers say?



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



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 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. lin.

is best for a car 12ft. 5in. long. This dimension and the high carrying capacity clearly define a true five-seater.



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.

## Hannoversche Allgemeine

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.



„Connoisseurs of motoring find endless delight in this car of straightforward construction. In conclusion it may 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.“

# MOTORING IN STYLE



**This is the line of today:**

A compact, well defined design and well arranged controls: therefore, manoeuvrable and easy to handle in today's traffic. At the same time spacious interior, all-round visibility, comfortable and modern fittings.

1) **Deep upholstered seats.** Adjustable for height, length and angle to suit your individual seating position. You sit relaxed and enjoy even the longest journeys without getting tired. Seat and back rest individually adjustable.



2) **Neatly designed fascia.** Carefully arranged instruments and sensibly grouped controls. Key switches for all lights. Large glove box on passenger's side, grip for the passenger.

3) **Practical too:** pockets for small items on right and left at the rear. Comfortable arm rest. No wheel arches in the way.



# Lively - safe - comfortable



4) **Rear seat folds down**, offering additional luggage accommodation.

5) **Easy loading and unloading** in the front luggage compartment of the Prinz 1000 L. The spare wheel is located right at the front. You do not need to remove the luggage to get at it.



6) **Oval wide-beam headlamps** with asymmetric dip light. Large, powerful headlamps - safety at night. Rubber buffers on overriders included in standard equipment.

**Engine:** NSU 1000 c.c. a.h.c. air-cooled, four-cylinder, four stroke, in line engine.

**Gearbox:** Four-speed gearbox, all gears synchromesh.

**Suspension:** Independent suspension all round. Suspension requires no servicing. Coil springs with progressive action, anti-roll bar in front, double-acting hydraulic shock absorbers, hydraulic drum brakes. Disc brakes if required, at a small extra price.

**Body:** Unitary body and chassis construction, steel panelled; five-seater saloon, 2 door, with sliding roof panel, if required (optional extra).

**Dimensions:** Overall length 12ft. 5in., overall width 4ft. 11in., wheelbase 7ft. 5in., track: front 4ft. 1in., rear 4ft. 1/2in., turning circle 31 ft.

**Weights:** Excluding load; 12 1/2 cwt., maximum weight (loaded) 20 1/2 cwt.; payload: 8 cwt., weight to power ratio 27 1/2 lb/HP.

**Power:** 51 HP, top speed 85 m.p.h., consumption in traffic 34 to 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:** Luggage compartment illumination, twin reversing lights, windscreen washer, heater, oval wide beam headlamps with asymmetric dip light, two-speed windscreen wipers, folding squab at rear (giving extra luggage space), compartments for small items at arm rests on both sides at rear, overriders with rubber buffers, passenger door locks from outside.

**Colours:** Derby red, Pastel white, Sea green, Capri blue, Oxford Grey.



7) **Three separate light units at rear:** flashing direction indicators on the outside, stop light in the centre, parking lights and number plate illuminators inside. Reversing light included in standard equipment.



The Prinz 1000 L needs servicing only every 5000 miles. This feature can also be regarded as a valuable asset.

## NSU- SPORT-PRINZ- COUPÉ

# Are you truly young at heart?

Allow us to introduce you to another member of the Prinz family: the NSU Sport-Prinz Coupé. Elegance and economy are its salient features.

To drive a beautiful sports car without digging too deeply into your pocket is the heart's desire of all young and stay-young motorists. This car offers you excellent performance, comfort and an elegant interior.

Exclusive type cars are seldom economical. The NSU Sport-Prinz Coupé is a welcome exception to this rule. The petrol consumption is amazingly low: 47 to 56 m.p.g. these are striking figures. The robust engine and solid construction of the whole car are further features of economical running in view of the long life of all assemblies.

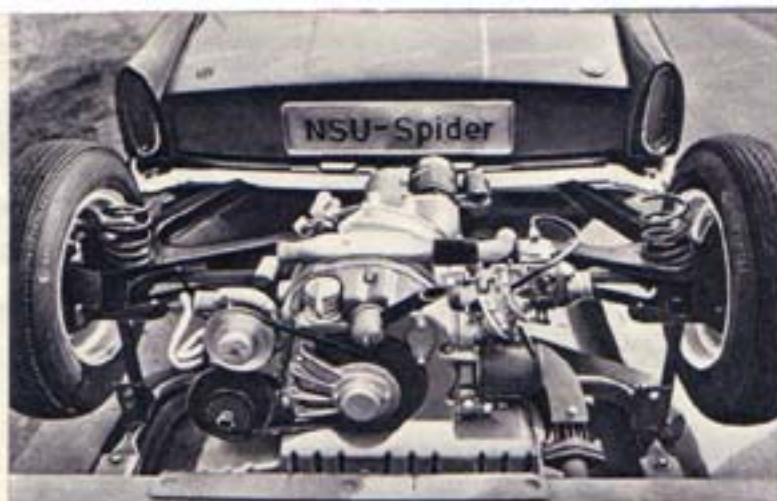
On extensive tours for two, the Sport-Prinz is just as reliable as on short daily trips or in heavy city traffic. Its liveliness, compact dimensions and terrific acceleration at the lights are surely the reasons for the tremendous popularity of the NSU Sport-Prinz Coupé, quite apart from the low petrol consumption in town traffic which makes such a pleasant, and unexpected, change.

36 HP, 80 m.p.h., 47-56 m.p.g. air-cooled rear-mounted engine, four-speed all-synchromesh gearbox, disc brakes at the front (at no extra price).



The spacious interior invites you. Enter through the wide doors of the Sport-Prinz Coupé and see how comfortably you sit down without contortions! Deep upholstered formshaped seats reduce fatigue. Windup windows in the doors and pivoting lights at the rear in conjunction with the excellent cooling system, provide plenty of fresh, bracing air in the warmest weather. During the winter an efficient heater raises the temperature of the interior to a pleasant level in no time. Discriminating motorists pay attention to another little point: as you close the door just have a quick glance at its deep profile - it produces a full and solid sound when you shut it.





**This is how the rotary piston engine works:**

The carefully balanced triangular rotor runs within a housing of surprisingly small dimensions. The three apexes of this rotor remain in contact with the inside walls of the housing all the time. They subdivide the inside space into lobes, and vary the capacity continually as they sweep over the walls with their rotary movement. The usual engine cycle of an ordinary four-stroke engine is performed by the variable lobes during a **single** rotation of the rotor: suction, compression, combustion, exhaust. This is the basis of its comparatively high power.

# NSU-SPIDER

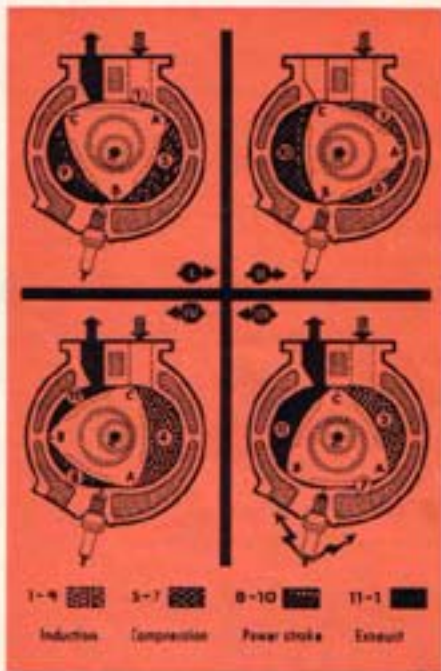
## The first car with an NSU/Wankel rotary piston engine

New cars always claim to be milestones on the road of technical advance, but no other car since the days of our fathers can aspire to the unique place which the NSU-Spider holds among modern models. It is the first car to be fitted with the rotary piston engine; an unusual, fascinating car with a fast-beating heart forging the way to the future - a car for people who truly love motoring and find pleasure in rising above the conventional standards.

The new era does not begin with a promise-filled drawing of an unrealistic dream car but with a well balanced and safe car - with the NSU-Spider, the sports car on the one hand best suited to house the compacted power of the rotary piston engine, and fulfilling the most refined wishes of sports enthusiasts on the other. The temperament of the small rear-mounted unit is remarkable. With the usual petrol consumption, the lobe capacity of only 500 c.c. produces the astounding power of 61 HP, pushing the NSU-Spider to the top speed of over 95 m.p.h. The fully synchromesh four-speed gearbox, responsive steering, carefully balanced frame and, finally, disc brakes at the front, make driving the NSU-Spider a true pleasure.

For many years sports cars have been designed for drivers who would forego every ounce of com-

fort in favour of higher speeds. The NSU-Spider with its light engine can afford to be fast and comfortable at the same time. Its equipment, from the modern fittings to the elegant upholstery and fitted carpets on the floors, is neat and tasteful. A sports-type hood is hidden at the back of the comparatively large cockpit. You can close it up with a simple turn of the hand if you wish to be protected from the weather.



■ **Technical data:**

61 HP at 6000 r.p.m., air-cooled NSU/Wankel rotary piston engine, lobe volume 500 c.c., top speed approx. 95 m.p.h., consumption approx. 30 m.p.g., fully synchromesh four-speed gearbox with floor-mounted sports type level, hydraulically-operated clutch, revolution counter included as standard equipment, fuel gauge, twotone upholstery, heater, steering lock, headlamp flasher, disc brakes on front wheels, soft top.



## From the good house of NSU

This is an aerial photograph of the NSU plant at Neckarsulm. The aeroplane had to fly at 900 feet in order to cover the whole area in one shot. The grounds extend over 1 1/2 miles from North to South. 8,500 workers are employed on the floor area of almost six million square feet. Almost 500 cars leave the modern production lines at Neckarsulm every day. The output of some factories exceeds this figure several times – but NSU keep a careful eye on the quality of their workmanship, the good solid craftsmanship of the Schwabenland, well known in Germany and abroad.

■  
The NSU is at home  
Wherever this sign appears



At this time of acute labour shortage, NSU is proud of being able to put at your disposal a well spread network of service workshops; they are manned by expert mechanics ready to assist you quickly and at reasonable charges. Another 'plus' for the Prinz: you find no waiting lists at the NSU Service stations. Prinz owners are not dealt with like faceless numbers on large organisations – they do not need to notify their wishes weeks in advance before their turn comes. Your car can be serviced in the twinkling of an eye – it never blocks the yard of your service station. Prompt service at reasonable charges is worth as much as the car itself.

And another thing: even if you have not made up your mind to acquire a Prinz today, you should not let the opportunity of testing the car yourself escape you. Any NSU dealer will be pleased to give you valuable advice without obligation.

Your Prinz can be serviced quickly and expertly at:

**NSU MOTORENWERKE AKTIENGESELLSCHAFT NECKARSULM**