

KEN W. PURDY WRITES ABOUT PORSCHE:



*...delivers  
more sheer  
sensual  
pleasure  
than  
anything  
else on  
wheels.*



**PORSCHE**





## THE COUPE

The Porsche is engineered for safety as well as for high performance. The center of gravity is low. Torsion bar suspension keeps wheels on the ground on the tightest curve. Brakes are oversized. Steering and transmission are responsive, acceleration superb. The Porsche driver sits within a stressed steel shell, confident that the car will instantly obey each command of hand or foot.

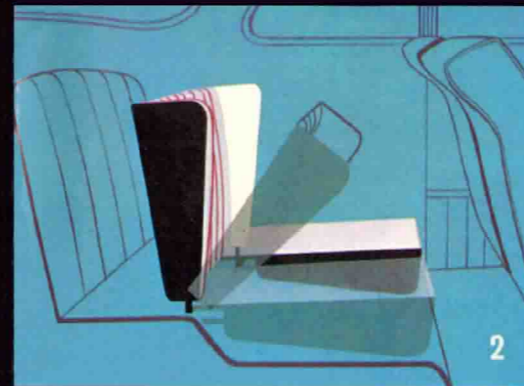
No "annual" model changes force obsolescence of Porsche automobiles. Principles of aerodynamics do not change; neither does the basic shape of the Porsche. Instead, constant mechanical improvements take place within Dr. Ferdinand Porsche's original concept of purely functional design.

“The Porsche may be the most fun to drive of anything in the world. A great many authorities think so.”



1 Porsche bucket seats are as much a demonstration of engineering skill as the Porsche chassis or engine. Because these seats are extra wide and scientifically contoured to fit the body, you ride fully supported, entirely without muscular strain. You enjoy more miles in comfort than you ever thought possible. Backs recline fully to a sleeping position, seats move individually back and forth on rails.

2 Rear jump seats accommodate two children comfortably, fold flat for luggage.



“One must fold and twist a bit to get into it. Once in, there's all the room in the world. The seats are contoured to reach around and hold you gently at the hips and shoulders.” ■ “Driving a Porsche, you can, with small effort, believe that the seat of your trousers is part of the automobile.”

## THE CABRIOLET

Available with removable soft or removable hard top. Carefully fitted soft top is lined and heavily padded (by hand) to provide insulation from sound and heat, assures dry, comfortable driving in any weather. Struts and crossbars are concealed.

Both the coupe and the cabriolet are available in a choice of three engines: the 1600, 1600 S and 1600 S 90.

# PORSCHE

Quoted excerpts in this booklet from Ken W. Purdy, writing in PLAYBOY MAGAZINE.



Cabriolet with removable hard top

Cabriolet with soft top



# PORSCHE

Aerodynamic shape reduces wind resistance, cuts fuel consumption at high speeds.

Driver sits right at the center of gravity—in complete control of the car.

Rear seats fold flat, provide additional luggage space.

Sharply-tapered hood affords excellent visibility yet provides ample luggage space.

Air-cooled engine has no radiator—needs no water or anti-freeze.

Telescopic shock absorbers combine with four-wheel, torsion bar suspension to give you traction and safety under any conditions

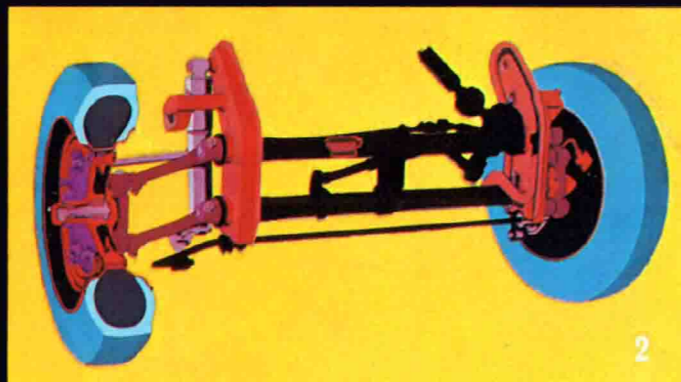
Note leg room—comfortable even for the man who is well over six feet tall.

For maximum efficiency, transmission and differential are located in a single, light-weight housing immediately over rear wheels.

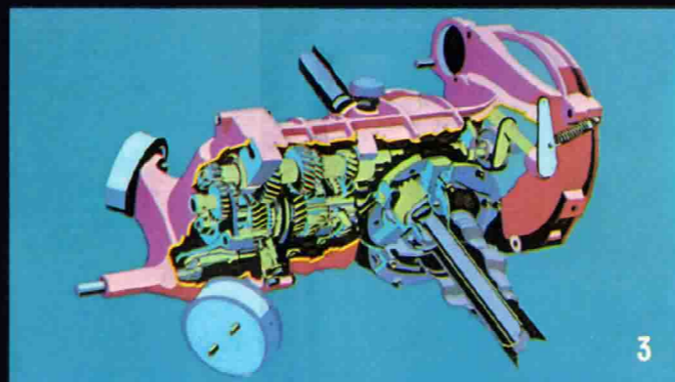
Rear-mounted engine puts weight over rear wheels, assures excellent traction in snow, mud or sand. You drive away from the sound. Rear mounting means no long, weighty drive shaft, minimum power loss.



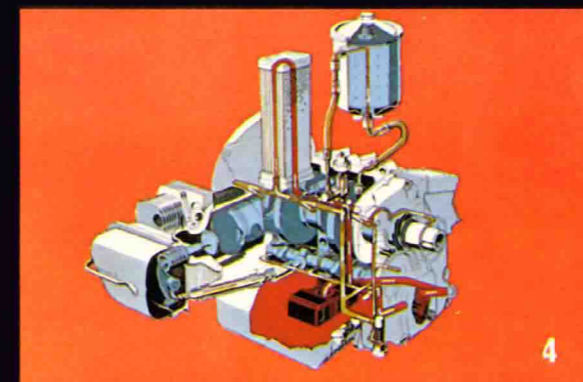
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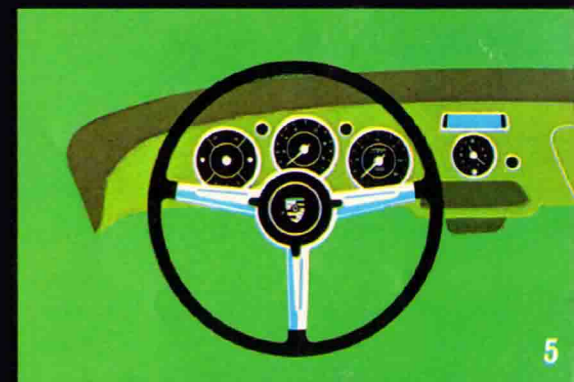
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3



4



5

**The transmission works as smoothly as a spoon of molasses and you can slam it back and forth from gear to gear just as quickly as you can move your hand.” ■ “The Porsche was designed for 50-50 fore-and-aft weight distribution. At about 60 miles an hour, air pressure bears down on the wind-tunnel-bred frontal area and the balance becomes exact almost to a pound.” ■ “... The brakes are about 50% oversize and air-cooled beyond possibility of fade; and the steering very soft and very quick, is what power steering tries to be and is not.**

”

**1 OVERSIZED ALUMINUM BRAKE DRUMS** with 123 sq. inches of effective braking surface, each drum cooled by 72 axial fins. Big enough for a far heavier car, they do not heat up, fade, or glaze under the most rigorous driving conditions.

**2 TORSION BAR SUSPENSION** was conceived by Dr. Porsche 30 years ago. Four wheels are individually suspended. No matter how rough the going, no matter how sharp the curve, all four wheels are always on the ground.

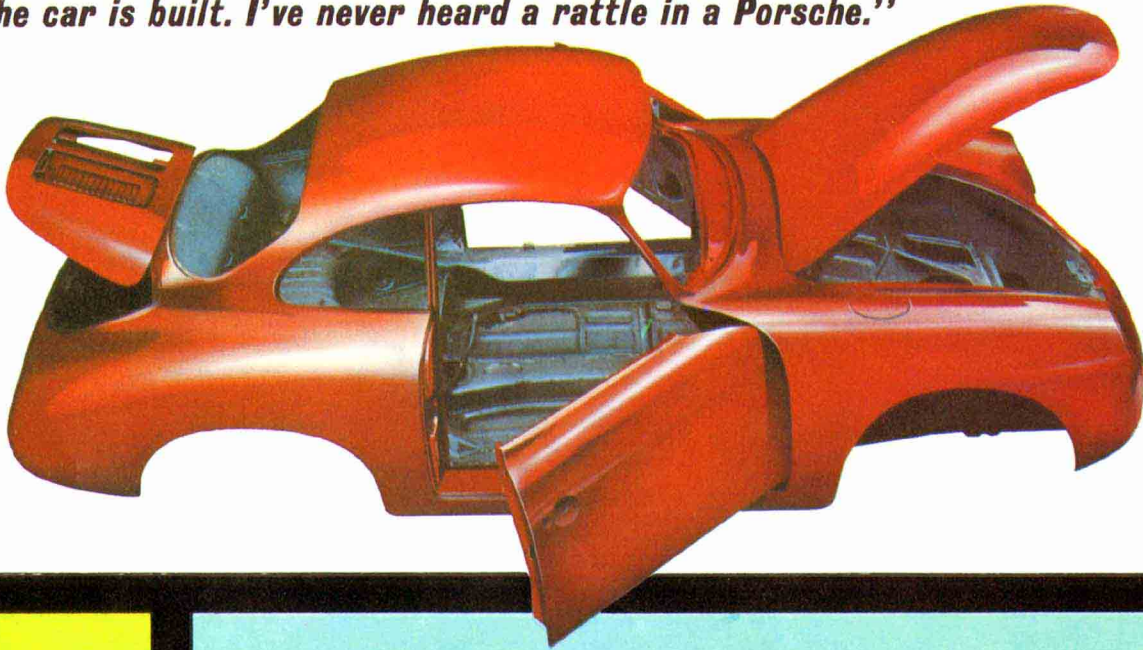
**3 SYNCHRONIZED SERVOMESH TRANSMISSION** permits shifting into first as well as into three other forward speeds while car is in motion—a real advantage in climbing or in stop-and-go driving. Because of its speed and ruggedness, this transmission is built under license from Porsche into some of the world's fastest and finest racing cars.

**4 HAND-ASSEMBLED, ALUMINUM ALLOY ENGINE** is air-cooled and has heat-dissipating fins on cylinders. Blast of air from large blower also passes over oil cooler, lowers temperature of oil before it reaches bearings. Automatic by-pass valve prevents dry starts by sending oil directly to lubrication points, without going through cooler, until operating pressure is reached.

**5 INSTRUMENT PANEL** is carefully human-engineered. All controls and indicators are directly in front of the driver for maximum convenience, efficiency and safety. A precision-built electric clock is standard equipment. **Deep dish steering wheel** puts control of the car completely, precisely in the hands of the driver. The wheel responds to a touch without lost motion. Wheels go from lock to lock in just 2¼ turns.



**"And the car is built. I've never heard a rattle in a Porsche."**



■ The Porsche body is a rigid, boltless steel shell created by welding together more than 500 parts. Each part is earmarked for a particular car when it is formed, then painstakingly smoothed by hand, and fitted into place before welding. Seams are sealed with a special compound to prevent rust or leakage—you're always dry in a Porsche. The doors are fitted to the body by hand-sanding and filing. ■ The components of each Porsche are painted at the same time to make even slight variation in color impossible. Flaws and rough spots detected by careful inspection are smoothed by hand before the first coat of paint and between additional coats. The hundreds of in-process inspections made of each car are climaxed by a final inspection and road test. No car leaves the plant until it fully meets Porsche standards for construction and finish. ■ All this takes time. That's why fewer than 50 Porsches are built each day.

## TECHNICAL DATA

Both coupe and cabriolet are available in a choice of three engines.			
Engine	Type 356 B/1600	Type 356 B/1600 S	Type 356 B/1600 S 90
Type	Four-cycle, four-cylinder carburetor engine in flat four arrangement, with overhead valves		
Bore	3.25 in (82.5 mm)	3.25 in (82.5 mm)	3.25 in (82.5 mm)
Stroke	2.91 in (74.0 mm)	2.91 in (74.0 mm)	2.91 in (74.0 mm)
Displacement	1582 cc <sup>3</sup> (96.5 cu. in)	1582 cc <sup>3</sup> (96.5 cu. in)	1582 cc <sup>3</sup> (96.5 cu. in)
Compression ratio	7.5:1	8.5:1	9:1
Horsepower (DIN)	60 HP at 4500 rpm	75 HP at 5000 rpm	90 HP at 5500 rpm
Horsepower (SAE)	70 HP at 4500 rpm	88 HP at 5000 rpm	102 HP at 5500 rpm
Max. Torque (DIN)	81 ft. lb. (11.2 mkg) at 2800 rpm	86 ft. lb. (11.9 mkg) at 3700 rpm	99 ft. lb. (12.3 mkg) at 4300 rpm
Max. Speed	100 mph	109 mph	115 mph

Transmission		Four fully synchronized forward speeds and one reverse gear	
Gear ratios	1st	1:3.09 (11:34)	
	2nd	1:1.765 (17:30)	
	3rd	1:1.13 (23:26)	
	4th	1:0.852 (27:23)	
	Reverse	1:3.56	

**Body** FRAME—Pressed thin walled sections welded to body; FRONT SUSPENSION—Dual trailing arm suspension links with anti-roll bar; FRONT SPRINGS—Two laminated square section torsion bars transversely mounted; REAR SUSPENSION—Swinging half axles moving about a diagonal axis; REAR SPRINGS—One round section torsion bar per wheel transversely mounted; SHOCK ABSORBERS—Double

acting telescopic shock absorbers front and rear; SERVICE BRAKE Hydraulic.

Wheels		Steel disc with deep center rim 4.5J x 15	
	Type 356 B 1600 and 1600 S	Type 356 B/1600 S 90	
Tires	5.60 x 15 Sport	165 x 15 Braced tread	
Tire pressure	NORMAL DRIVING front 18 psi (1.8 atu) rear 23 psi (1.6 atu) FAST OR SPORT DRIVING front 21 psi (1.5 atu) rear 26 psi (1.8 atu)	NORMAL DRIVING front 23 psi (1.6 atu) rear 26 psi (1.8 atu) FAST OR SPORT DRIVING front 26 psi (1.8 atu) rear 28 psi (2.0 atu)	
Fuel Tank Capacity	Total of 13.2 gal. of which 1.6 gal. are reserve (52 liters, 5 liters reserve)		

### Dimensions

Wheel base	82.7" (2100 mm)
Front track	51.4" (1306 mm)
Rear track	50.1" (1272 mm)
Length	158" (4010 mm)
Width	65.8" (1670 mm)
Height	Coupe, Cabriolet 52.4" (1330 mm)
Turning circle	33.5 ft (11 m)

### Weights

Dry weight	1990 lbs (905 kg)
Dry weight (DIN)	2060 lbs (935 kg)
Max. loaded weight	2750 lbs (1250 kg)



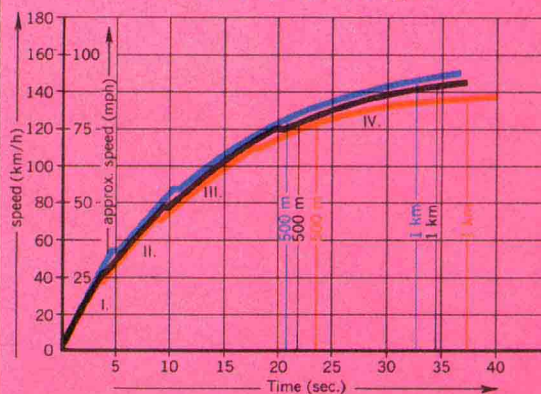


*The available acceleration is astounding . . . a Porsche driver sits there, clipping through holes in the traffic pattern that just aren't there for anybody else, and, when he wants to, running away from almost everything he sees.*

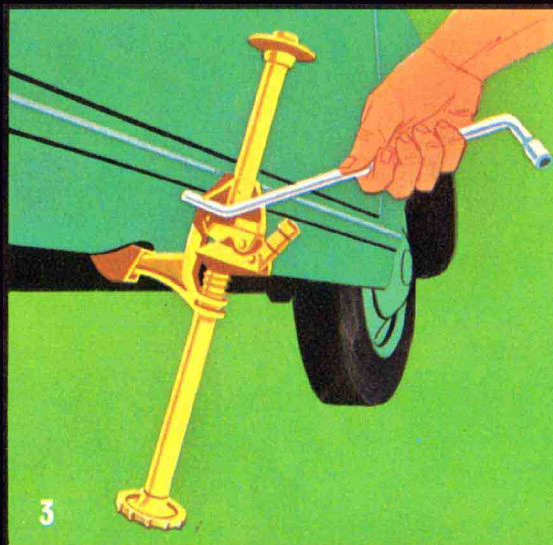
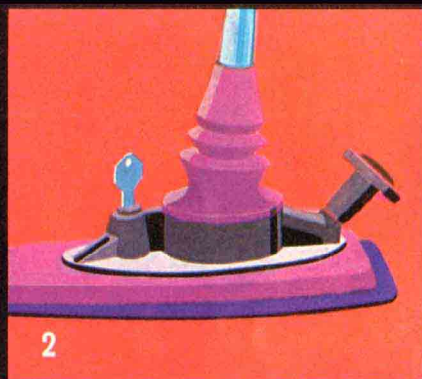
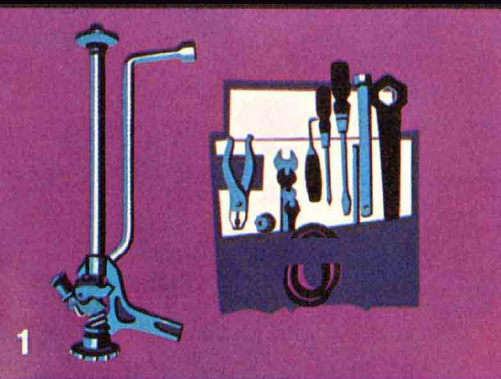


**PORSCHE**

Acceleration and average speed for 1 km (.621 mile) (standing start)



- Type 356 B/1600 Coupe, time for driving 1 km 36.9 sec., average speed 97.5 km/h (60.5 mph)
- Type 356 B/1600 S Coupe, time for driving 1 km 34.5 sec., average speed 104.3 km/h (64.4 mph)
- Type 356 B/1600 S 90 Coupe, time for driving 1 km 32.6 sec., average speed 111.1 km/h (69.4 mph)

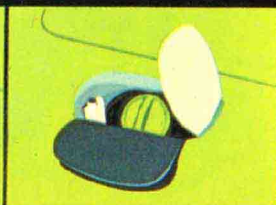
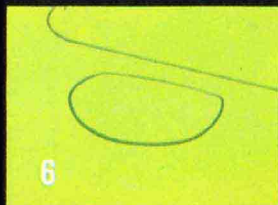
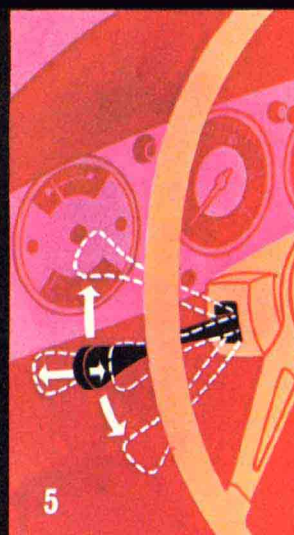
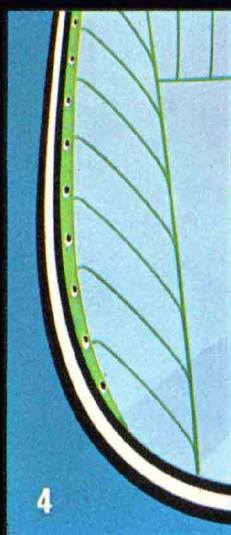


**STANDARD EQUIPMENT**

**1** TOOL KIT contains a spare fan belt and all tools needed for minor maintenance. **2** GEAR SHIFT LOCK supplements door and ignition locks, gives added protection against theft. **3** JACKING SOCKETS on both sides of car provide for convenient and safe jacking. **4** REAR WINDOW DEFROSTER, as well as front (coupe only). **5** COMBINATION SWITCH on steering post controls turn signals, high and low beams, flashes headlights at night or day as passing signal or salute. **6** FUEL TANK FILLER COVER is opened and secured from instrument panel. Rubber pad protects fender finish.

**PLUS** Windshield washer system • variable speed electric windshield wiper with FM suppressed motor • wind wings • glare-proof rear view safety mirror • laminated safety glass windshield • zip fastener above rear window on cabriolet • back-up lights • variable instrument illumination • electric accessory socket • self-canceling turn signals • speedometer with total mileage and trip mileage indicator • tachometer • fuel gauge • oil temperature gauge • indicator lights for generator, turn signal, high beam, parking lights and oil pressure • glove compartment with lock • front lid lock for cabriolet • ash tray • cushioned dashboard • cigarette lighter • courtesy grip for passenger • side grip on each door • fasteners for luggage straps • clothes hanger hooks on each door post (except cabriolet) • cushioned sun visors with make-up mirror for passenger • full width map pocket on each door • reclining bucket seats with safety lock • fuel valve: off, on, reserve tank • tow ring under front of car • undercoating • touch-up paint.

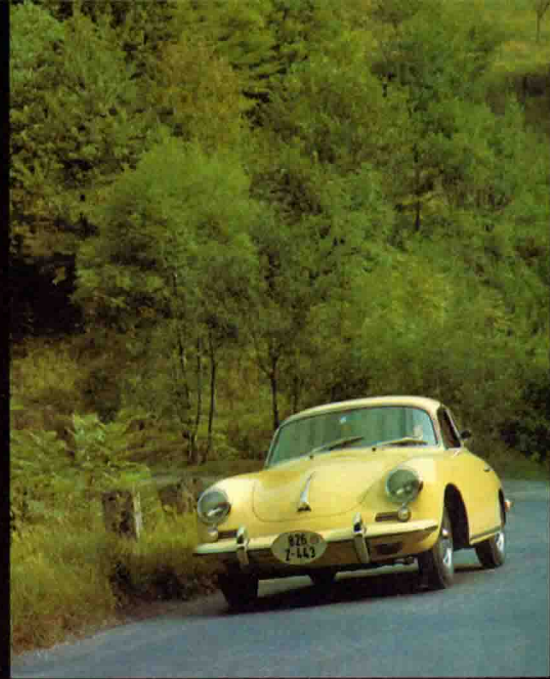
**THE PORSCHE IS COMPLETE AT LIST PRICE**



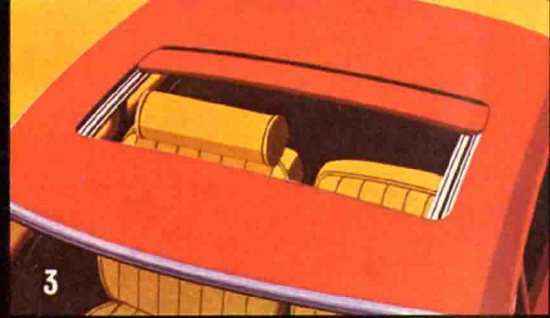
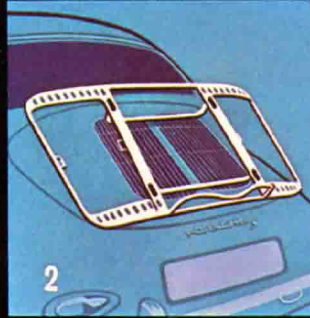




**OPTIONAL EQUIPMENT AND ACCESSORIES  
TO ADD TO YOUR DRIVING COMFORT AND  
CONVENIENCE**



- 1** SPECIALLY  
DESIGNED  
LUGGAGE
- 2** SKI OR  
LUGGAGE RACK
- 3** ELECTRICALLY-  
OPERATED STEEL  
SUN ROOF



**PLUS** • Detachable steel hardtop for Cabriolet • Leather seats • Fog lamps with yellow lens • Removable headlight grills • Outside rear-view mirror • Safety belts • Luggage straps • Wide selection of radios (AM and AM/FM) • Head rests • Top cover for cabriolet. *Ask your dealer for complete list.*

**PORSCHE**

Explore your own reaction to a Porsche. Drive one today. Drive one every day for about \$4200. For nearest dealer's name, write

**PORSCHE OF AMERICA CORP.**

**107 Wren Ave.  
Teaneck, New Jersey**



# For PORSCHE Sales and Service

Explore your own response to a Porsche at one of these factory authorized dealers.



**Distributor**  
**PORSCHE CAR NORTHEAST, INC.**  
314 Great Road  
Bedford, Massachusetts

Dealers:

**MAINE**  
Portland Morong Bros.

**MASSACHUSETTS**  
Boston Foreign Motors, Inc.  
Hyannis Mitchell Motors, Inc.  
Lawrence Harrison-Park Corp.  
Lexington Auto Engineering, Inc.  
North Dartmouth A. H. Cayouette, Inc.  
Springfield Ralph D. Jones, Inc.  
Worcester Atamian Motors, Inc.

**RHODE ISLAND**  
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**VERMONT**  
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**Distributor**  
**HOFFMAN MOTORS CORPORATION**  
443 Park Avenue  
New York 22, New York

Dealers:

**CONNECTICUT**  
Farmington Faiola Bros.  
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Automobile Corp.

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Watertown Pioneer Automobiles, Inc.  
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Wilmington European Cars, Inc.

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Washington Manhattan Auto, Inc.

**MARYLAND**  
Baltimore Metropolitan Imports, Inc.

**NEW JERSEY**  
East Orange Bekrag Auto Sales Corp.  
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Englewood Kingsfield Motors  
Linden Jenewein Motor  
Monroeville Avis Motors, Inc.  
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South Orange Essex Sports Cars, Inc.  
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**NEW YORK**  
Buffalo AHR & Company  
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Endicott Carroll-Kresge, Inc.  
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Motors, Ltd

Latham Nemith Auto Company  
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Mineola M. V. Motors, Ltd.  
Montour Falls Emmick  
Motor Company

New York City Hoffman  
Motors Corporation

Rochester Churchill Motors, Inc.  
Roslyn European Motorama

Syracuse Finlay Motors Syracuse, Inc.  
Uniondale Sagan's Auto Sales  
& Service, Inc.

Utica Arcone's Sales & Service, Inc.  
West Nyack Foreign Car City, Inc.  
Yonkers Joseph Palmerone

**OHIO**  
Brookfield Davis Sales, Inc.  
Cincinnati Charles Raymond, Inc.

Cleveland Heights Automotive  
Imports Corporation

Columbus Sports Car Forum, Inc.  
Fairborn Sports Cars, Inc.  
Toledo Rubini Imported Motors, Inc.  
Willoughby Stoddard Imported Cars

**PENNSYLVANIA**  
Exton Speedcraft Enterprises

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Holbert's Garages, Inc.

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Richmond Mooers Motor Car Co.

**WEST VIRGINIA**  
Wheeling Imported Cars, Inc.

**Distributor**  
**BRUMOS PORSCHE CAR CORPORATION**

1444 North Main Street  
Jacksonville 6, Florida

Dealers:

**ALABAMA**  
Dothan Hamac Corporation  
Huntsville Universal Motors, Inc.  
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Cocoa Hooper Foreign Cars, Inc.  
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Fort Lauderdale Continental  
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Miami Sports Cars  
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Pensacola Superior Motors, Inc.

Sarasota Cutler Motors, Inc.  
Saint Petersburg R. J. O'Brien Motors

Tallahassee Kinnebrew Motors, Inc.  
Tampa Sharpe & Co.  
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West Palm Beach Taylor  
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**GEORGIA**  
Atlanta Bill Spreen, Inc.  
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Marietta Carson-Schoenfeld, Inc.  
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Charleston Murdaugh Motors, Inc.  
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Greenville Leroy Cannon Motors, Inc.  
Spartanburg Highland Motors, Inc.

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Knoxville Snider Motors II, Inc.  
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**PORSCHE CAR IMPORT INC.**

1550 Frontage Road  
Northbrook, Illinois

Dealers:

**ARKANSAS**  
Little Rock Tait-Coppess Motors Inc.

**ILLINOIS**  
Chicago Loop Import Motors, Inc.  
North Import Motors, Inc.  
The Rand Porsche Corporation  
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Libertyville Scott-Kronn, Inc.  
Maywood Fred Leemhuis, Inc.

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Indianapolis Capitol Porsche  
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Cedar Rapids Empire Motors Inc.

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Wichita Import Motors Inc.

**MICHIGAN**  
Dearborn Bud Clark Inc.  
Ypsilanti European Cars Inc.

**MINNESOTA**  
Minneapolis Archie D. Walker Jr.  
Imported Motors Inc.

**MISSOURI**  
Kansas City Art Bunker Motors Inc.  
Clayton Gary Vincel Motors

**NEBRASKA**  
Omaha Omaha Volkswagen Inc.

**WISCONSIN**  
Green Bay Costello Import Co.  
La Crosse Delta Import Motors Inc.  
Milwaukee Concours Motors Inc.

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Motor Company

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**OKLAHOMA**  
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Corpus Christi McKenzie Motors  
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Ft. Worth Foreign Car Company  
Houston Mel Croan Motors, Inc.  
Norman Scott, Inc.

Lubbock Montgomery Motor Company  
Odessa Stewart's Imported Motors  
San Antonio Inter-Continental  
Motors Corp.

Waco Westview Motors, Inc.

**WYOMING**  
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of Bakersfield, Inc.

Beverly Hills Precision Motor Cars  
Buena Park Cotton Goff, Inc.

Burbank Jack McAfee Motors, Inc.  
El Cajon Truman Motors

Glendale Allred Bros.  
Hollywood Competition  
Motors Sales, Inc.

Huntington Park Four J Motors  
Inglewood Competition Motors, Inc.

Long Beach Ricketts Motors  
Los Angeles Downtown Imports, Inc.  
Universal Motor Cars

Manhattan Beach Vasek Polak  
Newport Beach Chick Iverson, Inc.  
North Hollywood Europa  
Motor Car Co., Ltd.

Pasadena Trans Ocean Motor Co., Inc.  
Pomona Catron Motors, Inc.  
Reseda Michelmores Motors  
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San Diego San Diego Motor Imports  
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Van Nuys Klein-Foreman Motors, Inc.  
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Burlingame, California

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Eureka Redwood Motors, Inc.  
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Salem

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Vancouver Gilbert & Seibel Auto Sales  
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