



When today, in an era of mass-produced automobiles, a hand-built car of limited production can still hold its own and compete in world markets . . . this surely is a sign of greatness. Designed 15 years ago, the first concept of the Porsche car has been continuously refined to reach its present state of maturity. The original pure, functional lines remain virtually unchanged . . . still simple, clean, timeless, ageless.

Technically, probably few would know that all gaps on a Porsche are gauge-checked to a tolerance of 3 to 4 mm; or that every body shell is subjected to fluorescent light inspection to discover irregularities not detectable by the most experienced sheet-metal craftsman. It is this attention to detail, this insistence on Quality rather than Quantity in every phase of production that brings into being the distinctive and different

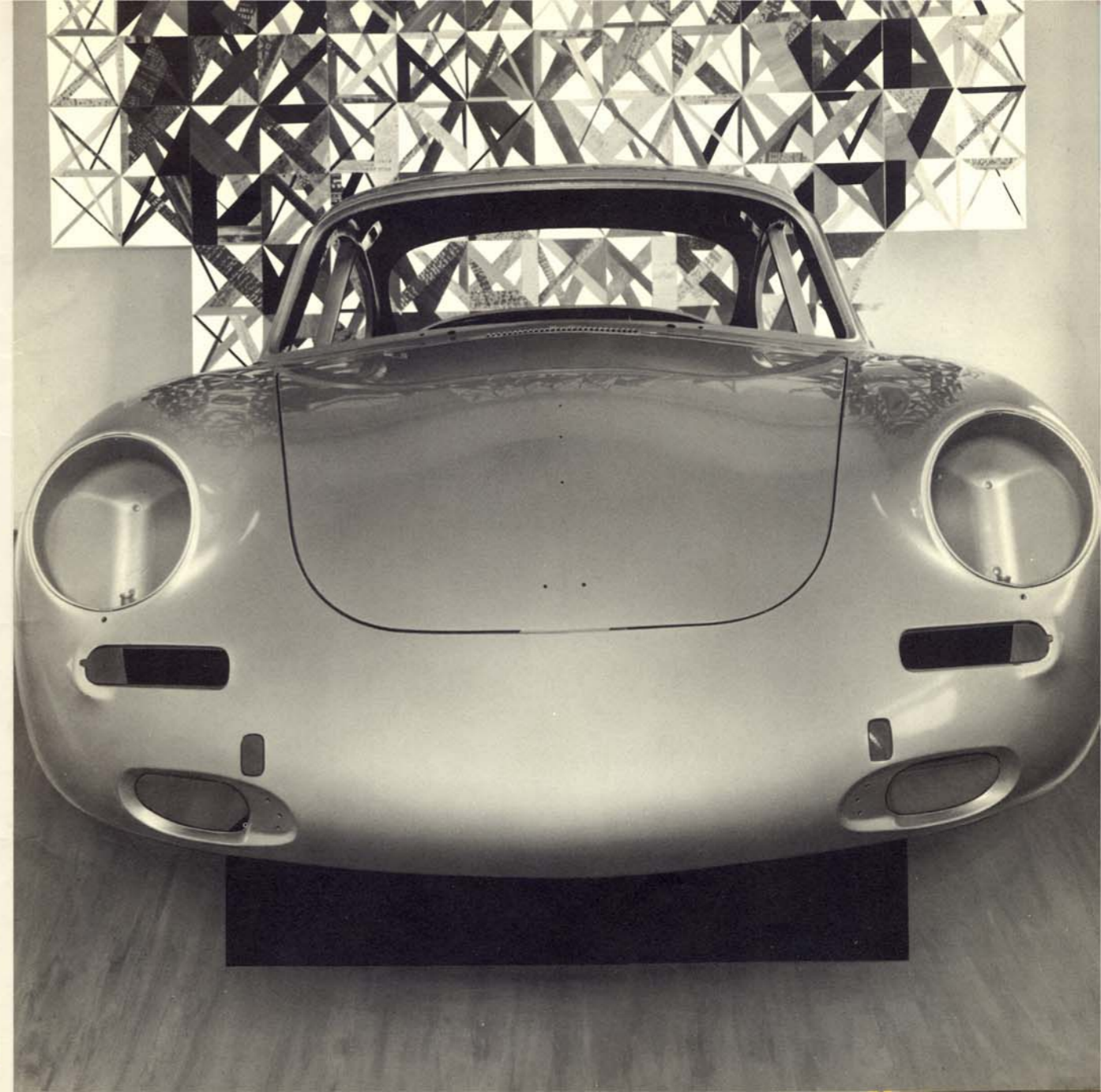
Porsche car to hold an extraordinary position in the international automotive market.

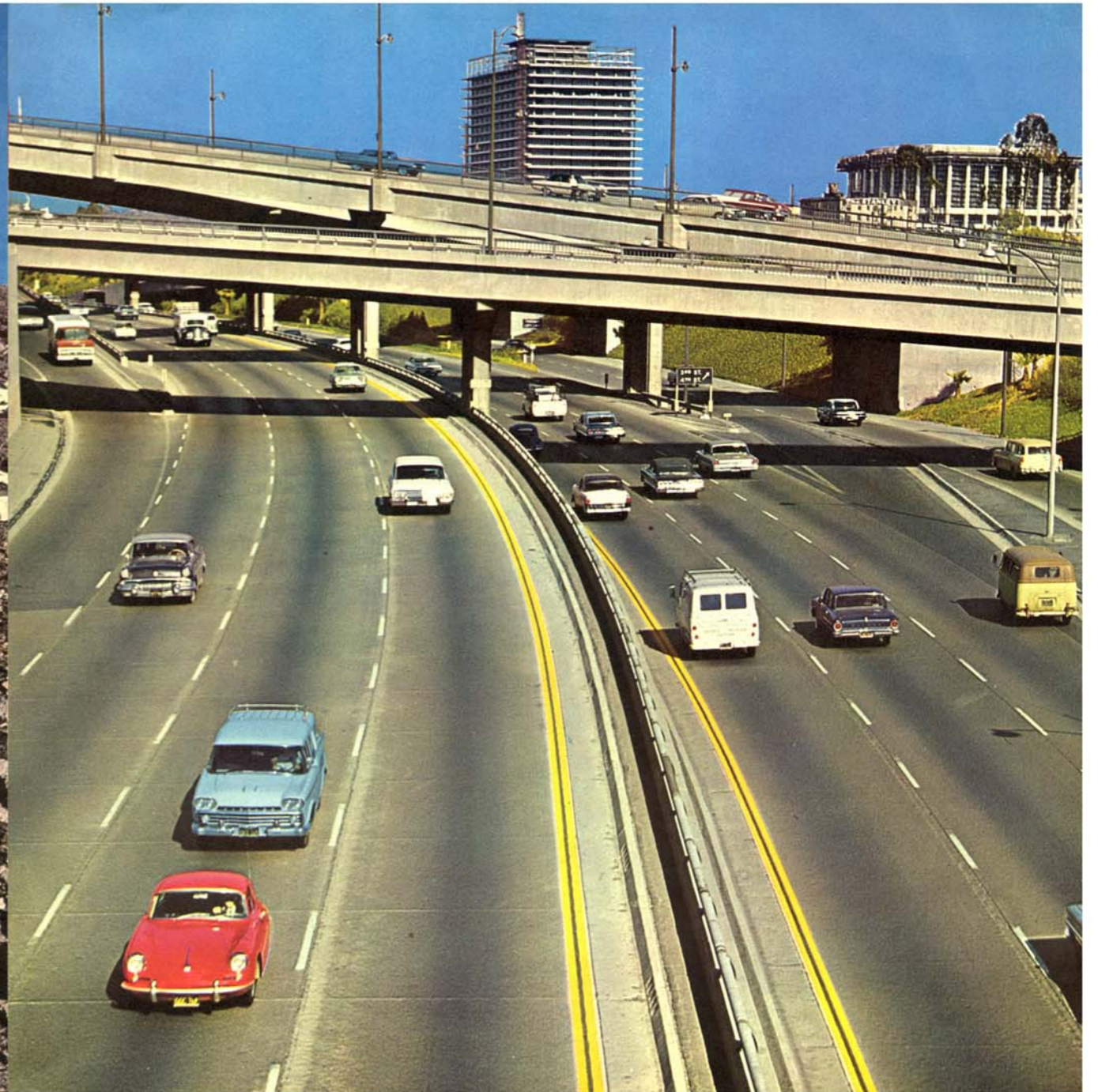
Driving a Porsche is high adventure. Seated in the exact center of gravity and cradled in hi-hugging luxurious bucket seats, the excitement of true Gran Turismo driving is at your fingertips. Controls are all within easy reach . . . split-second shifting, with short throw through firm gates, gets you through traffic easier and quicker than you thought possible. And the surge of power as you accelerate on the open road or up a hill lets you know you're controlling a genuine thoroughbred. Comfortable and safe, in fast curves, on the straight, on rough roads or smooth, a full day's Porsche driving will leave you rested and eager for more. Porsche drivers boast that this is »driving in its finest form«.





In the very beginnings of automobile construction, builders tended to follow the pattern established by the carriage makers. The basis or backbone of the vehicle was the frame to which was affixed the body. At first, the bodies were mostly a makeshift designed to give passengers some protection from wind and weather. Gradually, as material and weight problems were solved, and coachwork improved, the idea of a self-supporting or unit-type body was born. Porsche was a pioneer in this concept and one of the first to employ unitized construction. Production of both Coupe and Cabriolet are essentially the same. Sheet metal parts are stamped to pattern and formed in our own presses. These parts are then welded together to form sub-assemblies, inspected and checked, and all seams filed smooth. In further steps these components are welded together to form larger sub-assemblies finally making a so-called frame. In a master jig, the frame is then welded to the body parts making a complete one-piece unit. Proceeding through preliminary assembly lines, parts that have been merely »tacked« on are finally welded and doors, hoods and lids are mounted. Seams are meticulously leaded and filled to insure perfect fit, and rounded surfaces are optically checked for finish. After painting, the bodies receive special equipment as ordered and finally start through the final assembly line. Here the engine, transmission, running gear and all accessories and components are installed and inspected. And, at the end of the line . . . a new Porsche car enters the world.



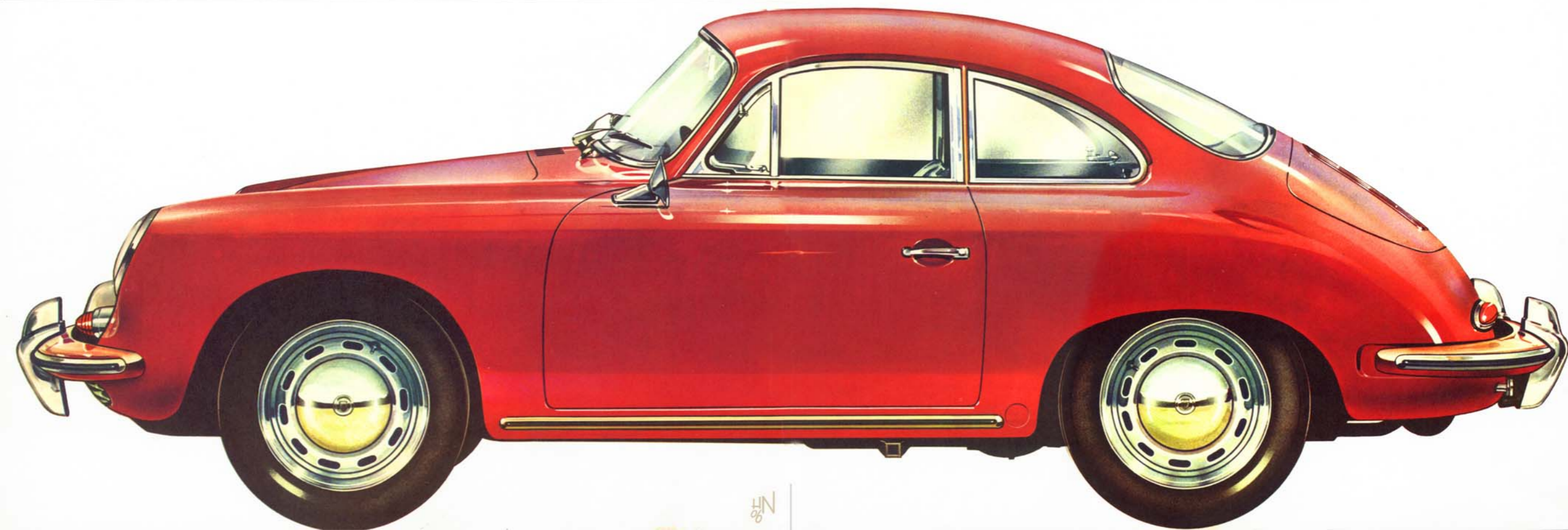


# Coupe

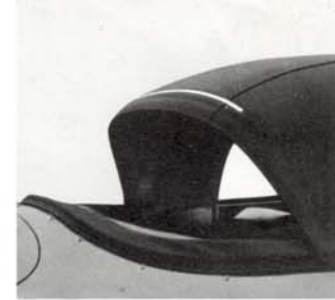


The Coupe, a two-seater with two occasional seats (changeable into luggage space) has long been the favorite Porsche body. Classic in line, the original Coupe shape was the product of aerodynamic design and engineering... an extension and modernization of the horsecarriage concept of a solid top on a closed body. The Porsche Coupe today embodies

many improvements and refinements in engineering and styling; windows have been enlarged for greater visibility; controlled air intake provides better ventilation, seating has been made more comfortable. Basically, however, the design remains unchanged... harmonious, aesthetically pleasing, timeless.



# Cabriolet



The Cabriolet is the choice of fresh air devotees. Actually, it's two cars in one... drive it in the summer with the top down, then convert it to a closed car in the winter, with top up... for complete weather protection. The Soft Top is double-thick, interlined and is easily and quickly raised or lowered. The rear window is zippered and when open, gives a cool air

stream for ventilation, with the top providing protection from the sun. For all climates, the Cabriolet is the ideal solution for open-air or any-weather driving.

The Cabriolet may be ordered with a removable Hardtop instead of or, in addition to, the Soft Top. The Hardtop is made of steel with a wide-view

rear window, an ideal body style for year-round driving. In contrasting color, the Hardtop version of the Cabriolet has an air of quiet elegance. In summer, the Hardtop can be removed completely for open-air driving or replaced with the Soft Top.

Cabriolet with removable top



#### Standard Equipment

Take a seat in a Porsche and in a moment you'll have discovered what is lacking in so many other cars. You enter through wide doors which hold themselves open for you. You feel at once at home in the body-contoured comfort of these famous, individually tailored seats. They hold you tight both at ease and in action. It is then that the vast racing experience of Porsche makes itself felt, not loud and spectacular but subtle and functional... the excellent seating position, the well appointed wheel, the clearly grouped instruments on a padded panel and the ideally situated central shift lever onto which the hand falls automatically. This plus the thoughtful matching of both the fabrics and color combinations make this the car to suit your personality. Whoever has the chance to try for himself the effectiveness of the precision steering, the speed and accuracy of the synchromesh gearbox and the safe stopping power of the four wheel disc brakes will have found the ideal motoring companion... harmony of function, beauty, comfort, and safety.



#### WINDOWS

Windshield washer system  
Windshield wiper variable speed  
Wind wings in front and rear  
Glare-proof rear view mirror  
Laminated safety glass windshield  
FM suppressed windshield wiper motor  
Ventilated rear window (except Cabriolet)  
Cabriolet rear window with zip fastener

#### LIGHTS

Back-up light  
Variable instrument illumination  
Reading light on dashboard

#### SIGNAL SYSTEM

Headlight signal  
Two tone horn

#### INSTRUMENTS

Speedometer with total mileage and trip mileage  
Tachometer  
Fuel gauge  
Oil temperature gauge  
Indicator lights for generator, turn signal, high beam, parking lights, oil pressure and emergency brake  
Electric clock

#### LOCKS

Both doors are equipped with locks and can also be locked from the inside  
Glove compartment with lock  
Fuel tank cap to be opened from inside  
Front lid lock for Cabriolet  
Gearshift lock

#### ACCESSORIES

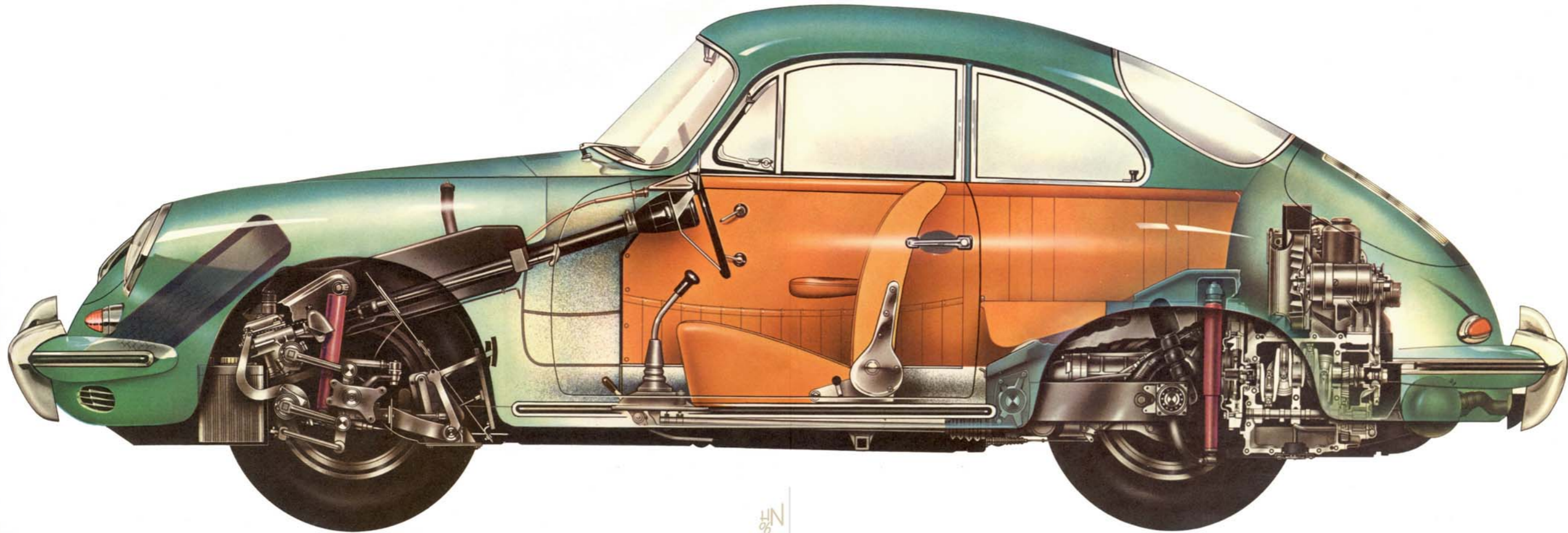
Ash tray  
Cushioned dashboard  
Cigarette lighter combined with electrical outlet  
Courtesy grip for passenger  
Two armrests  
Fasteners for luggage straps  
Clothes hanger hook at each door post (except Cabriolet)  
Cushioned sun visors with a make-up mirror for passenger  
Map pocket in each door  
Reclining seats  
Heater and fresh air vents  
Fuel valve with reserve position  
Sockets for safety belts

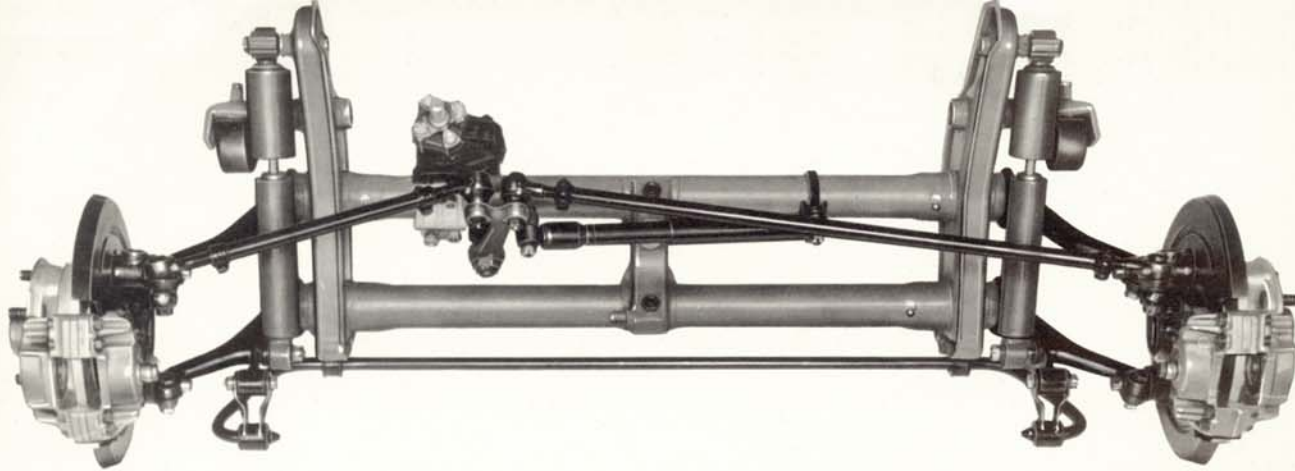
#### OTHERS

Tow ring under front of car  
Top cover for Cabriolet  
Undercoating  
1 touch-up paint dispenser  
7 standard colors and 6 interior combinations from which to choose



Split-second shifting, surging acceleration - driving in its finest form

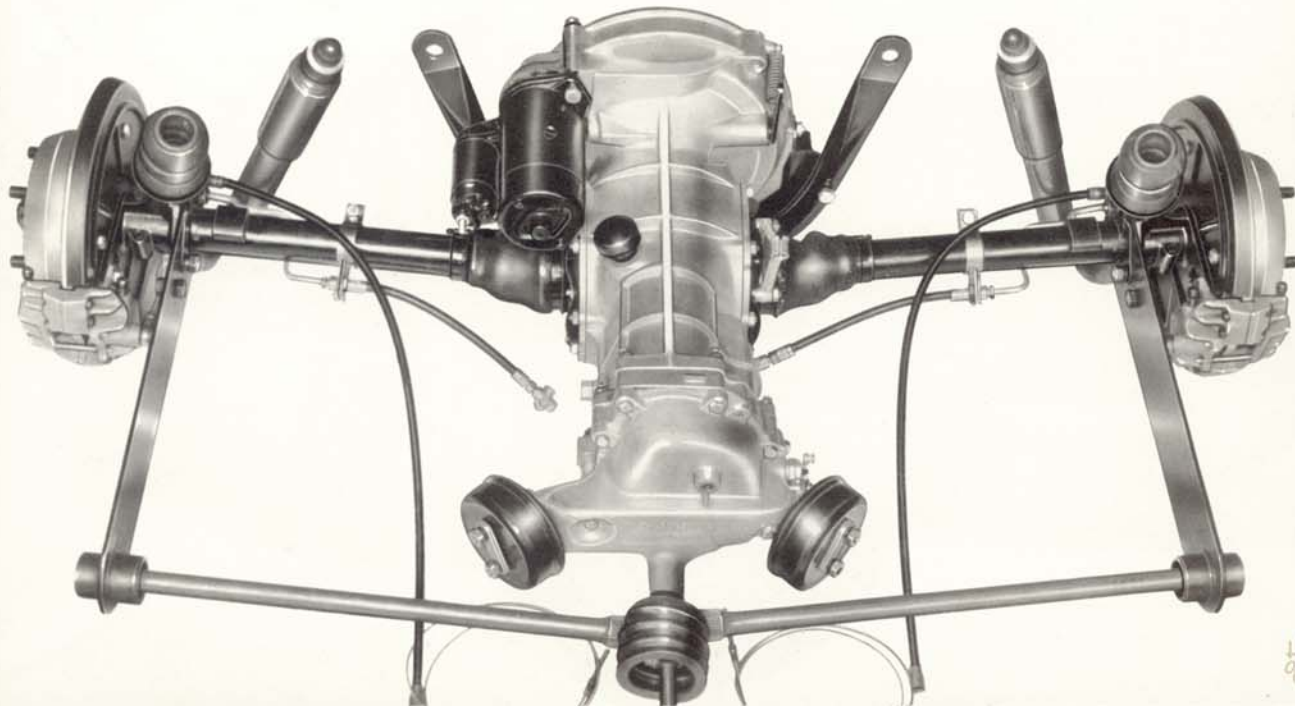




Porsche still holds its lead over competitors with its phenomenal road-holding. Thanks to a low center of gravity and minimal wheel camber, the Porsche takes fast bends as though glued to the road. For increased driving comfort the 356 C transmission has been redesigned and springing refined and softened.

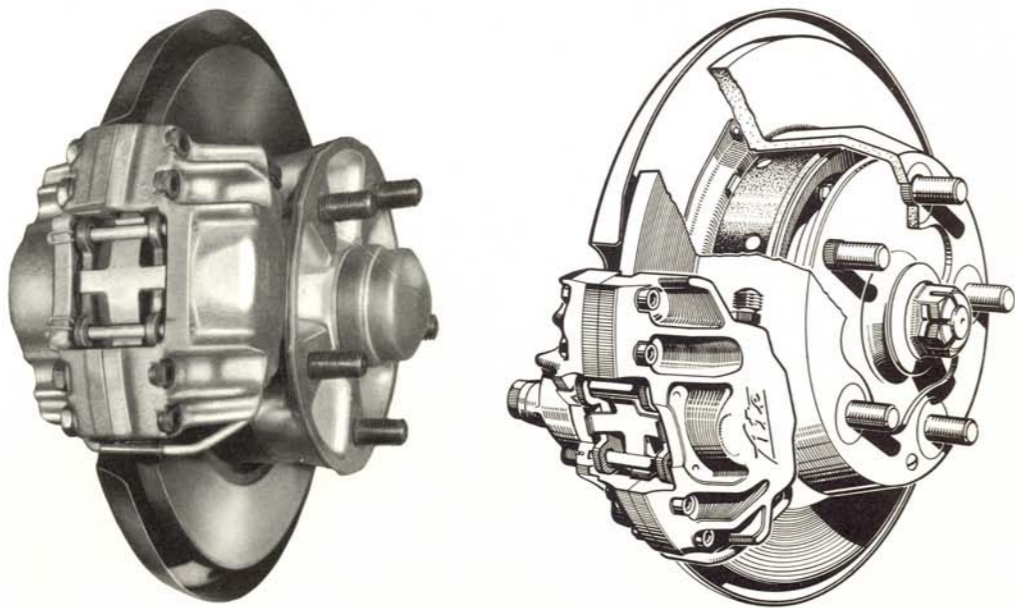
Technical details of chassis and suspension remain almost unchanged in the new model. Like all modern cars, the Porsche 356 C is of uni-body construction, with the all-steel body welded to the box frame. The original

concept of four wheel independent suspension has been adhered to. Front suspension is by means of dual trailing arm suspension links and springing by two laminated square-section torsion bars, transversely mounted . . . a time-tested Porsche patent. Rear suspension is by swinging half-axes moving about a diagonal axis and springing by torsion bars. Double acting hydraulic telescopic shock absorbers, front and rear, provide the necessary damping. This Porsche suspension gives riding luxury no matter how or what the road conditions may be.



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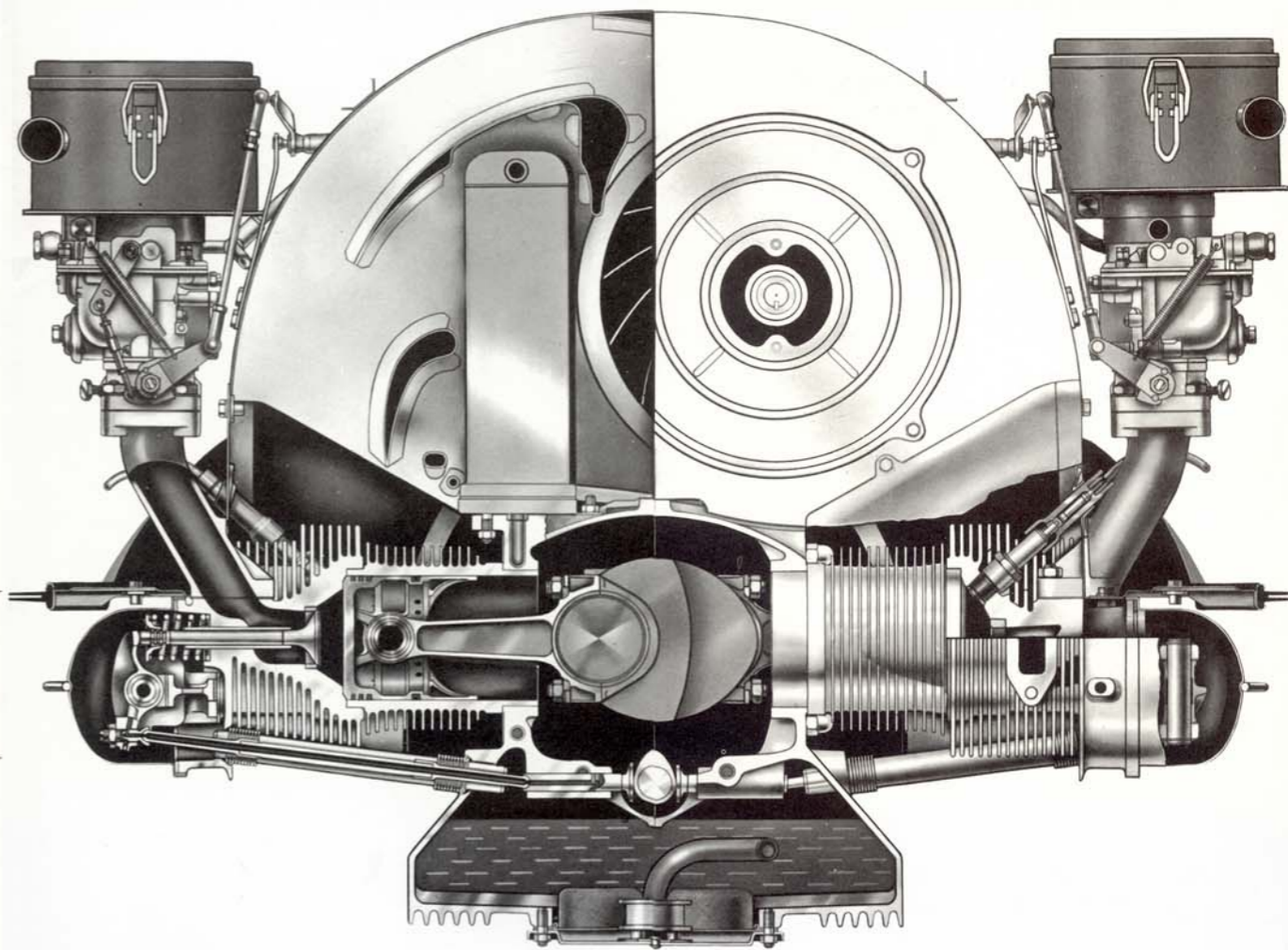


The brakes, the "guardian angel" of any car, have always been outstanding in the Porsche for their quick response, effectiveness and durability. And this continues to be true, especially of the new hydraulic disc brakes acting on all four wheels of the 356 C. Friction heat is rapidly dissipated from the discs, cooled by exposure to the air stream. Constant brake

pedal travel is ensured by maintenance-free, self-adjusting devices in the brake pistons. Typical of the thoroughness of design in the car, is the ingenious manner in which the hand brake, an expanding lever type, has been combined with the rear discs.



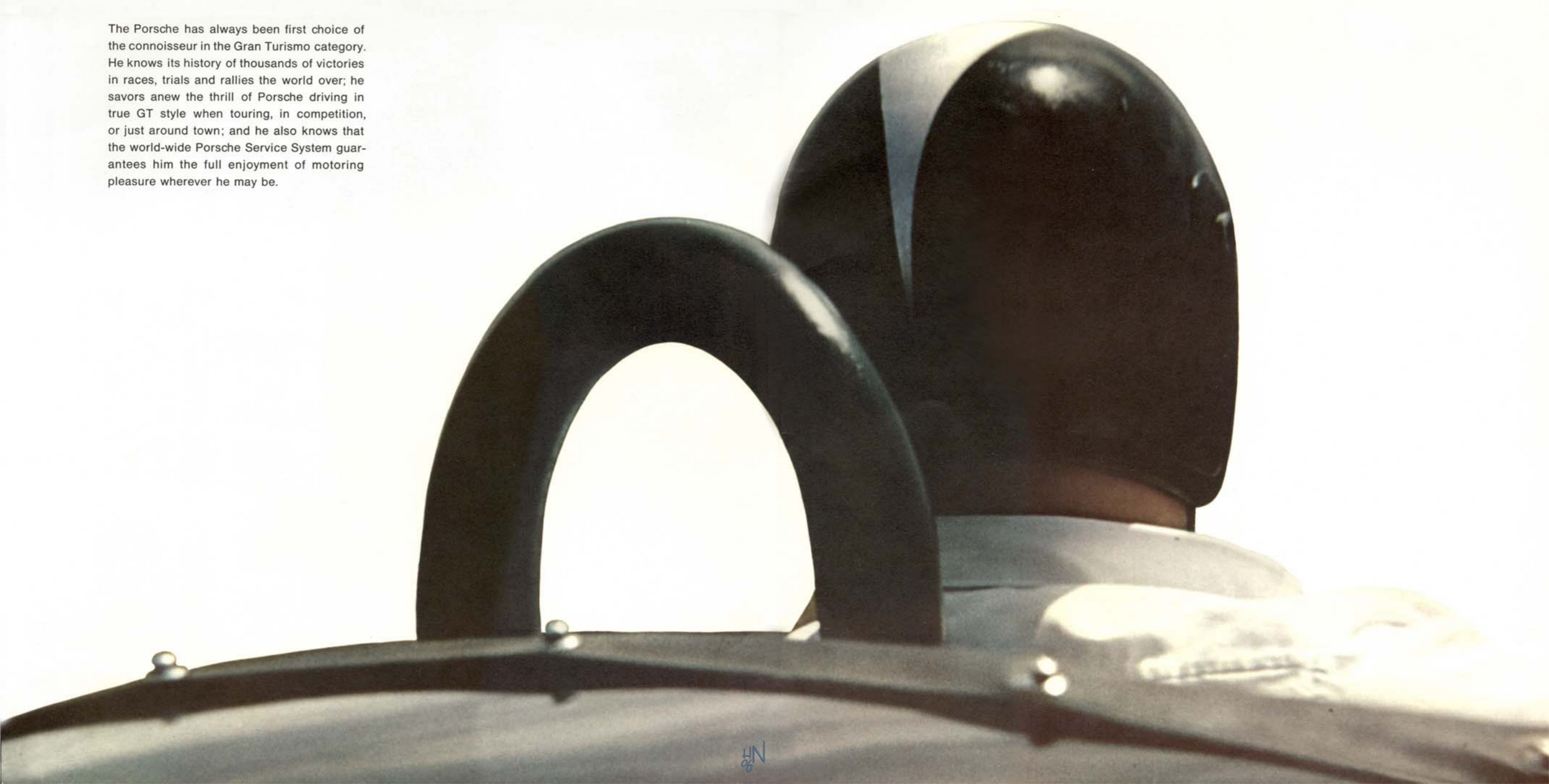
The synchromesh gear system features the famous Porsche-patent ring synchronization, world renowned for its unique design. A great part of the thrill in driving a Porsche comes from the experience of manipulating the short, lightning-fast gear shift lever, butter smooth and precisely through each firm gate and gear.



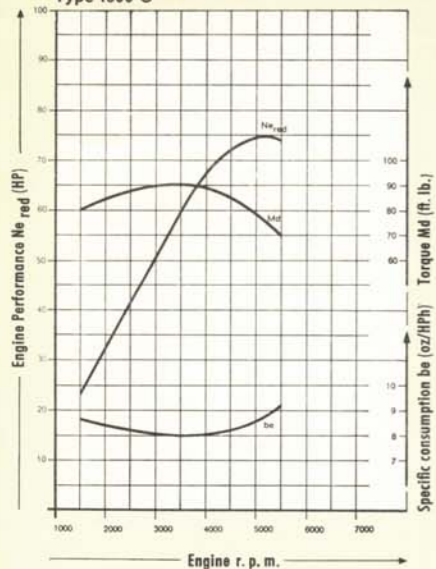
When motor enthusiasts talk shop, about compact, high performance, air-cooled engines, they'll always come round to the Porsche . . . the most successful post-war German sports car. Aside from the 2-liter Carrera (4 cylinders) and the newly conceived 901 (6 cylinders), the bulk of Porsche production is still concentrated on the 1600 cc flat four engine. The 356 C version, available in a choice of either 75 or 95 hp DIN, has the same general layout as its predecessors, with

overhead valves controlled, via pushrods and rocker arms, by the crankcase-mounted camshaft. In detail, however, the engine has been further refined. A new cylinder head with improved intake and exhaust channeling, provides greatly increased flexibility in performance, especially in the torque ranges. The Super or SC engine has had its horsepower boosted from 90 to 95 DIN.

The Porsche has always been first choice of the connoisseur in the Gran Turismo category. He knows its history of thousands of victories in races, trials and rallies the world over; he savors anew the thrill of Porsche driving in true GT style when touring, in competition, or just around town; and he also knows that the world-wide Porsche Service System guarantees him the full enjoyment of motoring pleasure wherever he may be.

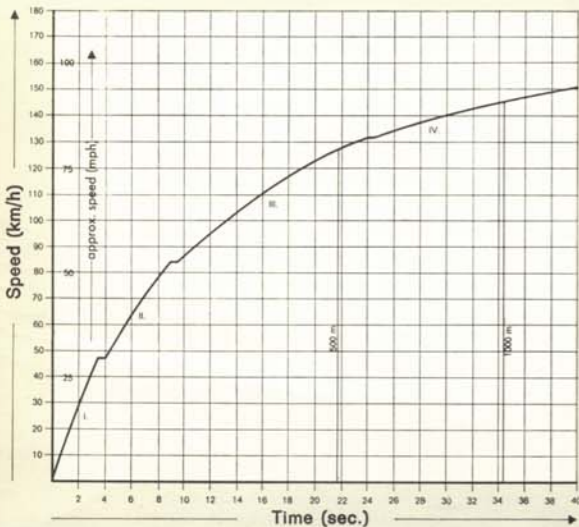


Engine Performance and Fuel Consumption  
Type 1600 C

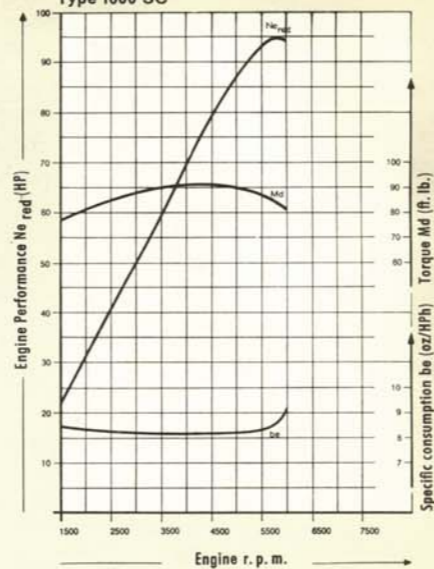


Acceleration and average speed for 1 km (.621 mile)  
(standing start)

Type 356 C / 1600 C Coupe, time for driving 1 km 34.4 sec.  
average speed 104.7 km/h (65.0 m. p. h.)

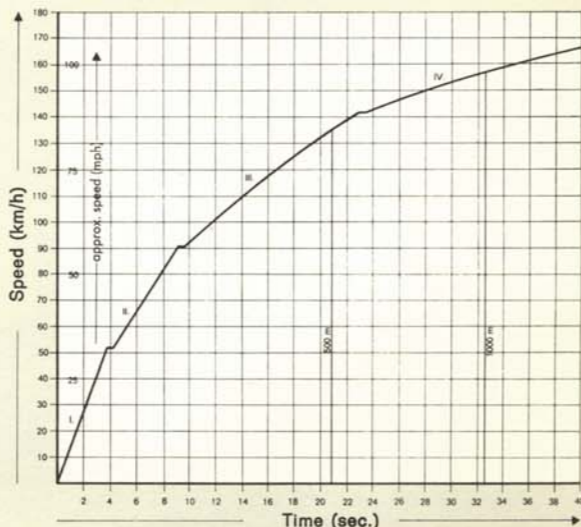


Engine Performance and Fuel Consumption  
Type 1600 SC



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

Type 356 C / 1600 SC Coupe, time for driving 1 km 32.6 sec.  
average speed 110.4 km/h (68.7 m. p. h.)



TECHNICAL DATA	Type 356 C / 1600 C Coupe, Cabriolet	Type 356 C / 1600 SC Coupe, Cabriolet
<b>Engine</b>		
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)
Stroke	2.92 in (74.0 mm)	2.92 in (74.0 mm)
Displacement	96.5 cu. in (1582 cm³)	96.5 cu. in (1582 cm³)
Compression ratio	8.5 : 1	9.5 : 1
Horsepower (DIN)	75 HP at 5200 rpm	95 HP at 5800 rpm
Horsepower (SAE)	88 HP at 5200 rpm	107 HP at 5800 rpm
Max. Torque (DIN)	90.5 ft. lbs. (12.5 mkg) at 3600 rpm	91 ft. lbs. (12.6 mkg) at 4200 rpm
<b>Transmission</b>		
Four fully synchronized forward speeds and one reverse gear		
Gear ratios	Europe	
	1st 1 : 3.09 (11 : 34)	1st 1 : 3.09 (11 : 34)
	2nd 1 : 1.765 (17 : 30)	2nd 1 : 1.765 (17 : 30)
	3rd 1 : 1.13 (23 : 26)	3rd 1 : 1.13 (23 : 26)
	4th 1 : 0.815 (27 : 22)	4th 1 : 0.852 (27 : 23)
	4th (U.S.A.) 1 : 0.825 (27 : 23)	
	Reverse 1 : 3.56	Reverse 1 : 3.56
<b>Body</b>		
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	Disc brakes on all wheels	
Wheels	Steel disc with deep center rim 4.5 J x 15	
Tires	5.60 S 15	165 HR 15
Tire pressure	Normal driving	Normal driving
	front 18 psi (1.3 kg/cm²)	front 23 psi (1.6 kg/cm²)
	rear 23 psi (1.6 kg/cm²)	rear 26 psi (1.8 kg/cm²)
	Fast or sport driving	Fast or sport driving
	front 21 psi (1.5 kg/cm²)	front 26 psi (1.8 kg/cm²)
	rear 26 psi (1.8 kg/cm²)	rear 28 psi (2.0 kg/cm²)
Fuel tank capacity	Total of 13.2 US gal. of which 1.5 US gal. are reserve (50 liters, 6 liters reserve)	
<b>Dimensions</b>		
Wheel base	82.7" (2100 mm)	82.7" (2100 mm)
Front track	51.4" (1306 mm)	51.4" (1306 mm)
Rear track	50.1" (1272 mm)	50.1" (1272 mm)
Length	158" (4010 mm)	158" (4010 mm)
Width	65.8" (1670 mm)	65.8" (1670 mm)
Height	51.8 in (1315 mm)	51.8 in (1315 mm)
Turning circle	33.5 ft (11 m)	33.5 ft (11 m)
<b>Weights</b>		
Dry weight (DIN)	2060 lbs ( 935 kg)	2060 lbs ( 935 kg)
Max. loaded weight	2750 lbs (1250 kg)	2750 lbs (1250 kg)
Max. speed	109 mph	115 mph

**Dr.-Ing. h. c. F. Porsche KG.**  
**Stuttgart-Zuffenhausen**

**W 21 e** Printed in Germany • Subject to change

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