

# NSU Prinz



Ponder in Pease . . . then test on the Road!





#### How do you do!

So you're thinking of buying a new car? And you are busy studying all the leaflets and brochures before you make up your mind? Excellent! I did just the same. As it happens my choice was an NSU Prinz, the car you see in these photographs. Like every other prospective owner you want the hard facts on the car, based on personal experience. If you're like me nothing will irritate you more than the empty sales-talk you find in some those glossy brochures. So follow me through the pages of this little booklet . . . let me tell you the facts as I have found them whilst driving a Prinz. Before we leave this page, I should tell you that the small pictures show the Prinz I - a relatively functional version incorporating a crash gearbox and restricted equipment - whilst the larger picture shows the Prinz III, which is the model we are interested in. The Prinz III is quite new, and contains some big technical improvements over the earlier models, in addition to all the bits and pieces you would expect to find in a quality car.



# NSU Prinz



#### Here's the Prinz III

They've pushed up the power from 24 h.p. (S.A.E.) to 27 h.p. acceleration and hill-climbing ability, although the Prinz counts. The Prinz III has been given a completely redesigned special air-cushion units on the rear wheels, and these roll one twice its size and weight. The seats have been redesigned unit is fitted, and an anti-roll bar is included as standard road-holding even better than it was before. Personally road-holding was so good it couldn't be improved further, was outstanding. But there it is - NSU have been able make

# NSU Prinz



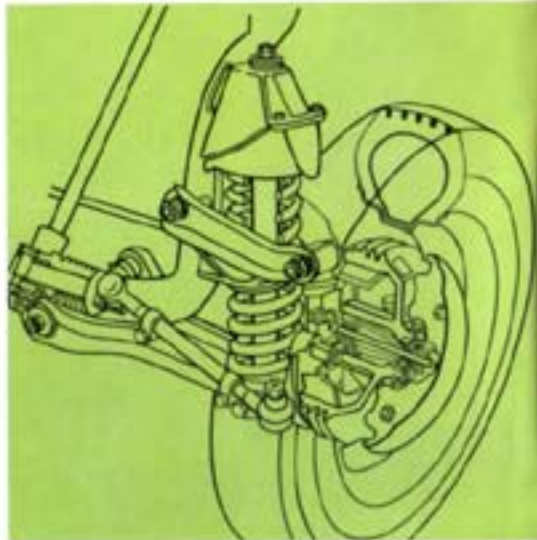
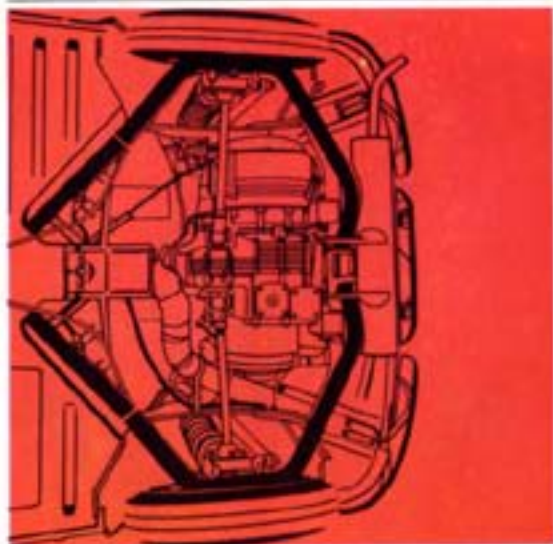
## Here's the Prinz III

They've pushed up the power from 24 h.p. (S.A.E.) to 27 h.p. (S.A.E.), giving even better acceleration and hill-climbing ability, although the Prinz always was pretty good on these counts. The Prinz III has been given a completely redesigned suspension system, including special air-cushion units on the rear wheels, and these really do make the car ride like one twice its size and weight. The seats have been redesigned, a new heater/air conditioner unit is fitted, and an anti-roll bar is included as standard equipment. This makes the road-holding even better than it was before. Personally I always thought the Prinz's road-holding was so good it couldn't be improved further. The experts, too, agreed that it was outstanding. But there it is - NSU have been able to make it even better.



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# NSU Prinz



## What makes a well-built car?

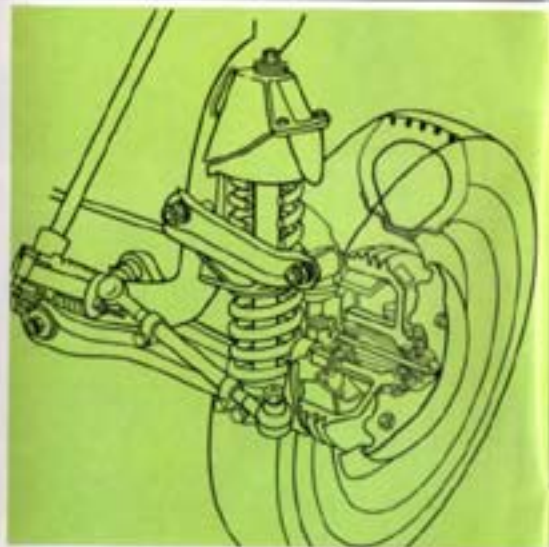
If you work it out you'll find there are just five points on which the quality of any car can be judged. First, of course, there is rugged, long-lasting design. The experts can read the underneath of a car like an open book, so have a look yourself at this scale drawing of the engine, transmission and rear suspension of the Prinz. Then there is the honest, painstaking workmanship which will give you the certainty of umpteen thousand miles of trouble-free driving. The Prinz comes from a country renowned for this kind of care and attention. The third and fourth points are first-class road-holding and utterly reliable brakes — you depend upon both these points for your safety. (The right-hand illustration shows you in detail the front suspension and brake design.) Lastly, of course, there is the engine. Is it powerful? Is it economical? Has it a long life — in other words, will it go on and on and on? I can tell you quite sincerely that the Prinz measures up to every one of these five points . . . could I say more than that?



## Your Comfort

in the Prinz has obviously been given a lot of thought by the designers. It's not merely fashionable styling, but concentrated instead on a few really do make the Prinz an amazingly comfortable little car. The seats are packed with bright, sensible ideas. For instance, look at the seats — they're big enough to take a shopping basket! There is lots of leg room — over six feet tall and I don't need to push the seat in the back of the car. And the newly styled seats have been most carefully designed for support and freedom from aches and pains even on the longest journeys. You can adjust to any one of three positions. If you decide to sit up, you can lie almost flat (don't try this one while the car's still moving) or you can open it to any position you like with just a twist of the seat.

# NSU Prinz



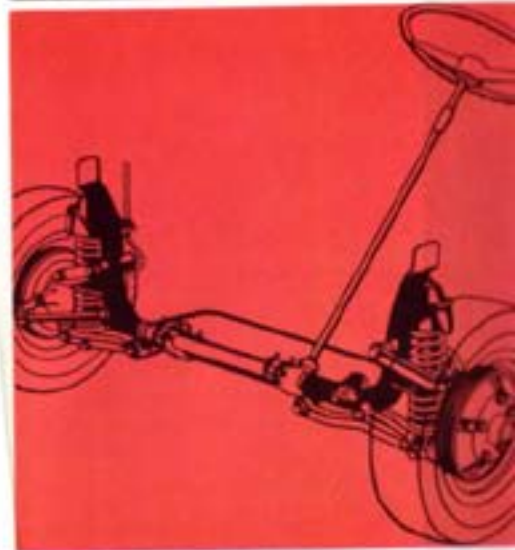
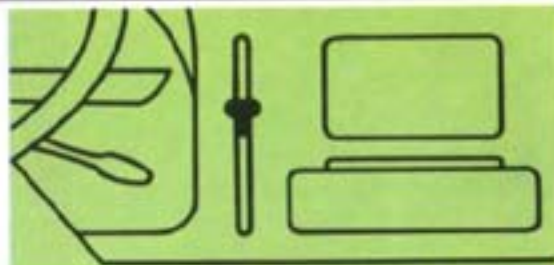
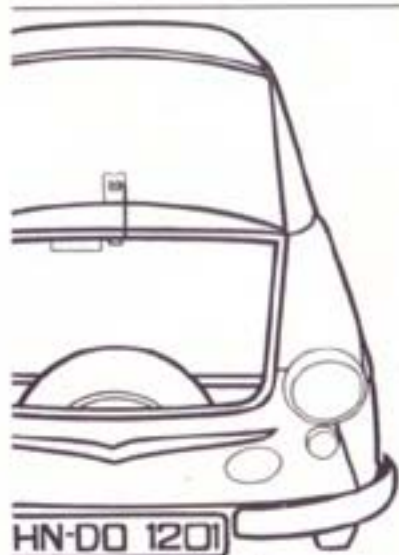
## Your Comfort

in the Prinz has obviously been given a lot of thought by the designers. They've not wasted time on merely fashionable styling, but concentrated instead on a host of practical, ingenious features which really do make the Prinz an amazingly comfortable little car, both for you and your passengers. It's packed with bright, sensible ideas. For instance, look at the door pockets in the right-hand picture - they're big enough to take a shopping basket! There is lots of leg-room at the front - I'm well over six feet tall and I don't need to push the seat in the Prinz back to the last notch, unlike most large cars. And the newly styled seats have been most carefully designed to give your body the maximum support and freedom from aches and pains even on the longest journey. The backs can be easily adjusted to any one of three positions. If you decide to stop for a rest you can let the backs right down, so that you can lie almost flat (don't try this one while the car's still moving!) There's a sunshine roof as an optional extra... you can open it to any position you like with just a twist of the wrist. What a boon for hot sunny days!



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# NSU Prinz



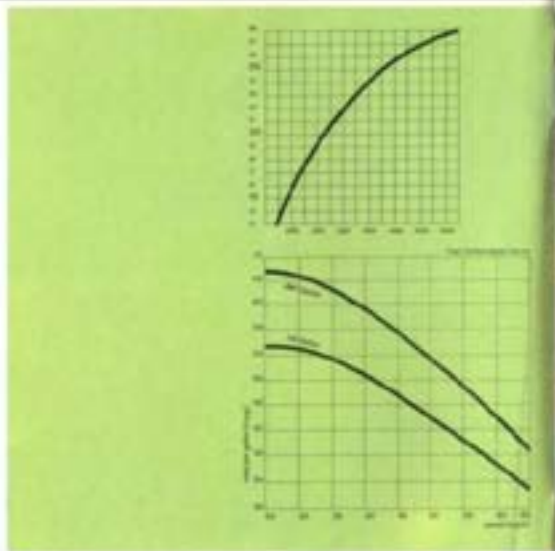
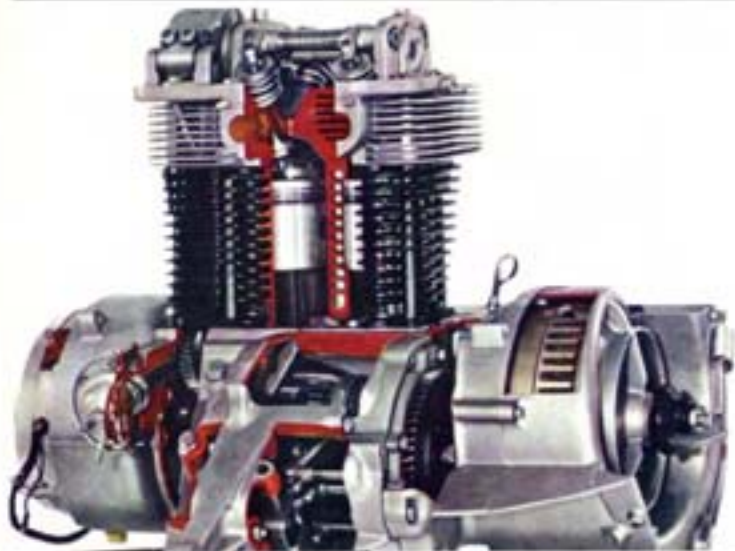
## The Heater and Fresh-air System

in the Prinz III is of the kind you expect to find only in much larger and more expensive cars. The drawing in the top centre of this page shows you the lever on the instrument panel which controls the fresh air inlets. You can have just as much or as little fresh air as you like by moving this lever up or down. Below this is a drawing of the two levers which control the choke and heater system. These are on the floor between the front seats. By moving the heater lever you can obtain just the right amount of heat in the car. And the new built-in heater incorporates a special heat-exchanger fitted around the exhaust system; this gives you warm air right from the moment you start the engine. You can also see on this page the front swivelling quarter-lights which give you drought-free ventilation (not every small car has this feature). Finally, the drawing on the left shows you the amazingly capacious front luggage compartment. It is completely flat-floored and smooth-walled, and it will carry ample holiday luggage.



## If you're an Expert

then I can't tell you anything about the Prinz's fantastic need do is to look at these illustrations of the car's suspension can give you even better road-holding than the earlier front, new PRINZAIR air-cushion system at the rear, or The PRINZAIR system, by the way, does wonders in iron of the rocking motion you usually find with a small car. expert, you can find out what these features add up to for a few miles. Frankly, until you've tried the car you it grips the road at all speeds, nor imagine the sense an nasty, tight corners. The Prinz feels safe because it is



#### In a class by itself

may sound an awful platitude. But it's the only way I can describe the engine that drives the Prinz. This air-cooled parallel twin-cylinder power unit is quite different from anything else you're likely to meet. Personally, I don't worry about all those details that delight the buffies. Just a short spin in a Prinz will reveal the engine's amazing liveliness and power. The point I particularly like about it is the way it pulls at low revs, in a manner quite unlike the engines of most other small cars. You've got three versions to choose from: the 24 h.p. [S.A.E.] Prinz I, which is a derated version; the standard Prinz III model producing 27 h.p. [S.A.E.], and the Prinz III/30, which is even more lively and produces 34 h.p. [S.A.E.]. The Prinz III/30 costs more than the others, but its performance leaves many larger cars standing. So choose the model that suits your temperament and your pocket. You'll be happy with any of them.



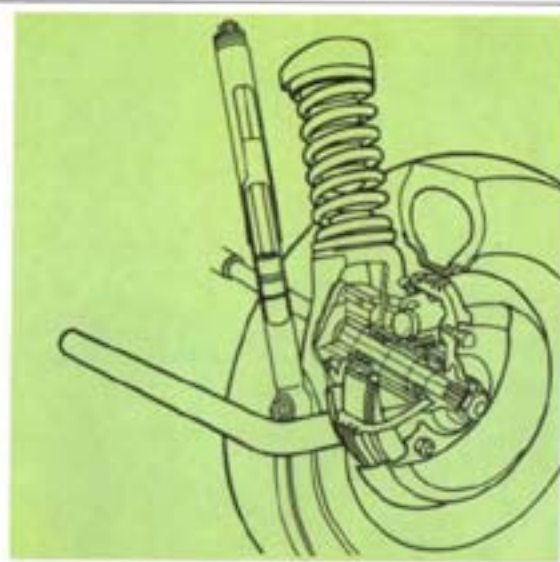
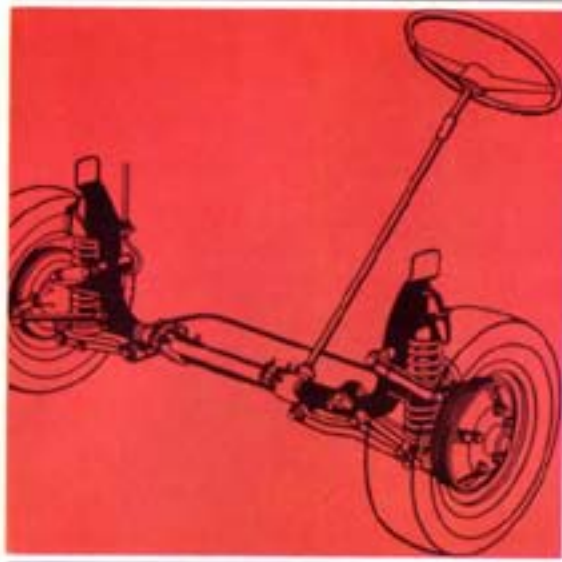
# NSU Prinz



#### Works Test Tracks

are built by every major motor car manufacturer — in their vehicles can be tested under specially difficult conditions. But I think that there are much more impressive test tracks than you and I — with thousands of other experts and laymen. These are the International Rallies which are held in areas that usually cover thousands of miles of specially difficult terrain, deserts and across water courses. It seems to me that the conventional road-racing, every weakness shows up. I remember the famous Prinz successes in the 1960 Argentine Rally and the 1960 Tour d'Europe (from Germany through Turkey to Greece). It is tests like these which really insp

# NSU Prinz



...ive cars. The drawing  
controls the fresh air inlets.  
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## If you're an Expert

then I can't tell you anything about the Prinz's fantastic road-holding qualities. All you need do is to look at these illustrations of the car's suspension. You'll see how the Prinz III can give you even better road-holding than the earlier models... anti-roll bar at the front, new PRINZAIR air-cushion system at the rear, and longer coil springs on all wheels. The PRINZAIR system, by the way, does wonders in ironing out bumps, and stops all signs of the rocking motion you usually find with a small car. But if, like me, you're not an expert, you can find out what these features add up to simply by driving a Prinz III for a few miles. Frankly, until you've tried the car you can't appreciate how firmly it grips the road at all speeds, nor imagine the sense of complete security it gives you on nasty, tight corners. The Prinz feels safe because it is safe.



# NSU Prinz

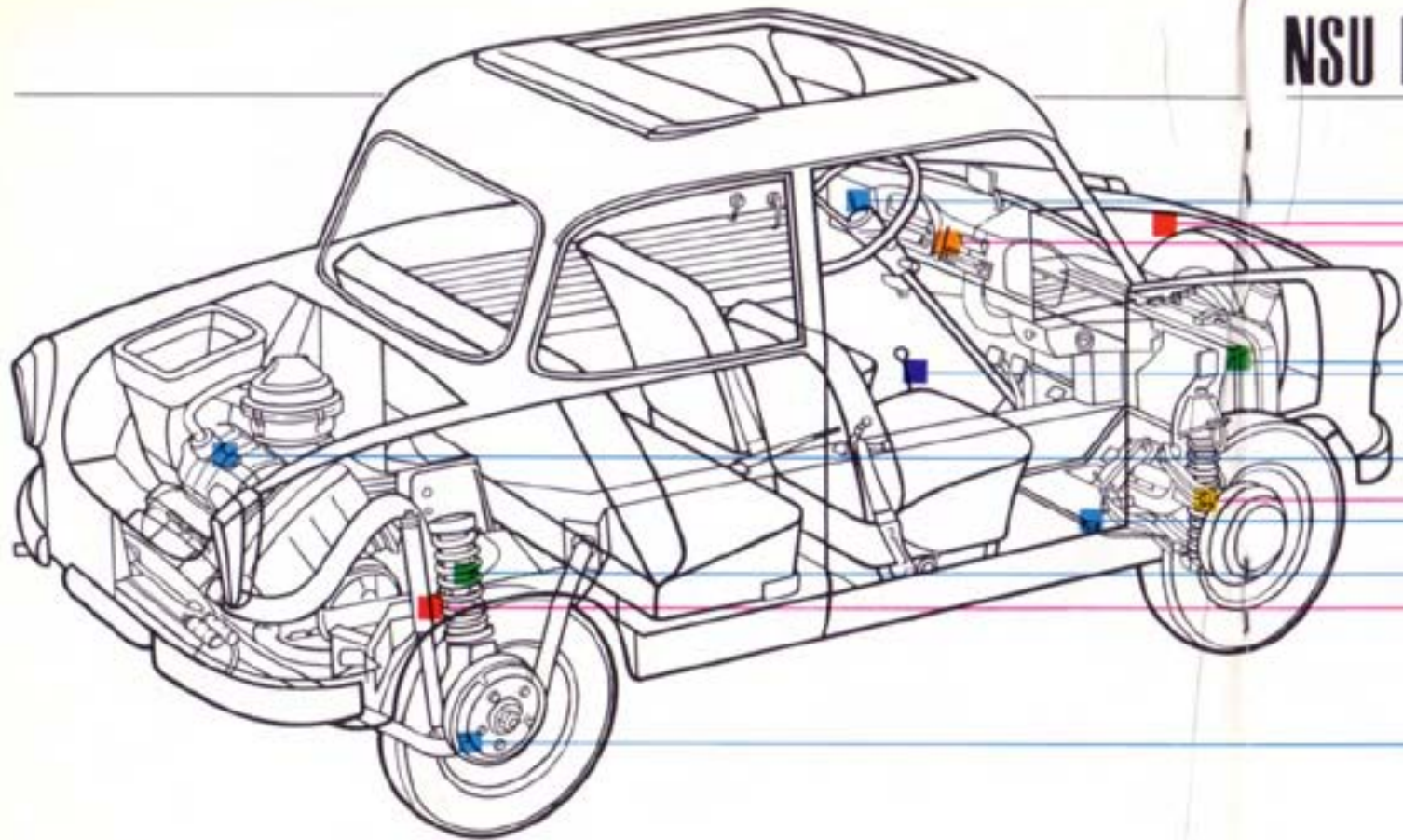


## Works Test Tracks

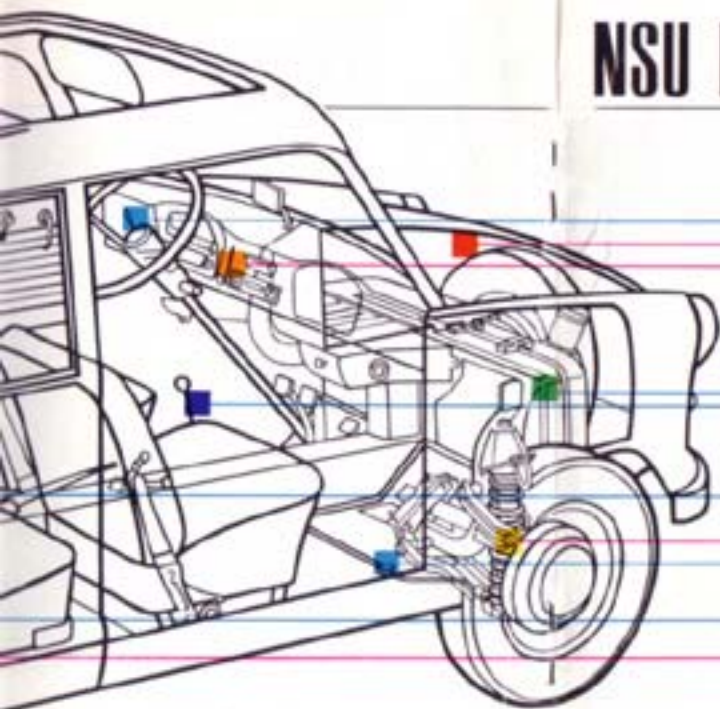
are built by every major motor car manufacturer — including NSU, of course — so that their vehicles can be tested under specially difficult conditions close to the factory. But I think that there are much more impressive test tracks than these . . . test tracks where you and I — with thousands of other experts and laymen — can watch the cars perform. These are the International Rallies which are held in all parts of the world. These Rallies usually cover thousands of miles of specially difficult roads — across country, over barren deserts and across water courses. It seems to me that these Rallies are a far greater test of a car than conventional road-racing; every weakness shows up and may force a car to drop out the contest. Do you remember the famous Prinz successes in the 1960 Argentine Grand Prix (pictured above), the murderous 1960 Tour d'Europe (from Germany through Turkey to the Lebanon and back) and the 1960 Acropolis Rally in Greece? It is tests like these which really inspire confidence in a car.



NSU Prinz



# NSU Prinz



On the steering column: combined dipper, trafficator, horn and headlamp-flasher switches.

Front luggage compartment under bonnet – flat-floored and smooth-walled.

De Luxe air-conditioning system; lever for exact control of fresh air and warm air.

Fuel tank with 5 $\frac{1}{2}$  gallons capacity.

Four-speed gearbox with synchromesh on all forward gears.

600 c.c. two-cylinder four-stroke air-cooled engine, developing 27 h.p. (S.A.E.)

Increased spring travel.

Anti-roll bar.

Increased spring travel combined with PRINZAIR air-cushion suspension.

Telescopic shock absorbers.

Hydraulic brakes on all four wheels; high quality light alloy brake drums fitted with steel rings.

# NSU Prinz



## Now take a seat

in the Prinz and see how you will feel when you're driving. (By the way, this one is a left-hand drive model, but right-hand drive is available also, of course). You can see straight away how neatly the instrument panel is laid out. The speedometer face is large and clear, and is just where you would expect to find it - right in front of you. Those two stalks you can see on the steering column require only fingertip touch. The left-hand stalk controls the winking trafficators, while the right-hand one operates the headlamp flasher, horn and headlamp dipper. The knobs on the instrument panel controlling the lights and windscreen wipers are of different sizes and cannot be confused - even in the dark. (And the lights switch incorporates a battery-saving arrangement for turning on the side and rear lights on one side or the other for parking purposes.) When you're in the driving seat of the Prinz you'll be delighted by the all-round visibility, combined with the generous depth of the side windows. Besides making the car light and airy, it's absolutely perfect for nipping through the worst city traffic and parking in the most unlikely corners!



## Fond of travelling?

You are! Good! So is the Prinz! Every motorist gets a good run - usually when you're going on the occasional long run - usually when you're going on the perfectly adequate for short-distance trips prove a thorough and can take all the pleasure out of them. Your car must not let you down; you must know that it will not want to worry about it. It must be really comfortable for long journeys always find out bad seat design. And you must have acceleration, braking power and road-holding so that you can experience which may always crop up through other experiences I can assure you that the Prinz is the ideal car. You'll get a lot more pleasure out of these journeys in



# NSU Prinz



left-hand drive model,  
only the instrument panel  
is to find it - right  
hand trip touch. The left-hand  
trip flasher, horn and  
green wipers are of  
battery-saving  
purposes.) When you're  
with the generous depth  
ripping through



## Fond of travelling?

You are? Good! So is the Prinz! Every motorist gets a genuine sense of achievement from the occasional long run - usually when you're going on holiday. Many cars which are perfectly adequate for short-distance trips prove a thorough nuisance on really long runs, and can take all the pleasure out of them. Your car must be absolutely reliable - not only must it never let you down; you must **know** that it will never give you trouble - you just don't want to worry about it. It must be really comfortable for both you and your passengers; long journeys always find out bad seat design. And you must have ample reserves of acceleration, braking power and road-holding so that you can always cope with those emergencies which may always crop up through other people's stupidity. From my own experience I can assure you that the Prinz is the ideal companion for the longest journeys. You'll get a lot more pleasure out of these journeys in a Prinz.





#### For the last ten years

I've had to drive every day through some of the worst city traffic in the world. Certainly I would never pretend that I enjoy it. But when I changed to a Prinz the difference was almost unbelievable. The Prinz gets you through the traffic so much more quickly, and you can park quickly and easily in places which no other car could use. It's not just the small size of the Prinz; equally important is the acceleration you would expect of a sports car, combined with absolutely accurate and quick-response steering. Then there is the turning circle of only 28 feet and the all-round visibility (including sight of all four corners of the car). I've found that many lady drivers who will not dare to drive in busy shopping streets in other cars are quite happy to go almost anywhere when they're in a Prinz. Another great feature of the Prinz in town-driving is that it will still run on a mere sniff of petrol where most cars drink the stuff.



# NSU Prinz



#### The value of motor racing

as a means of improving the design and construction of often the subject of debate. My own feelings are that a tough and formidable races the way the Prinz does most everyday conditions. Production car races have been a Prinz during the last two or three years. It has won its class. For example, in the 1960 12-hour race at Monza, of the " (pictured above) and in the 1960 "Armstrong 500", held these and other production car races the Prinz custom its class. Surely another indication that the Prinz will make on it for daily runs or long holiday trips!

# NSU Prinz



ly  
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## The value of motor racing

as a means of improving the design and construction of standard production cars is often the subject of debate. My own feelings are that any car which can stand up to these tough and formidable races the way the Prinz does must be more than good enough for everyday conditions. Production car races have been a field of outstanding success for the Prinz during the last two or three years. It has won its class time and again in these events. For example, in the 1960 12-hour race at Monza, at the "Little le Mans" race in America (pictured above) and in the 1960 "Armstrong 500", held near Melbourne, Australia. In these and other production car races the Prinz customarily takes all the first places in its class. Surely another indication that the Prinz will more than meet all the demands you may make on it for daily runs or long holiday trips!



If you go through all the illustrations in this booklet you will appreciate that they are either photographs or scale drawings. There are none of the usual feathering (or dottering!) "artist's impressions". So everything is true to life. Let the facts speak for themselves!

<b>Engine:</b>	600 c.c. two-cylinder four-stroke air-cooled engine Output: Prinz I: 24 b.h.p. (S.A.E.) at 4600 revs./min. Prinz III: 27 or 34 b.h.p. (S.A.E.) at 4500 or 5500 revs./min. Compression: 27 h.p. engine: 1:7.5; 34 h.p. engine: 1:7.6 Overhead camshaft with Ultramax drive	<b>Servicing:</b>	High-pressure lubrication, only 2 lubricating points on the whole vehicle; engine, gearbox and differential in one housing containing 4 1/2 pints of oil.
<b>Gearbox:</b>	Prinz I: Crash gearbox Prinz III: Four-speed gearbox with synchromesh on all forward gears.	<b>Air-conditioning system:</b>	De Luxe air-conditioning system; separate controls for hot air and fresh air.
<b>Drives:</b>	The engine is mounted at the back between swinging arm suspension units.	<b>Dimensions:</b>	Wheelbase 78.6 inches, track width 47 inches, overall length 123.8 inches, overall width 55.9 inches, height (unladen) 53 inches, turning circle only 28 ft. 2 ins., weight (ready to go, fuel tank full) 10.1 cwt.
<b>Bodywork:</b>	Integral all-steel construction	<b>Performance:</b>	Prinz I: 24 b.h.p. maximum speed approx. 67 m.p.h. Prinz III: 27 b.h.p. maximum speed approx. 68 m.p.h. Prinz 30: 34 b.h.p. maximum speed approx. 75 m.p.h. Prinz III: Acceleration from 0 to 38 m.p.h. in 11 secs. Prinz 30: from 0 to 38 m.p.h. in 9.3 secs.
<b>Suspension:</b>	Independent suspension on all wheels; anti-roll bar at the front; all four wheels sprung on long-travel coil springs, with additional Prinzair suspension at the rear; telescopic shock absorbers.	<b>Consumption:</b>	Approx. 46-54 m.p.g.
<b>Brakes:</b>	Four-wheel hydraulic brakes; light-alloy brake drums with inserted steel rings	Design and equipment subject to modification without notice.	

#### Here are the hard facts

which give you the main technical details of the Prinz. From these you can see for yourself that it is a highly successful example of modern automobile engineering. Indeed, independent experts have compiled tables and charts comparing these facts and figures with those for most of the other small cars in the world. These comparisons confirm that the Prinz's design is a highly successful combination of performance, economy, comfort and safety - a brilliant compromise between these conflicting aims. You and I can find all this out for ourselves by a much simpler method... by driving the Prinz on the road for a few miles.



# NSU Prinz



#### The choice of colours

For your Prinz is almost as great as the colours in this photo - from the almost pure "White", through strong, bright colour "Red" and "Muscari Blue" to the subdued and sophisticated. You also have a choice of two-tone finishes, which make the have always paid special attention to the quality of their paint and the finish on the Prinz is quite exceptional, even when you see that it comes from a country famed for its high standard of chromium-plated bumpers, for example, have been plated with chrome. And all the plating is done by NSU themselves. The paintwork will stand up to years of exposure to all weathers - the sky you have no need to worry about the appearance

... or scale drawings. There are none of the usual feathering (or distorting)

High-pressure lubrication, only 2 lubricating points on the whole vehicle; engine, gearbox and differential in one housing containing 4 1/2 pints of oil.

De Luxe air-conditioning system;  
separate controls for hot air and fresh air.

Wheelbase 78.8 inches, track width 47 inches, overall length 123.8 inches, overall width 55.9 inches, height (unladen) 53 inches, turning circle only 26 ft. 2 ins., weight (ready to go, fuel tank full) 10.1 cwt.

Prinz I: 24 b.h.p. maximum speed approx. 62 m.p.h.  
Prinz III: 27 b.h.p. maximum speed approx. 68 m.p.h.  
Prinz 30: 34 b.h.p. maximum speed approx. 75 m.p.h.  
Prinz III: Acceleration from 0 to 38 m.p.h. in 11 secs.  
Prinz 30: from 0 to 38 m.p.h. in 9.3 secs.

Approx. 46-54 m.p.g.

Equipment subject to modification without notice.

# NSU Prinz



## The choice of colours

For your Prinz is almost as great as the colours in this photograph. There is a wide range, from the almost pure "White", through strong, bright colours like "Red" and "Muscarl Blue" to the subdued and sophisticated "Sogna Grey".

You also have a choice of two-tone finishes, which make the Prinz even more attractive. NSU have always paid special attention to the quality of their paintwork and chromium-plating, and the finish on the Prinz is quite exceptional, even when you allow for the fact that it comes from a country famed for its high standard of automobile finish. The chromium-plated bumpers, for example, have been plated with copper underneath the chrome. And all the plating is done by NSU themselves. The stove-enamelled paintwork will stand up to years of exposure to all weathers. Even if your garage is the sky you have no need to worry about the appearance of your Prinz.



# NSU Prinz

Miss Jean Lindsay,  
Secretary, aged 35!



"My boss said to me today:  
"You certainly look an attractive  
secretary, you and your Prinz!"

George Bennett,  
Businessman, aged 32:



"I like the reliability of the Prinz.  
I can be sure of being punctual for  
appointments. And its acceleration  
and manoeuvrability are  
tremendously useful in town."

Alan Marton,  
Draughtsman, aged 24



"I'm an individualist.  
A car should adapt itself to the  
personality of the driver. From the  
first moment I felt as if I had grown  
up with the lively Prinz."

Dr. William Wenz,  
Headmaster, aged 63



"Well, I must admit I sometimes  
forget to change into the right gear!  
But the Prinz's engine is so flexible  
that it seems to forgive me  
almost every time!"

## Here are the opinions

of a few Prinz owners. I suggest you make a special point of going up and asking the opinion of the next driver you see getting out of his Prinz. He won't be angry - in fact, he'll be only too pleased to answer all your questions! It's not just that Prinz owners are used to being asked these questions; they all have a special liking for their car - they are all Prinz enthusiasts - and quite naturally they are very pleased and proud to give you their views. Each Prinz owner will have one particular reason for liking his Prinz; perhaps it's the almost sports-car temperament of the Prinz; or it may be its economy; sometimes it's the robust construction and high quality finish; for women especially it may be the ease of steering and parking in town. And don't be surprised when the owner of a shining and apparently new Prinz tells you that the car has covered 60,000, 70,000 or even 100,000 miles!



## After-Sales Service

is absolutely essential for any car, however well-built. NSU have built up a world-wide network of fully trained mechanics. This means that your Prinz will be serviced at the correct in-charge thoroughly understand the car. You, in turn, can be sure your Prinz. And you have the satisfaction of knowing that in any country in the world the same network of NSU Service Stations. Spare parts, too, are readily available through all the NSU organisation. Prinz owners are in good hand.



# NSU Prinz

Alan Merton,  
Draughtsman, aged 24:



"I'm an individualist. A car should adapt itself to the personality of the driver. From the first moment I felt as if I had grown up with the lively Prinz."

Dr. William Watts,  
Headmaster, aged 62:



"Well, I must admit I sometimes forget to change into the right gear, but the Prinz's engine is so flexible that it seems to forgive me almost every time!"



## After-Sales Service

is absolutely essential for any car, however well-built and reliable it may be. NSU have built up a world-wide network of fully trained Prinz Service Stations. This means that your Prinz will be serviced at the correct intervals by specialists who thoroughly understand the car. You, in turn, can be sure you are getting the best out of your Prinz. And you have the satisfaction of knowing that in practically every country in the world the same network of NSU Service Stations exists. Spare parts, too, are readily available through all these branches of the world-wide NSU organisation. Prinz owners are in good hands wherever they go.





## And away we go

for another enjoyable trip in our Prinz! I've been talking to you quite long enough about the Prinz, and I can't wait to get on the road again. You know, when you let all those details fall into place there is still something about the Prinz . . . something almost indefinable. Perhaps the only way to explain it is to say that Prinz drivers seem to be a particularly happy group of people. They are enthusiastic about the Prinz; more than that – they thoroughly enjoy driving. Maybe most Prinz owners are people who get more fun out of life than others. And the Prinz is their choice because it contains just that combination of qualities which they seek and no other car provides. Well, I know that you, too, are looking for a car which is fun to drive. Why not join the others and become a Prinz owner yourself?

**NSU Motorenwerke Aktiengesellschaft Neckarsulm**