

DATSUN 510 SERIES



Perfect Economy

If all it took to be a great economy car were low initial cost, minimum maintenance and great gas mileage, the Datsun 510 2-Door Sedan would be at the head of its class. But there's more to economy than that.

Economy of effort, for instance. Instruments and controls are designed by our human engineering specialists to reveal with a glance of an eye and react with a flick of a finger. There's a minimum of pedal pressure needed to operate the husky front disc brakes. Even the gas pedal has been designed to urge on the powerful overhead cam engine without giving you ankle fatigue on long trips.

And how about economy of space? You can park in less room than you'd imagine. And a short 31.4-foot turning radius makes it easy.

Best of all, this Datsun comes by all its economy without seeming economical. Sound-deadening material and undercoating give it that quiet big-car feeling. A silent flow-through fresh air system and a smooth, all-synchromesh 4-speed stick add quiet elegance. (There's also an optional 3-speed automatic.) It even comes with whitewall tires, standard. A pretty plush set of features. Especially for a car with all that economy built in.



The 510 2-Door Sedan

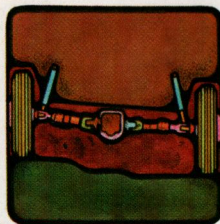
So easy to drive it's the commuter's companion. So engineered it out-classes its price. So tough we race it.

Discs do it better



The best way to stop any car is with disc brakes. They resist fade on long downhills and the "squee-gee" action of the pads helps them shed water for quicker, straighter bad weather stops. We put our discs on the front wheels where about 85% of the braking force is exerted. We added rear drums with leading and trailing shoes. Then we made the package extra-safe with a dual hydraulic system.

We'll level with you



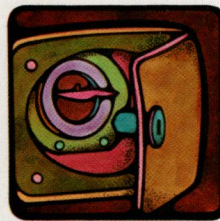
Our 4-wheel fully independent suspension does several things—it absorbs road shock, keeps you on even keel and comfortable on rough pavement. It keeps tire treads square on the road surface and gripping on tight turns. And provides a reassuring element of safety in evasive maneuvering. No \$10,000 import would be without it. Nor this sporty handler at about a fifth the price.

Controlled environment

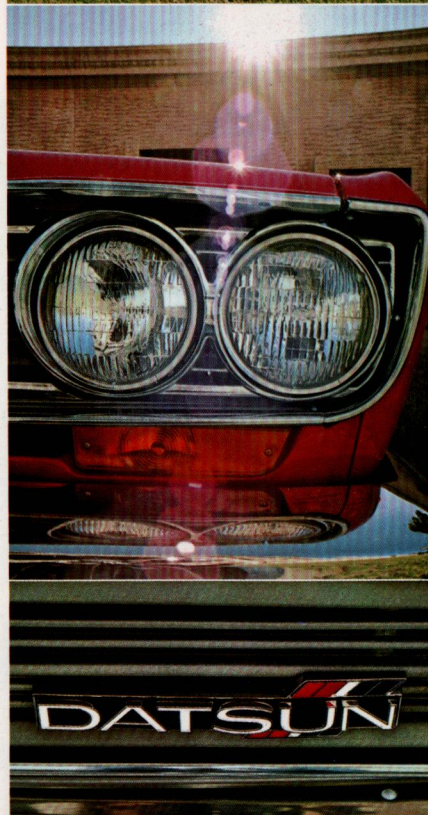


Our silent flow-through fresh air system keeps the elements out, lets the cool air in. The 3-speed heater/defroster acts fast on cold mornings. Tinted glass provides sunscreening, and there's optional air conditioning. Whatever the weather, Datsun takes comfortizing seriously.

Fender vault



Midnight snorkelers have a tough time with the locked gas access door to Datsun's 510 Sedans. And a little deterrent is worth a lot of peace of mind. Besides, we figure that a car that gets up to 25 miles per gallon shouldn't have its average ruined standing still.



The family four-by-four

Four doors, four passengers. And a trunk for all the luggage and groceries.

The Datsun 510 4-Door Sedan is a car with some pretty obvious virtues. The extra head, hip and knee room makes it perfect for full-size families on the go, for instance.

The vinyl upholstery feels soft and acts tough, while fully reclining front buckets make long hauls seem shorter. And the optional 3-speed automatic transmission on the console makes it perfect for

drivers who don't like shifting for themselves.

But there are some other virtues that aren't so obvious. Take the 0-60 acceleration in about 14 seconds. That's a safety factor for any freeway driver, as are the superstop safety front disc brakes that helped make it a rally champion. And around 25 miles to the gallon is the kind of economy that's very nice on anybody's inflation-battered budget.

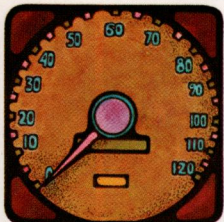
In fact, why not read on and go through the car virtue by virtue?



The Datsun 4-Door Sedan

Family convenience plus competition-proven performance and durability. That's some combination!

Information center



Traditional craftsmanship and advanced automation show up on the handsome, readable instruments. 60 MPH comes around 14 seconds after takeoff. And you might easily drive to see the odometer turn 100,000 miles. The fuel gauge keeps track of a 12.1 gallon tank for up to 300 mile cruising. A tachometer and clock are optional extras.

Flexible performer



Console mounted for easy operation, Datsun's automatic offers 3-speed flexibility and performance. Normal driving is shift-free, while mountain roads turn docile with the extra pulling and engine-braking power of the low setting. And, of course, the spirited overhead cam engine puts out all the torque it needs for great get up.

Even stripped, it's loaded

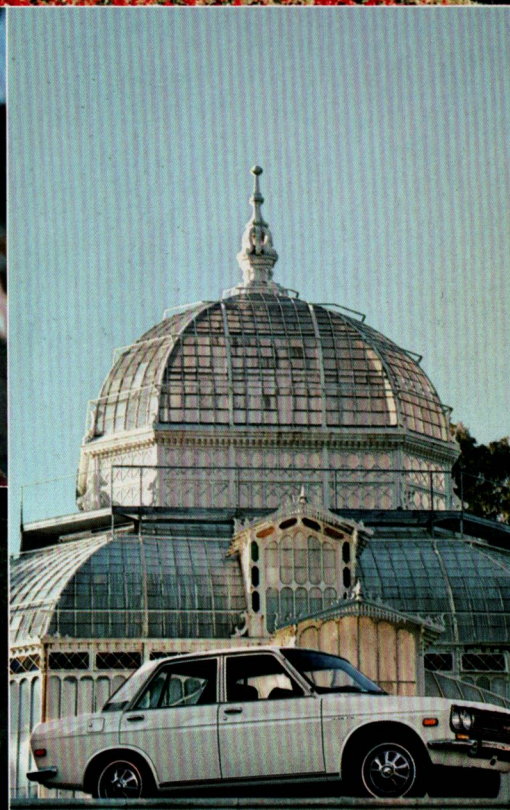
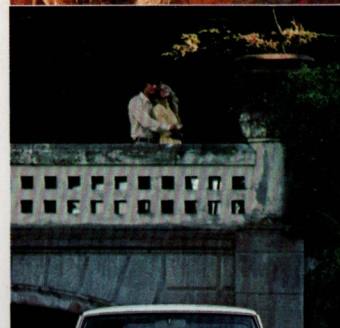
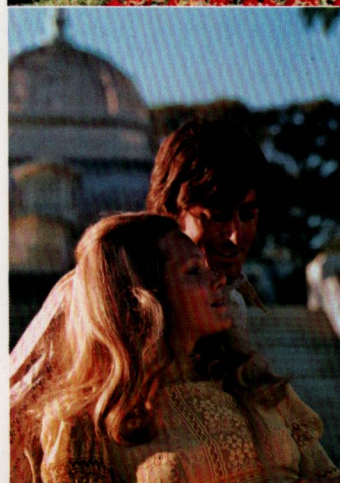


Right off your Datsun dealer's floor, your 4-Door has whitewalls, tinted glass, flow-through fresh air, armrests and twin padded visors. Also sticker-price standard—a 3-speed heater/defroster, carpets, mats, ash trays front and rear, even a liner for the trunk. Datsun extras add up to value, not cost.

Performance — not pollution



The inherent efficiency of our overhead cam engine delivers maximum pep and economy with minimum emissions. There are fewer parts, less friction, plus effective pollution control devices that meet all national and state standards. Performance and ecology go together in your Datsun.



A quintet for the price of a trio

It's no secret. Most small—and quite a few large—wagons get away with only three doors. That leaves the cargo room hard to get at.

Our wagon is built around five doors. They provide wide-open convenience and utility.

And the room they reveal—luxurious! Smooth, tough vinyl upholstery. Deep cushion, fully reclining front bucket seats. Tinted glass all around, flow-through fresh air—all the things that make errands easier, trips more fun.

The hauling power in the overhead cam engine comes easy, too, at up to 25 miles-per-gallon ...and smooth with a standard 4-speed stick shift or optional console-mounted automatic.

Powerful front disc brakes supply exceptional stopping power to match. Whitewalls spice the trim.

We make our station wagon so you can get more into it and more out of it. And keep it about the size of a small sedan so you can park it as easily as you can pack it.



The Datsun 5-Door Wagon

Center-enter convenience in two extra doors. Economy, room and comfort for long hauls or short.

Safe space



The stylish Datsun body is not bolted to a frame. It's welded into a one-piece, rattle-free unit. It combines rigidity with maximum space utilization; lightness with passenger protection. Datsun is a quiet place, a big place, a safe place.

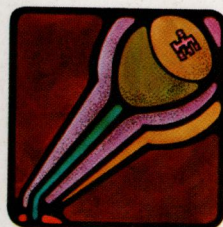
The key to easier starting



Turn the key in the column lock ignition. A husky 60 ampere hour battery revs the 1.4 HP starter. A new automatic choke sets the carburetor for fast starts in any weather, then leans the fuel mix as the low-friction overhead cam engine warms to its task.

A rugged 300 watt alternator ensures plenty of battery power for any emergency.

Easy and easier



The standard all-synchromesh 4-speed stick transmission operates quick and quiet with short, precise throws. The ratios are geared to the specific car model; perfect for maximum economy and performance. About the only thing easier is our

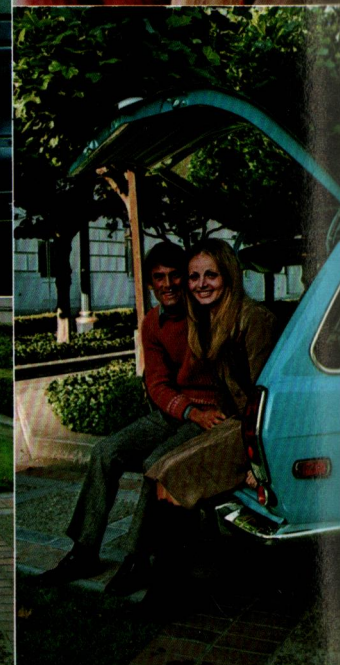
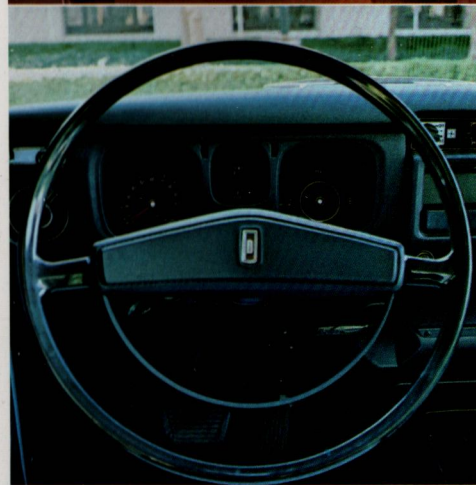
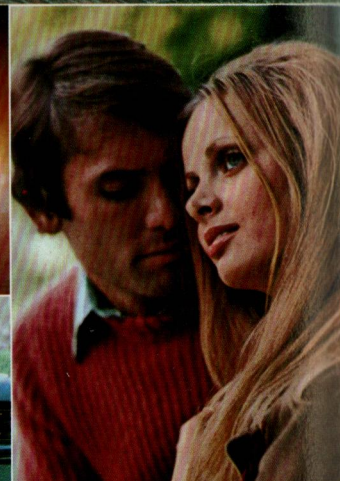
optional 3-speed automatic. It's on the console, too. A soft touch in any driving situation.

Body language



We "human engineer" our fully reclining front buckets and rear bench seats to fit Americans. Padding is deep, contours are comforting, and the tough vinyl upholstery is soft as a glove. You slip in and out easily on short trips to the store. Ride restfully

on those 500 mile driving days. Seatbelts and shoulder harnesses are designed to be worn with little bother, lots of protection.



SPECIFICATIONS

	2-Door Sedan	4-Door Sedan	5-Door Wagon
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Dimensions

Length	160.2"	162.2"	163.2"
Width	61.4"	61.4"	61.4"
Height	55.9"	55.9"	56.5"
Wheelbase	95.3"	95.3"	95.3"

Engine

Overhead cam, 5-main-bearing, emission control-engine modification system, aluminum cylinder head

Displacement	97.3 cu. in.
No. Cylinders.....	4
Compression Ratio	8.5 to 1
Bore & Stroke	3.27 x 2.90
Automatic Choke	

All-synchromesh 4-speed transmission gear ratios:

	Sedans	Wagon
1st.....	3.38	3.66
2nd	2.01	2.18
3rd.....	1.31	1.42
4th	1.00	1.00
Reverse	3.36	3.64

Full Range 3-speed automatic transmission (optional at extra cost)

1st.....	2.458	2.458
2nd.....	1.458	1.458
Top	1.000	1.000
Reverse	2.182	2.182

Weight

	2-Door Sedan	4-Door Sedan	Wagon
4-Speed.....	2039	2041	2127
Auto Trans	2094	2114	2182

Lubrication system — Pressure feed with full flow oil filter. Pan capacity: 5.2 US qts. with filter.

Ignition system — Coil and distributor with mechanical and vacuum control.

Cooling system — Pressurized radiator with centrifugal pump and fan. Pellet type thermostat. Capacity: 7.2 US qts.

Electrical system — 12 volt battery; 300 watt alternator.

Clutch — Single dry plate.

Fully independent rear suspension — (Sedans only) Semi-trailing arm with coil springs and telescopic double-acting hydraulic shock absorbers. (Wagon) Heavy-duty semi-elliptic leaf springs with telescopic double-acting hydraulic shock absorbers.

Single strut front suspension — With deep coil springs and anti-sway stabilizer.

Steering — Recirculating ball type. Gear ratio: 15.0:1 Turning radius 15.7 ft.; circle 31.4 ft.

Brakes — Disc brakes in front; hydraulic, 9" drums, rear, with leading and trailing shoes. Mechanical parking brake on rear wheels.

Lighting — Two dual sealed-beam headlights, separately fused. Two parking and turn signal lights with left/right flashers on dash. High beam warning light. Parking brake warning light. Two combined stop, tail and turn signal lights, 4-way safety warning flashers. Room light, rear license light, backup lights, safety side marker lights.

Fully instrumented padded dash

— Speedometer. Fuel gauge, water temperature gauge, oil pressure warning light, 2-speed electric wipers and windshield washers, 3-speed heater/defroster, blower switch, fresh air vent control levers, glove box.

Body interior appointments — Sedans, and Wagon-4-passenger seating, fully reclining front buckets (except 2-Door). All

steel unibody. Pleated, patterned, full vinyl upholstery. Carpeting (except 2-Door). Room light door switches, automatic on both sides. Safety, tinted glass, all windows and doors. 3-point safety seat belt anchors. Shoulder harnesses. Rear parcel shelf. Cigaret lighter. Twin padded sun-visors. Ash trays—front and back. Vinyl covered rear luggage space, and rear gate lock on Wagon.

Optional equipment (at dealer) — 165 SR-14 radial tires, console box, carpet (in 2-Door Sedan), radio, radio with stereo, clock, tachometer, exhaust tube finisher, heel mat, roof rack, ski rack, fancy wheel covers (in 2-Door Sedan).

39 Years worth of solid value The Datsun 510's have all the solid value that 39 years of experience, craftsmanship, and modern automated plants can provide. Nearly 1,000 Datsun dealers keep you on the road with parts and service. A huge master parts depot and ten regional depots back them with a ready flow of components and concentrated service training. Our Consumer Relations Center, located in our Compton, California headquarters, is ready and anxious to assist you in every way possible. Whatever it is you need in a small car or wagon...ask your Datsun dealer, the Small Car Expert.



FROM NISSAN WITH PRIDE