

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.

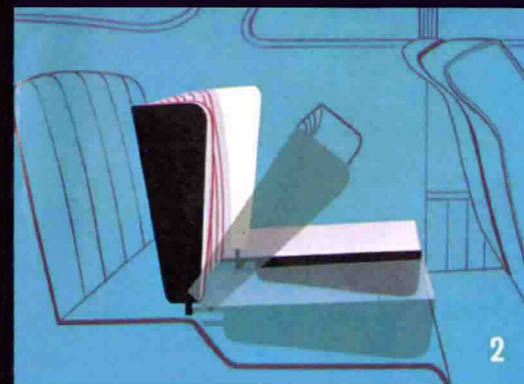
No "annual" model changes force obsolescence of Porsche automobiles. Principles of aerodynamics do not change; neither does the basic shape of the Porsche. Instead, constant mechanical improvements take place within Dr. Ferdinand Porsche's original concept of purely functional design.

“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



Cabriolet with removable hard top

Cabriolet with soft top

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

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

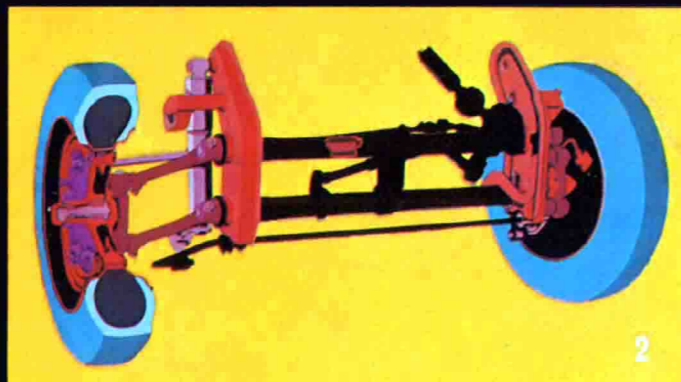
Note leg room—comfortable even for the man who is well over six feet tall.

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

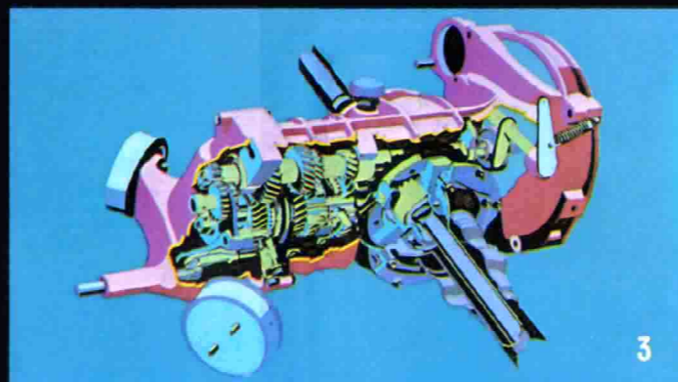
Rear-mounted engine puts weight over rear wheels, assures excellent traction in snow, mud or sand. You drive away from the sound. Rear mounting means no long, weighty drive shaft, minimum power loss.



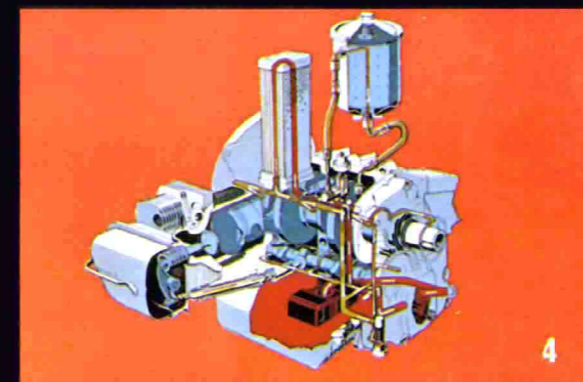
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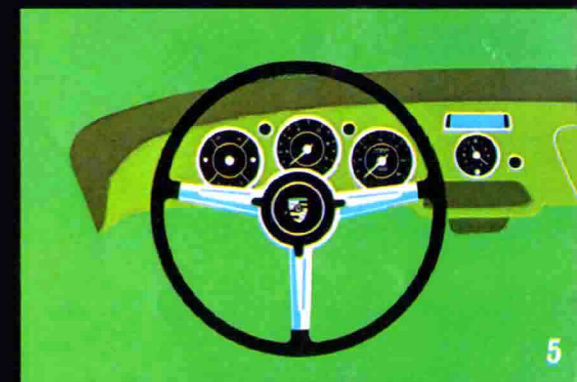
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3



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.

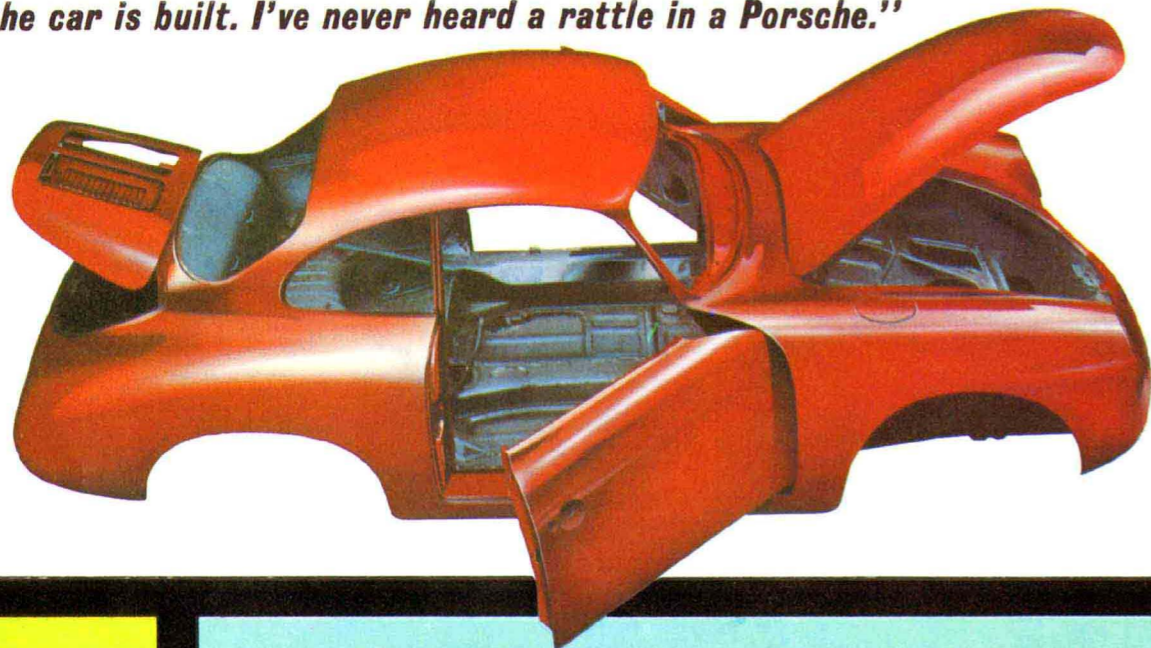
2 TORSION BAR SUSPENSION was conceived by Dr. Porsche 30 years ago. Four wheels are individually suspended. No matter how rough the going, no matter how sharp the curve, all four wheels are always on the ground.

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.

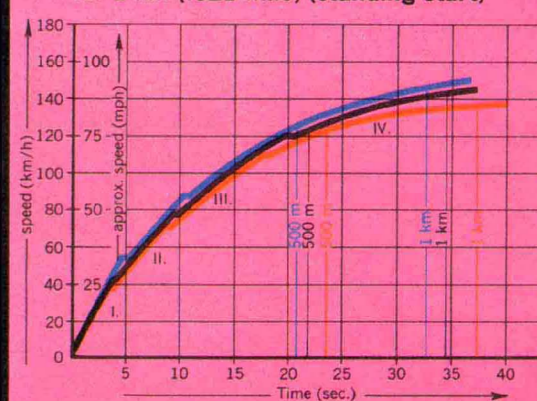
"And the car is built. I've never heard a rattle in a Porsche."



The 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

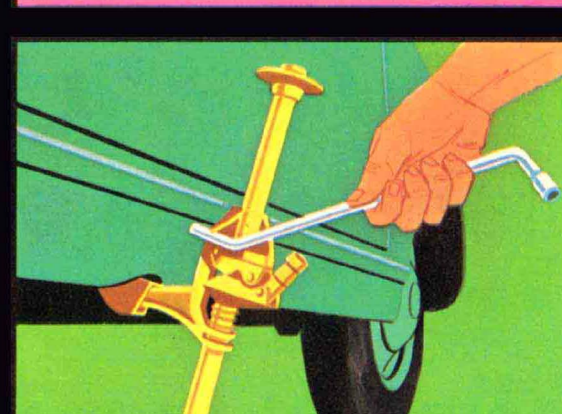
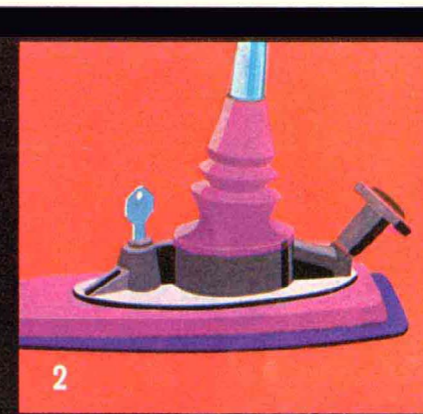
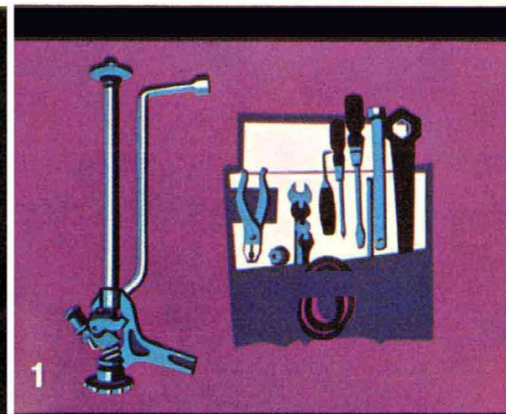
Acceleration and average speed for 1 km (.621 mile) (standing start)



■ 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)



■ 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 ³ (96.5 cu. in) | 1582 cc ³ (96.5 cu. in) | 1582 cc ³ (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 | 89 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 | |

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

| | Type 356 B 1600 and 1600 S | Type 356 B/1600 S 90 |
|---------------|--|--|
| Wheels | Steel disc with deep center rim 4.5J x 15 | |
| 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) |

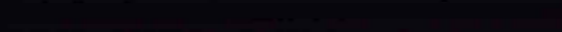
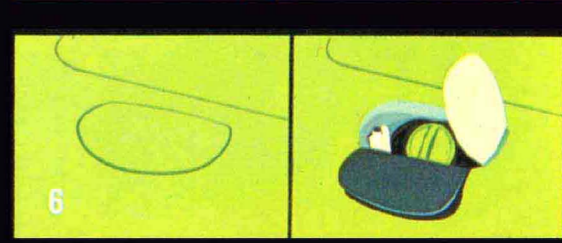
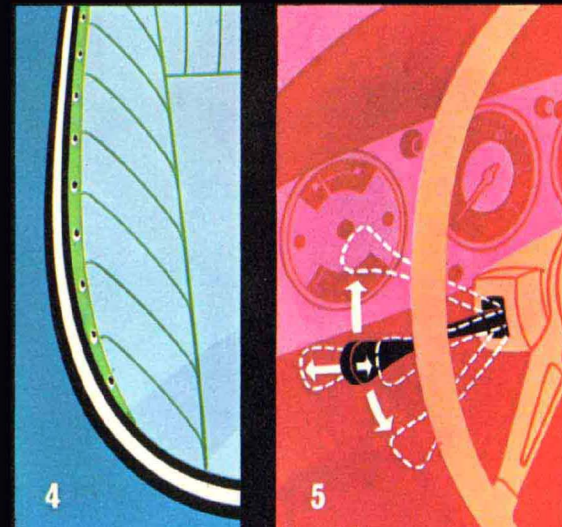
Body FRAME—Pressed thin walled sections welded to body; FRONT SUSPENSION—Dual trailing arm suspension links with anti-roll bar; FRONT SPRINGS—Two laminated square section torsion bars transversely mounted; REAR SUSPENSION—Swinging half axles moving about a diagonal axis; REAR SPRINGS—One round section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

STANDARD EQUIPMENT

■ 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.

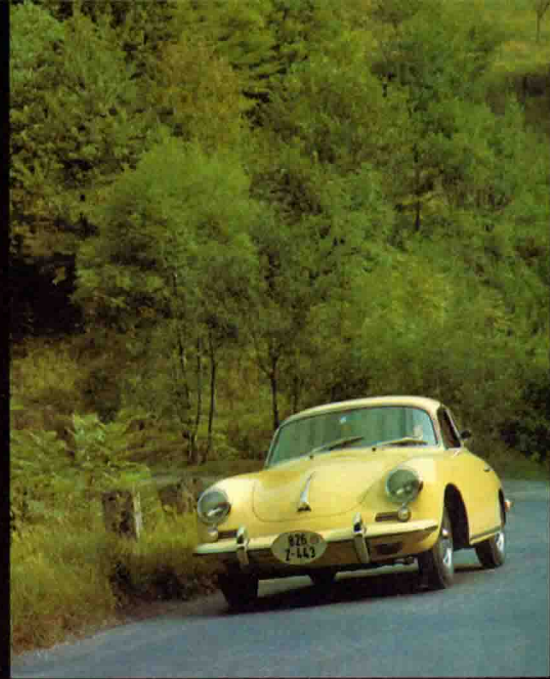
PLUS Windshield washer system • variable speed electric windshield wiper with FM suppressed motor • wind wings • glare-proof rear view safety mirror • laminated safety glass windshield • zip fastener above rear window on cabriolet • back-up lights • variable instrument illumination • electric accessory 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

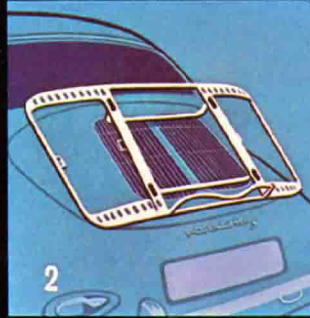




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TO ADD TO YOUR DRIVING COMFORT AND
CONVENIENCE**



- 1** SPECIALLY
DESIGNED
LUGGAGE
- 2** SKI OR
LUGGAGE RACK
- 3** ELECTRICALLY-
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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

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