



PORSCHE



the new Porsche



We don't make a new Porsche every year.

We made our last model for over a decade, and nobody who ever drove one ever forgot the experience. Could you ever forget your first trip to Europe? Have you ever forgotten how it feels to be in love for the first time?

If the old Porsche was as unforgettable as that, why do we have a new one? The old Porsche was years ahead of its time (still is, only not by as much), but we can't afford to let time catch up with us. We want to keep ahead . . . years ahead. So we built a new Porsche.

People said we couldn't improve on the old one, said it was perfect. But the new Porsche is better. Its shape is more handsome, although we don't "style" our cars, we design them. Thus, the new body is more than an improvement in appearance. Its aerodynamics are better, so it goes faster and uses less fuel. There's much more luggage space. The doors are larger for easier entry and exit. And there's more glass area for better visibility. All without increasing its overall size.

We've engineered a new overhead-camshaft six-cylinder engine—the synthesis of all our successful racing experience. Or you can have our reliable four-cylinder, proved in innumerable races throughout the world. Porsches are thoroughbreds; we don't race

cooling, for example. Have you noticed that every successful racing car, from Indianapolis to Le Mans, is rear-engined? Porsche led the way . . . and the others followed. Because rear-engined cars have quicker steering response, better traction, and more direct power transfer from the engine to the rear wheels. Porsche engines lie flat for a lower center of gravity and less vibration (which is difficult to do in a front-engined car). Air-cooled engines need no water, never overheat in traffic, are lighter, more compact and more efficient than conventional water-cooled engines (which are ill-suited to rear placement). Note that each Porsche engineering concept is balanced with the others for a completely unified



A complete redesign of the front suspension has made possible not only surer-footed roadholding but also a huge increase in luggage space. The trunk is more than sufficient to carry all the luggage shown here.



The Porsche's reputation as a road-worthy car is matched only by its reputation as a race-worthy car. In its competition debut, in the grueling Monte Carlo Rally, the new Porsche finished second in its class . . . second to another Porsche, our 904 model. You may have heard of the 904; it has swept the World Manufacturers Championship for two years in a row, amassing more points than any other car regardless of class. Frequently it beats many larger and more powerful cars to win overall, such as at the tortuous Sicilian "race of a thousand curves" in the Targa Florio. Porsches have also won the Sebring 12-hour endurance race overall, handily take their class at the 24-hour Le Mans race, and have won something like 10,000 other trophies (we lost count somewhere after 7,000). Dan Gurney scored his first Grand Prix victory driving a Porsche for our team. World Champion Driver Jim Clark gained much of his early racing experience in a privately-owned Porsche, as have many owners and drivers. Porsches built ten years ago are still racing successfully today. You don't have to race your Porsche to enjoy it. But we race our cars in open competition to develop better engines, transmissions, chassis, suspensions, brakes, and even better body shapes for our road cars.

curves. The engine willingly thrusts you forward. You snick from gear to gear with economy of effort and motion. There's more speed and acceleration than you'll ever need to use. (But it's nice to know it's there!) And when you need brakes, the Porsche disc system will give you unbelievably short stopping distances, without a trace of fade.

But don't stop. Give it a real workout. Town and country driving. To the supermarket and home again. Even after hours of high-speed turnpike driving, the car doesn't feel tired . . . and neither do you. It's great. The car understands you. It senses your wishes and responds instantly to your command. Do you begin to get the feeling—it's uncanny—that this car was built especially for you, to your exact requirements? That this is your car? Some people say they almost become part of the car. Certainly, driving was

ent torsion bar suspension and disc brakes were developed as a direct result of our competition experience. And our new 5-speed all-synchromesh transmission is exactly the same design we use in our World Championship-winning GT racing car.

Some things we haven't changed. The Porsche is a connoisseur's car. It appeals to the sporting blood of a man who knows fine cars and appreciates high performance. Such a man also demands quality. We haven't changed our quality standards. Time isn't cheap and craftsmanship is hard to find, but we lavish both on every car we build, hand-assembling engines to precision tolerances, and hand-finishing bodies until they're almost optically perfect. Our bucket seats alone cost \$400 a pair, and worth every penny of it. Porsches are built to last. When other cars are wearing out, a Porsche is just nicely broken in.

Something else we haven't changed. We remain true to superior engineering principles. Like rear engine placement and air-

also a locking glove compartment and spacious door pockets. The spare tire and 15-gallon gas tank are safely secured beneath the trunk compartment floor.

overall design. That's no accident.

One other thing we'll never change. The fun of driving a Porsche. Slide into that luxuriously comfortable bucket seat; it's fully adjustable to suit your natural driving position. The steering wheel is right where you'd want it to be. So is the gearshift, the comprehensive instrument panel, and the other controls. Everything's within easy reach, yet there's an amazing amount of room—everybody tells us that.

Drive it. Unleash a new Porsche on some nasty stretch of winding, hilly road. No matter how fast you drive, you are in control of the car. Its handling is safe, predictable. It clings to corners with a fierce tenacity you've never experienced before. The steering is direct, precise. You can aim the car exactly where you want it to go. The ride is smooth and supple, but there's no lean or wallowing on

fun. You never realized how good a driver you really are. Not until you've driven a car as good as the new Porsche.

Do you want one? Go ahead. Buy it. You'll never regret it.

Or forget it.



There are two versions of the new Porsche, the 911 and the 912. The 911 has an overhead-camshaft six-cylinder engine (shown here) of 140 SAE horsepower and a 5-speed all-synchromesh transmission. The less expensive 912 has a four-cylinder engine of 102 SAE horsepower and a 4-speed all-synchromesh transmission, but it may be equipped with the 5-speed at extra cost. There are minor differences in trim, equipment and appointments, although both versions look almost exactly alike. And both have Porsche's improved suspension system. At the front, each wheel is independently suspended by an upper strut and lower wishbone, with an anti-sway bar and longitudinal torsion bar. At the rear, each wheel is independently suspended by a semi-trailing arm and transverse torsion bar. And the entire system is lubricated for life. The new Porsche also features aircraft-type body-chassis unitized construction for a stiffer and rattle-free structure, ZF rack-and-pinion steering for more accurate control, and a centrally located steering box with double-jointed steering column for greater safety. Dimensions of the new Porsche include an 87.1-inch wheelbase, 52.7-inch front track, and 51.9-inch rear track. It's 164 inches long, 63.4 inches wide, and 52 inches high, with a ground clearance of 5.9 inches and a turning circle of less than 34 feet. But figures don't do it justice. Find out for yourself what the new Porsche is really like.



For domestic or overseas delivery, see your Porsche dealer or write Porsche of America Corporation, 107 Tryon Avenue West, Tazewell, New Jersey 07866.



911

The elegant interior of the new Porsche is designed for maximum comfort, control and safety. The anatomically-correct bucket seats adjust fore and aft, and the backrests recline to any angle. The steering wheel is the nucleus of a superlative driving position. Without lifting either hand from the steering-wheel rim, the driver can sound the horn, flash the headlights, switch from high-beams to low-beams and back again, signal for turns, clean the windshield with two dual-jet

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washers, and operate the 3-speed windshield wipers. The gearshift and pedals are placed to facilitate heel-and-toe downshifting for the enthusiast-driver. The instrumentation is unusually complete, and highly legible day or night. Vision is excellent in all directions—an excellent safety factor. A padded dash and sunvisors are standard equipment, as are armrests and attachment points for seatbelts (lap or shoulder type).

Go ahead. Drive it.

You'll never forget it.

