Once you buy a Porsche,
there is no other kind of car.

"There is no such thing as the perfect car. There is only the perfect car for now. A car with all the latest proven engineering concepts and design ideas."

—Dr. Ferry Porsche—

No car is perfect.

And none probably ever will be.

We realize this at Porsche, but we still keep trying. To build a car that's as close to perfection as we can get it.

But before we can begin building, we have to have something else. Ideas.

Like the one Dr. Ferdinand Porsche had, nearly 75 years ago. That a man should be able to transport himself along the road in an exquisite piece of machinery with the best possible combination of safety, ease and control.

Today the Porsche firm is an engineering group first. A producer of ideas.

Dr. Ferry Porsche took his father's original design and refined it. His sons, Ferdinand III and Peter, took what was considered the perfect design even further. His nephew, Ferdinand Piech, is an engineering specialist. (Without production and engineering ideas, design ideas *remain* ideas.)

But ideas have to work, too. That's why Dr. Ferdinand Porsche raced his cars. And why we still do today.

Because the more Porsches are raced, the more features are proven. And the closer we get to the perfect car.

"I had another car the first year and I kept being beaten by Porsche all the time. So I decided to buy a Porsche. At the 24 hours of Daytona we spent about 18 minutes in the pit altogether. That's where we won the race, because no matter how fast you go on the track, if you're not there at the finish, it's no use running fast."

Jacques Duval
Radio and TV Celebrity
Quebec, Canada

"Thank God there's no 48 hour race anywhere in the world, because chances are nobody in the world could beat the Porsche in a 48 hour race. They're probably the only cars that would stand up for something like that."

Carroll Shelby
Race Car Designer
Playa del Rey, California

It's almost incredible, isn't it?

That Porsche has been the world's champion for the last 3 years in a row.

Well as amazing as it may seem, it's no accident.

We work hard to win.

And when we lose, we work even harder.

You see, the only thing you can ever expect in a race is the unexpected.

It's not like a test track, with curves and banks that some lone driver can take in his sleep, without having to worry about winning or losing.

Unless you plan to do your driving all alone on empty roads, the test track is no place to get the whole truth about a car.

Win or lose, racing is the ultimate test.

That's why long before we even begin to build a car for the street, we do something else. We test our ideas by racing.

We see to it that every component of the car performs extremely well. Not only by itself, but with the others. That it endures. That it is able to stay on the track racing. And out of the pits.

To make cars this reliable takes constant testing and retesting. Research and development. And anticipation of countless little things that could go wrong.

Daytona and Sebring mean more to us than potential trophies. They're our proving grounds. And improving grounds.

And each trophy we win (or lose) is another lesson learned. Not until a major concept has passed the tests of the track, does it show up in the showroom.

That's how it's been for 50 years of building Porsche designed cars. And the way it still is with our cars today.

At Porsche we don't race to build a name. We race to build a car.

"I drive it in competitive events on weekends, and then I drive it home . . . When you drive that Porsche out of a corner like on a hill climb, there's nothing like it. It's out of sight."

Jerry Moore
Sales Manager, Radio Station
Boise, Idaho

"One of the things I find most comfortable about a Porsche is that you don't have to fight the wheel when you're driving."

Jerry Meyer
Chemical Engineer
Munster, Indiana

". . . the Porsche is designed for the serious driver, the one who wants to go fast in comfort and safety."

Road and Track Magazine

A lot of people enjoy racing and rallying. But having a car that wins trophies isn't enough. Race drivers, as well as non-race drivers, need something else. A car that'll take them to and from the track.

That's why we made the 911 more than a car that'll go well in a race. We made it a car that'll also go well from stop sign to stop sign.

And how did we build a car to do both?

By building it as though the road to the supermarket was 14 miles long with 174 turns like the Nuerburgring.

By putting the engine in back, pressing down on the drive wheels for better traction. By making it an air-cooled engine, so it'll never boil over or freeze up. And making it a "flat" engine with horizontally opposed cylinders, to save space and lower the center of gravity. With an overhead camshaft, to allow for higher engine revolutions. And a dry sump for better oil cooling.

We suspend each wheel independently, so that each one, not the car takes each bump. We put disc brakes on all 4 wheels because they stand clear while air keeps them from overheating and fading.

We gave it rack and pinion steering for quick, precise control.

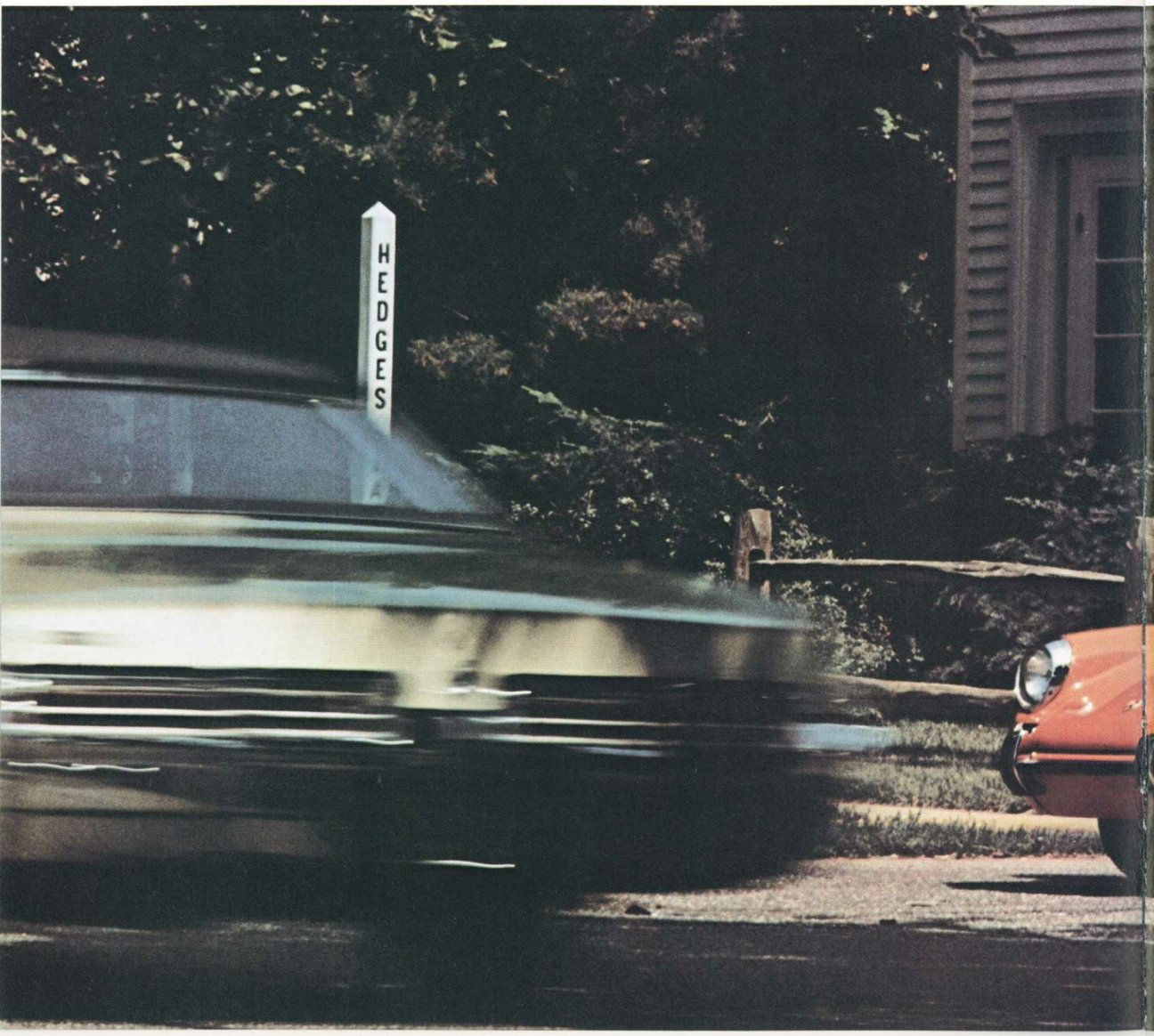
Fuel injection, to feed in only the amount of fuel you need based on altitude, RPM's and load.

We put it all into a rattleproof, welded-not-bolted, unitized body.

We built the 911 to perform where it counts—in the turns. With the ideal combination of acceleration, braking and ease of down-or-up-shifting.

We built the 911 so that it would need only one thing.

Driving.



"I'm somewhat of a perfectionist. I appreciate a seam or a joint of a fitting that fits. So in the coachwork of a Porsche, this is one of the things that's impressive to me."

Rhees Ririe
Bank Manager
Salt Lake City, Utah

"On a recent Porsche factory tour, we saw how 911s were nearly hand-built, emerging with every welded seam filled smooth, every door template-perfect, every paint-job glass-smooth, no drooping moldings, no loose stitching, each and every unit as near perfect as 3,891 workers can make it."

Motor Trend Magazine

"I couldn't believe how slow the assembly line was moving, how much time and effort was taken to make the cars as well as they can make them."

Constantine Limber
Air Traffic Controller
Elyria, Ohio

A lot of people ask what makes a Porsche a Porsche.

If you'd ever visited our factory, you'd know.

You'd see Porsche bodies being welded—not bolted. That's because welding makes them stronger.

You'd see us making sure there aren't any spaces where there shouldn't be any spaces. And filling them in with body lead or soldering tin.

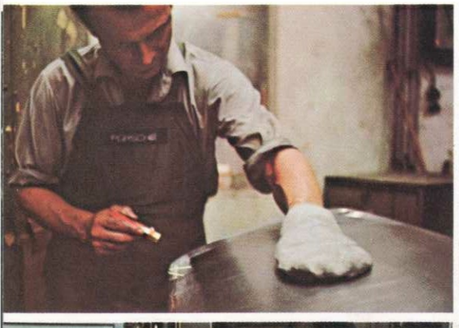
At another station a man goes over each car with a mitten. That way he'll find flaws quicker than with his bare hands.

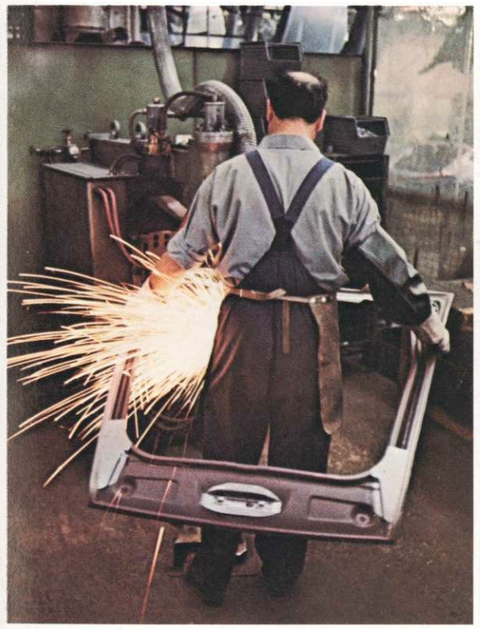
We test every Porsche engine (not the 10th or 20th like most competitors) on the dynamometer under various load conditions for HP and torque output.

Perhaps, most importantly you'd see that the end of the assembly line isn't the end. Each Porsche has to pass a 25-mile road test, where it's checked for road-holding, cornering, acceleration, braking, shifting, and overall stability.

Then it is once more readjusted and tuned.

And only after it has passed all of our checks does a newly built Porsche become a brand new Porsche.





"The 911s have their own personalities. And you get to know them and how they drive. And they respond in a way that other cars don't."

Alan Johnson
Race Car Driver
Monrovia, California

911T. Here's an all-around Porsche. A touring car that's especially good for town and country driving.

Among other things, you'll find it has a compression ratio of 7.5:1. 133 HP (SAE net) at 5600 RPM. 5½ x 15 steel wheels. 165HR 15 tires.

And the T also boasts the lowest price of the 911 series.

911E. If you're the kind of driver who demands exceptional performance on city streets and rallies alike, the E should be just your speed. It's a little peppier than the T, with 157 HP (SAE net) at 6200 RPM.

It has a compression ratio of 8.0:1, 6 x 15 steel wheels. And 185/70 VR15 tires.

911S. The ultimate Porsche. The most powerful 911 in the line, with a compression ratio of 8.5:1. And 181 HP (SAE net) at 6500 RPM.

The S has 185/70 VR15 tires. And 6 x 15 alloy wheels.

Some other features you'll find on the S are specialized gauges, telling you the oil quantity, oil pressure and temperature. A leather covered steering wheel. Deluxe carpeting. And an aero-dynamic front end spoiler.

The S has been built for speed, hard driving, performance and comfort.

Now that you know how the 911s are different, here are some of the things they share in common.

They all have a 2.4 liter engine mounted over the rear wheels, where it'll give you extremely good traction.

They all have Bosch mechanical fuel injection. Two batteries. 4-wheel independent suspension with torsion bars in front and back.

And there are internally vented 4-wheel disc brakes, which allow air to reach the friction surfaces and help prevent heat buildup after repeated stops.

There is a whole list of other features that are standard equipment on all 911s. A capacitive discharge ignition. Overhead camshaft. Dry sump lubrication with separate oil tank and thermostatically controlled oil cooling. Double acting hydraulic shock absorbers.

And the T, E and S all come with a 4-speed synchromesh transmission. Although you have the option of equipping any of them with a 5-speed or Sportomatic.

Incidentally, in addition to the coupe, we also have a Targa.

It's a 911 convertible, complete with steel roll bar for race track type protection, and a permanent electrically heated rear window.

You can wrap your 911T, 911E or 911S in a Targa body, and see the world from a convertible with all the style in the world.

"It's obvious that someone who really cares about driver comfort designed the interiors. The seats are probably the most comfortable in the world . . . And, despite the car's compact exterior dimensions, there is more room for driver and passenger than in most limousines."

Car and Driver Magazine

"What really impresses me are the seats. It's almost like sitting in your living room, except that you're driving."

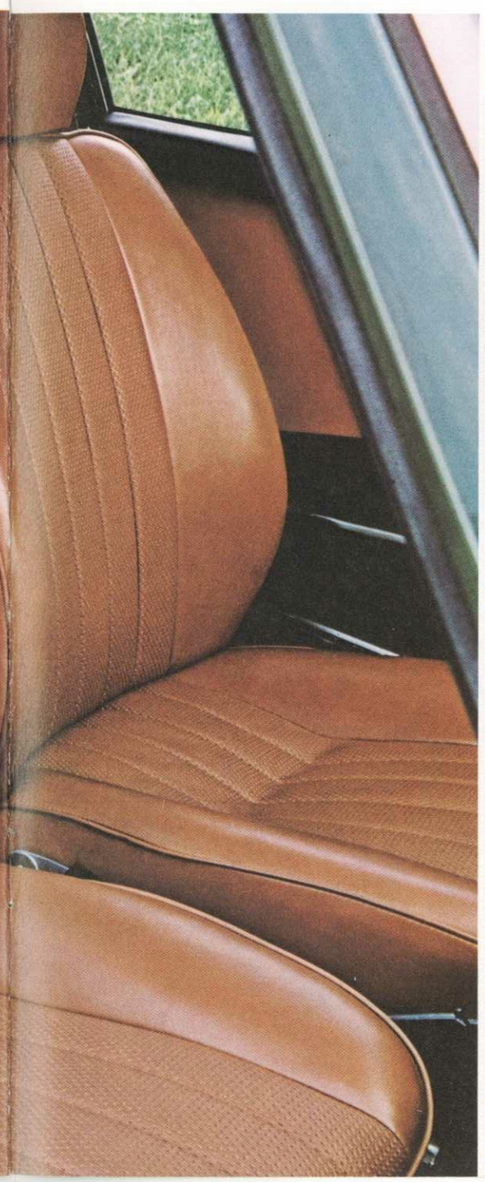
Tom Trumble
Insurance Administrative Assistant
Dover, New Jersey

"The amazing thing about the 911 is how well designed it is. It's comfortable on the street, and can still handle a rough track. It was nice to be treated so well, physically, in a race car."

Mark Donohue
Race Car Driver
Newton Square, Pennsylvania

"The windshield wipers and headlight flashers are easy and comfortable to manipulate. I've driven my Porsche across country two times in the last six months, and find it very comfortable."

Alan Brooking
Sales Representative
Palatine, Illinois



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SPECIFICATIONS—COUPE/TARGA		911 T	911 E	911 S
ENGINE:	Number of cylinders	6		
	Bore	3.31 in (84 mm)		
	Stroke	2.77 in (70.4 mm)		
	Displacement, act.	142.8 cu in (2341 cc)		
	Compression ratio	7.5:1	8.0:1	8.5:1
	Horsepower SAE net.	133 at 5600 rpm	157 at 6200 rpm	181 at 6500 rpm
	Horsepower (per liter)	57 SAE net	67 SAE net	77 SAE net
ENGINE DESIGN:	Type	Horizontally opposed 6, 4 cycle, air cooled		
	Cylinders	Cast iron	Cast iron liner in finned light alloy jacket	
	Cylinder heads	Light alloy		
	Number of valves	1 intake, 1 exhaust per cylinder		
	Valve arrangement	Overhead in V		
	Valve drive	1 overhead camshaft per bank of cylinders		
	Camshaft drive	By double chain		
	Crankshaft	Forged steel, 8 main bearings		
	Blower drive	V-belt through alternator		
	Lubrication	Dry sump		
	Fuel supply	1 electrical fuel pump		
	Carburetion	Bosch fuel injection		
TRANSMISSION GEAR RATIOS:		1st gear = 11:35		
		2nd gear = 18:32		
		3rd gear = 24:27		
		4th gear = 28:23		
		Reverse = 12:21—20:38		
WEIGHTS:	Unladen weight (DIN)	2250 lbs (1020 kp)		
	Max. permissible weight	3086 lbs (1400 kp)		
CHASSIS and SUSPENSION:	Frame	Welded, pressed steel section unitized with body		
	Front suspension	Independent, with transverse control arms + telescopic hydraulic dampers		
	Front springing	Longitudinally mounted round section torsion bar, 1 per wheel		Longitudinally mounted round section torsion bar, 1 per wheel, plus stabilizer bar
	Rear suspension	Independent, with longitudinal control arms. Drive through half axle.		
	Rear springing	Transversely mounted round section torsion bar, 1 per wheel (plus stabilizer bar for 911 S)		
	Shock absorbers	Hydraulic, double-action telescopic shock absorbers front and rear		
	Service Brake	Dual brake system, hydraulic disc brakes on all four wheels. Internally ventilated discs		
	Hand brake	Mechanical twin-servo drum brake, on rear wheels with control light		

SPECIFICATIONS—COUPE/TARGA		911 T	911 E	911 S
	Effective brake disc diam.	Front 9.25 in Rear 9.61 in		
	Brake pad area per wheel	Front 8.14 sq. in Rear 8.14 sq. in	11.8 sq. in 8.14 sq. in	
	Total effective brake area	32.55 sq. in	39.84 sq. in	
	Rims	5½ x 15 steel	6 x 15 steel	6 x 15 light alloy
	Tires	165HR15	185/70 VR 15	
	Steering	ZF rack and pinion		
	Steering ratio	17.78 : 1		
ELECTRICAL SYSTEM:	Rated voltage	12 Volt (alternator 770 W)		
	Battery	2 Batteries, 36 Ah each		
	Ignition	High capacity discharge ignition with battery, coil & distributor		
	Firing order	1-6-2-4-3-5		
DRIVE TRAIN:	Location of engine	At rear, behind axle		
	Clutch	Single dry plate		
	Transmission	Porsche servo-thrust synchronization		
	Number of speeds	4 forward, 1 reverse		
	Location of shift lever	Central floor change		
	Final drive	Spiral bevel gears and bevel gear differential		
	Axle ratio	4.429 : 1 (7/31)		
	Power train	Through half axles to rear wheels		
CAPACITIES:	Engine	approx. 9.5 qts. (9 lit) HD oil (15.8 Imp. pints)		approx. 10.6 qts. (10 lit)HD oil with additional oil cooler (17.6 Imp. pints)
	Transmission + differential	3.2 qts.		
	Fuel tank	16.4 US gallons—13.6 Imp. gallons		29 US gallons—24.2 Imp. gallons
DIMENSIONS:	Wheelbase	89.4 in (2268 mm)		
	Track front	53.6 in (1362 mm)	54.1 in (1364 mm)	
	Track rear	52.9 in (1343 mm)	53.3 in (1345 mm)	
	Overall length	163.90 in (4163 mm)		
	Overall width	63.39 in (1610 mm)		
	Overall height (unloaded)	51.97 in (1320 mm)		
	Ground clearance (loaded)	5.91 in (150 mm)		
	Turning circle	approx. 35.2 ft. (10.7 m)		
PERFORMANCE:	Top speed	128 mph	137 mph	143 mph
	Fuel consumption (DIN Std. 70030)	26 mpg US—31 mpg Imp.	24 mpg US—29 mpg Imp.	23 mpg US—27 mpg Imp.

Specifications subject to change without notice

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