



NSU PRINZ 4



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



NSU
PRINZ

4





TRAVEL IN THE MODERN MANNER

It's a long time since the value of a car was judged by the size of its bonnet. The motorist who wants to feel comfortable in tomorrow's traffic (and what wise motorist does not) realises full well that there is no place for large cars in the city traffic of the future. The small compact car will win the day — the car which is easily manoeuvrable and can be parked in the smallest space. Such driving is fun. Today, tomorrow and in the future too, the NSU Prinz 4 is one of the most successful cars on the road. Sensibly designed, with ample power. The record of its success rises from month to month. Why? The answer is simple. The

NSU Prinz 4 is a likeable car, top of the form in its compact dimensions, well finished in every detail and in its cosy spacious interior; the comfort which is offered to the driver and his passengers is comparable with what is expected from more expensive cars. Economy rounds up all the salient features of the Prinz 4. It makes your joy complete. Note the consumption figures carefully and compare them with what others get from their cars, you will come to the one and only conclusion — the top economy offered by the NSU Prinz 4 cannot be equalled in other cars.



**BETTER VISION
IS MORE
IMPORTANT
THAN EVER
NOWADAYS**



To enjoy an uninterrupted view on all sides through the high, wide windscreen, through the large side and rear windows, is one of the foremost enjoyments of modern motoring. It is not only that a „crystal palace“ without heavy door pillars and window frames follows the modern trend in car design – the all-round visibility spells safety. A perfect view to all sides without dead spots, without neck stretching at the lights, means pleasure and safety at crossings, in heavy town traffic, on the country road, when overtaking on the Motorway, when parking or when entering your garage. Your passengers will also enjoy the all-round view and the light-flooded interior.

In addition to the wind-up windows, the Prinz 4 has front quarter lights included as standard equipment (by the way, they are provided with an anti-theft rotary handle mechanism to hold them firmly in any required position).

Do you like to Travel?

We thought you did when we were designing the Prinz 4. This is why we decided on bucket seats, this is why we provided an extraordinarily large luggage space, this is why there is a parcel shelf behind the rear seats. Finally, this is the reason for the exceptional carrying capacity of the Prinz 4. The Prinz 4 can and will cope with a total load (passengers and luggage) of 9 cwts. Such a high carrying capacity is rare even in the case of many larger cars. You can safely take your whole family and any quantity of luggage. This will not harm the robust Prinz – even when you tackle steep mountain roads.



Under open skies in the Prinz



The Prinz 4 is just the car for those yearning for fresh air and sunshine. Large area windows all round, quarterlights, wind-up windows in the doors and fresh air circulation from vents in the fascia panel, creates a pleasant atmosphere in the car, with plenty of light and plenty of fresh air without draughts. If you like to see the blue sky above and enjoy the sun as you drive along, you can have a sunshine roof; it is of very solid construction and includes precision made fittings to ensure smooth operation. You can open it to any convenient point. The opening panel is almost as wide as the roof itself. You have an elegant handle to operate it (of course, you have to pay a little extra for this open roof).

ENGINE PERFORMANCE AND ROAD HOLDING

Driving a Prinz 4 is a true pleasure

What is the power of the NSU Prinz?
What is its performance? Today's buyer is quite right to ask all these technical questions because today's traffic makes its own demands whether it be in your own town or on the way to your holiday resort, in narrow lanes or on the Motorway. Have you seen how it

behaves in heavy traffic? It is a pleasure to see it start at the lights or take the most difficult bends, as steady as a rock, or how it tackles mountains with a full load of holiday luggage. Read for yourself what the motoring press have to say on the performance of the NSU Prinz 4:



In good hands wherever you go

Prinz owners are keen travellers. And no wonder, for the Prinz 4 takes you 400 miles on a single full tank. In other words, you can travel approximately from Munich to Braunschweig or from Stuttgart to Berlin in Germany. This is good news. And it will please you just as much to hear that a well organised network of service stations has been built up in this country and abroad to ensure that you may place your car in reliable hands whenever needed. In Germany alone there are over 1,200 dealers and service stations capable of attending to your Prinz 4. There you will receive courteous and efficient service from experts. By the way, your Prinz only needs attention every 5,000 miles. You will be pleased to note that there are no waiting lists at the NSU Service Stations. You do not have to notify your needs weeks in advance.

You will be well cared for under this sign.



Experience the joy of driving a real Prinz 4. Your nearest Prinz dealer is organising regular test runs without obligation on your part. It will put you under no obligation whatsoever if you just take the wheel — and find out for yourself what this is all about.

NSU MOTORENWERKE AKTIENGESELLSCHAFT NECKARSULM

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