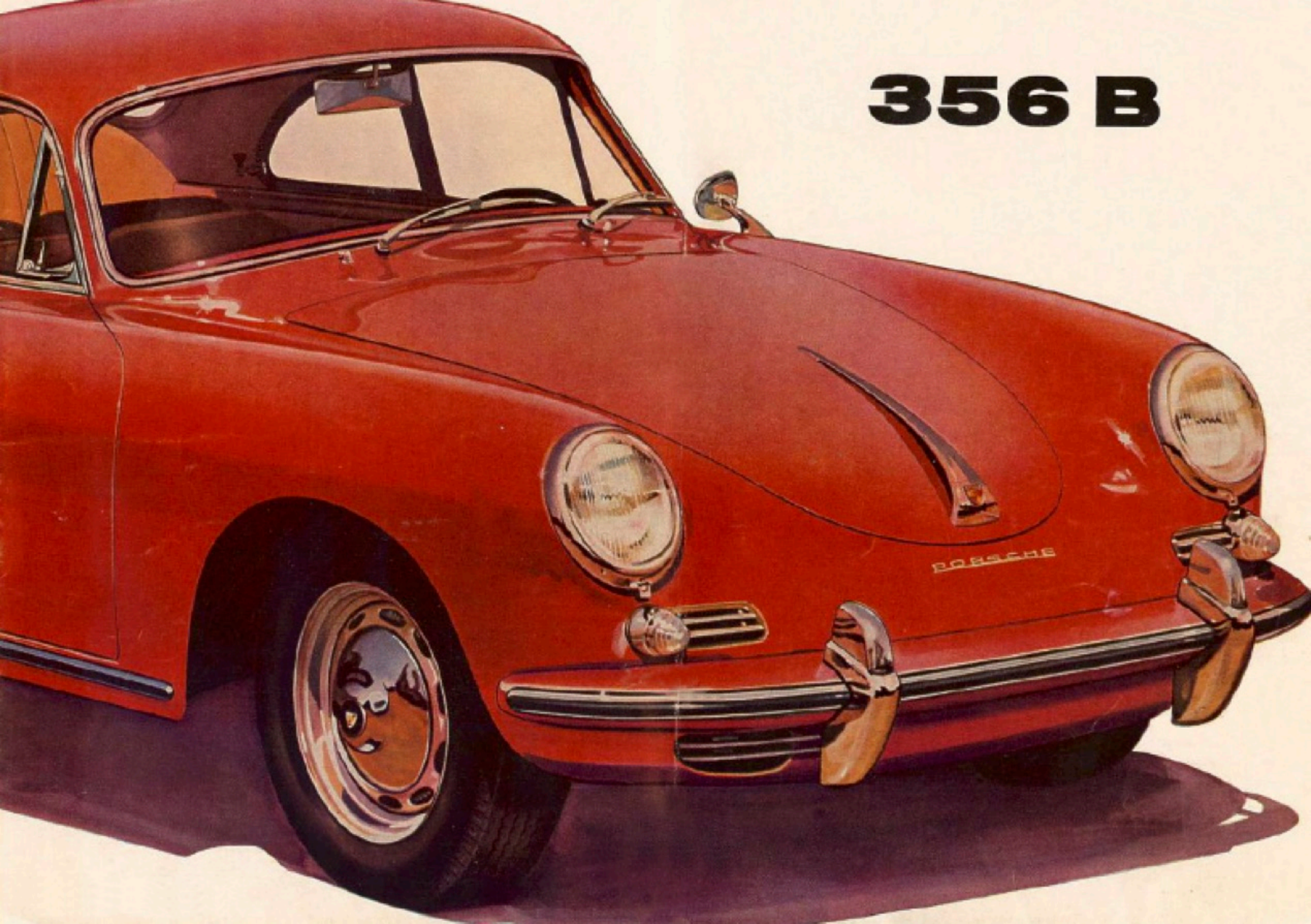
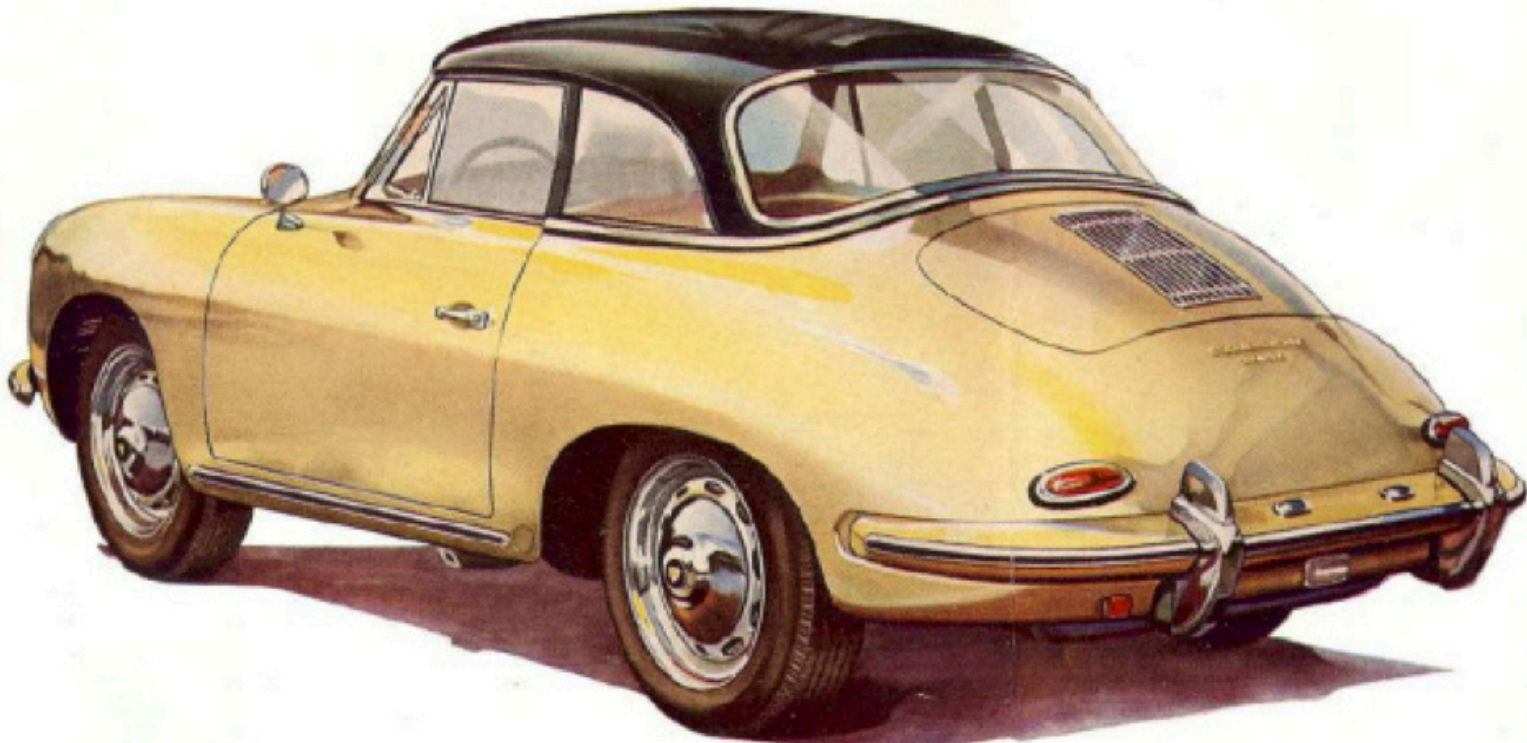


356 B





▲

The Hardtop

is the newest favorite in the Porsche line. Combining the finest features of the Coupé and Cabriolet, this sensational performer is ready for "top down" fun under the sun ... or "top up" all-weather protection whenever needed.

The Cabriolet

from its sleek, elegant lines to its spacious modern interior ... is a subtle blend of beauty and comfort. Versatile, too — for this Porsche "coupe d'élégance" features an easily installed hardtop for year-ground motoring pleasure!

▼



Automotive design should be more than just a blend of function and beauty — it should masterfully express the spirit of a car. This perfection of form and line is one of Porsche's proudest features! That's why these new models — though refined in detail — remain unchanged in silhouette. Retained is all the action-poised verve — all the timelessly beautiful symmetry that has made Porsche a connoisseur's choice the world over.

Instead, Porsche has concentrated on lesser engineering advancements — in performance, in handling ease, in comfort and in safety. Improvements that reflect the brilliant engineering heritage that is the basis of Porsche's unique distinction. Here then is the new Porsche!

Sleeker, slimmer fenders — reminiscent of the swift, slender lines of the Porsche Spyder — are among the new styling highlights. The bumpers have been raised and equipped with new overriders for extra strength and rigidity. Headlights and parking lights, too, have been raised — increasing the effective illumination of the road. The air intake vents, located below the headlights, have been redesigned to allow an even more ample supply of cooling air to reach the brakes. Note, too, the Porsche

emblem, emblazoned on the sweeping slope of the hood, a proud symbol of prestige.

Interiors feature a new, three-spoke steering wheel, with a slightly recessed hub, finished in black to minimize reflections. All control knobs, too, feature this glare-free black finish. The indicator panels are safety-placed near eye-level where they can be read at a glance. Controls are but a fingertip removed. And, a new selector lever — combining blinker, dimmer and signal light indicator — is conveniently placed on the left-hand side of the steering column for easy use.

The shift stick with its new lock-synchronization (a feature built into the world's fastest and finest racing cars under license from Porsche) has been moved inward, towards the driver, for instantaneous "hand-lever" control.

Chassis advancements include new front and rear brakes, equipped with 72 axial cooling fins — built into the highstrength, lightweight brake drums. A specially designed labyrinth, between backing plate and drum keeps water out. Brake linings, too, are new. Heat and water resistant, they provide a full measure of positive action. A new equalizer spring for improved handling control is located near the transmission

housing — contributes to Porsche's amazing cornering sureness, even on the sharpest curves.

As for power, there's your choice of three versions of Porsche's famed competition-proven 4-cylinder engines. Either the 60 HP ... the 75 HP ... or the new "Super 90" that peaks 90 HP @ 5500 RPM. Truly a magnificent power plant, the "Super 90" features outstanding power and elasticity, especially in the lower RPM ranges. Among Porsche's new comfort conveniences you'll find that adjustable side window vents are now a feature in all models. A rear window defroster is another new example of the quality that typifies a Porsche. Passenger comfort in the rear has been improved, too. A rearrangement of the transmission allows for two bucket-type seats with individually controlled folding armrests. And, seat height has been increased.

But, only in motion — with you behind the wheel — can the real spirit of the new Porsche be fully appreciated. Gliding effortlessly through traffic, with silk-smooth handling and flowless roadability, you break-out onto the open road. Here's where Porsche's advanced engineering and wind-sculptured styling takes you into a whole new world of motoring pleasure. Try it — you'll see!

TYPE 356 B

The Roadster

is proud successor to the renowned Porsche Convertible and its equally famous predecessor the Speedster. Light, fast and maneuverable it's the ideal Porsche for the competition-minded sports car enthusiast. Superbly styled and precision-engineered, the Roadster offers outstanding motoring agility and ability for road, race, or rally!





TECHN

| Models | Coupe, Cabriolet/Hardtop Roadster Type 356 B 1600 |
|--------------------------------|--|
| Engine Construction | 4 cylinder, four stroke (boxer) V-type valve s |
| Bore | 2.25" |
| Stroke | 1.90" |
| Actual Displacement | 1582 cc |
| Compression ratio | 7.5:1 |
| Performance (DIN) | 40 HP at 4500 RPM |
| Transmission | 4 synchronized forward and 1 reverse speed |
| Body | |
| Frame | pressed and welded fr |
| Front wheel mounting | 2 suspension arms and |
| Front wheel suspension | 2 square torsion bars |
| Rear wheel mounting | swinging half axle sup |
| Rear wheel suspension | 1 round torsion bar an |
| Shock absorbers | double acting telescop |
| Footbrake | hydraulic, on all whee |
| Wheels | pressed steel 4.5J x 15 |
| Tires | 5.60 x 15 sport |
| Fuel tank | under front hood, 13.8 11.4 imp. gallons, 1.1 |
| Dimensions | |
| Wheel base | 81.7" (2100 mm) |
| Front track | 51.4" (1306 mm) |
| Rear track | 58.1" (1472 mm) |
| Length | 157.7" (4010 mm) |
| Width | 65.7" (1670 mm) |
| Height | Coupe, Cabriolet 52.4" |
| Smallest turning circle | appr. 36' (11 m) |

356 B 1600

356 B 1600 S

356 B 1600 S-90

| | Coupe, Hardtop Cabriolet | 1600 lbs, Roadster 1440 lbs |
|---------------------------------|--------------------------|-----------------------------|
| Weight (dry) | 2740 lbs | 2740 lbs |
| Total convertible weight | 3240 lbs | 2740 lbs |
| Top speed | 100 mph | 109 mph |
| Fuel consumption | 31.4 mpg | 27.7 mpg |

2740 lbs
112 mph
28 mpg

TECHNICAL DATA

Coupe,
Cabriolet/Hardtop,
Roadster
Type 316 B/1600 S

Coupe,
Cabriolet/Hardtop,
Roadster
Type 354 B/1600 S-90

gasoline engine with opposing cylinders

suspension

3.25"

2.90"

1582 cc

8.5:1

75 HP at 5000 RPM

4 synchronized forward
and 1 reverse speed

3.25"

2.90"

1582 cc

9:1

90 HP at 5000 RPM

4 synchronized forward
and 1 reverse speed

are welded to body

stabilizer bar

(1 leaves)

ported by radius arm

each side

ic front and rear

s, duplex in front, single cylinder in rear

pressed steel 4.51 x 15

5.80 x 15 sport

pressed steel 4.51 x 15

165 x 15 supersport

1.5 US gallons, 1.3 US gallons reserve

mp, gallons reserve

81.7" (2100 mm)

51.4" (1306 mm)

50.1" (1272 mm)

157.7" (4016 mm)

65.7" (1670 mm)

(1330 mm), Hardtop 51.7" (1315 mm), Roadster 51.6" (1310 mm)

appr. 36" (91 cm)

82.7" (2100 mm)

51.4" (1306 mm)

50.1" (1272 mm)

157.7" (4016 mm)

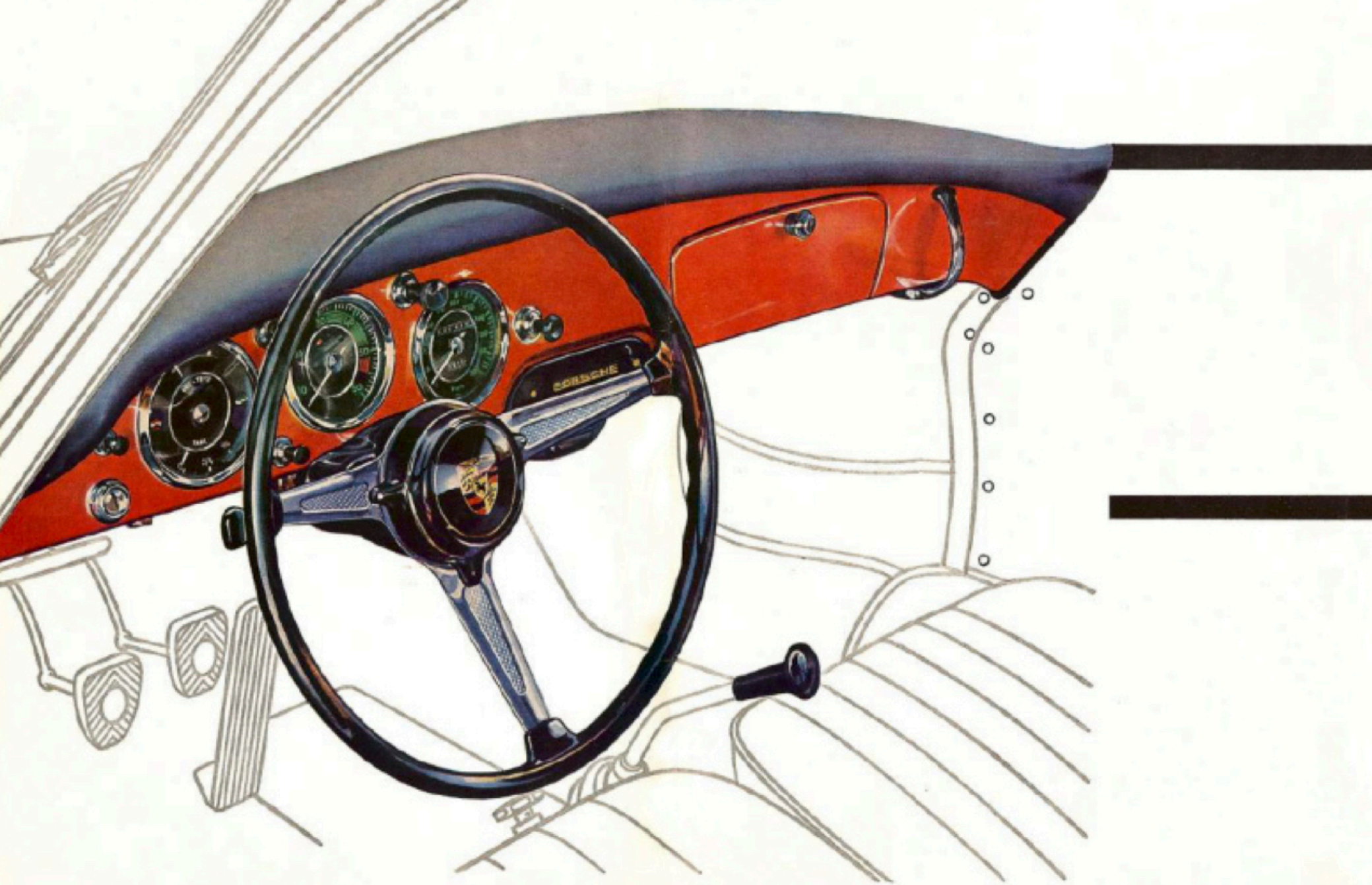
65.7" (1670 mm)

Roadster 51.6" (1310 mm)

appr. 36" (91 cm)



PORSCHE



PORSCHE

356 B



More room in back

is another comfort innovation of the new Porsche models. A redesigned transmission now allows for two bucket-type seats with folding backrests.

Comfort is part of the fun of driving

And comfort in a Porsche Coupé is unexcelled whether you're on highway or byway ... at low speed or full-out! Everything, from Porsche's comfort-contoured seats to its low center of gravity, has been designed to contribute to the superb riding qualities. Even the longest trips are a refreshing experience in motoring ease ... for you'll find driving in a Porsche exhilarating relaxation ... mile after mile.

Lightning response is yours to command ... for your Porsche is precision-powered and transmission-tailored to meet the most exacting demands. The ruggedest roads — the sharpest curves — the steepest hills are taken in stride ... effortlessly, smoothly, safely.



Cutaway view

of the sensational new Porsche Super "90" — a 90 HP @ 5500 RPM version of Porsche's famous, competition-proven 4-cylinder engine



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