

Let it
entertain you.

For years people have enjoyed our mid-engine racing Porsches. But not everybody could afford one.

So three years ago we introduced our first mid-engine car for the street. The Porsche 914.

It's a 2-seater sports car. But different from most other sports cars in that its engine is mounted in front of the rear axle, almost exactly in the middle of the car.

Now if you're a little puzzled as to why we put it there, it's because in all our years of racing we learned a few things.

We learned that a mid-engine car has a lower center of gravity and better balance, front and rear. So it's extremely stable and holds the road better.

We learned that a mid-engine car corners superbly. Because its weight is distributed more evenly.

We learned that a mid-engine car decelerates more evenly (something that's just as important in racing as acceleration), because the wheels carry a more equal load and the brakes perform more smoothly.

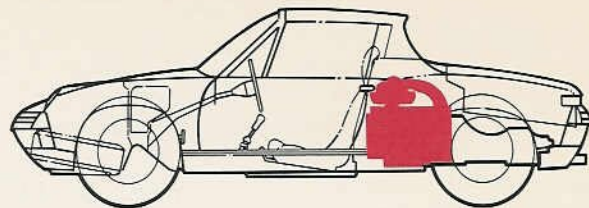
On top of all that, the 914 has a lightweight, air-cooled engine. So it can't boil over or freeze up. And an



electronic fuel injection system that automatically feeds the engine the exact amount of gas it needs under all conditions. It's got disc brakes on all 4 wheels. Sits on wide radial ply tires. And has the same type of steering as the Porsche 917: rack-and-pinion. It does about 26 mpg. And is put together with the kind of craftsmanship you expect from a Porsche.

Of course, we could have made our Porsche for the street exactly like our Porsche for the track.

But that would have been illegal. And \$36,000.



**The Porsche 914 has its engine where
our \$36,000 race car has its engine.**

**Enjoy the performance of a
car that doesn't have its engine
in the front or the rear.**



The Porsche 914 is a 2-seater in the classic sports car tradition.

But unlike classic 2-seater tradition, you don't need a shoehorn to wedge yourself into it.

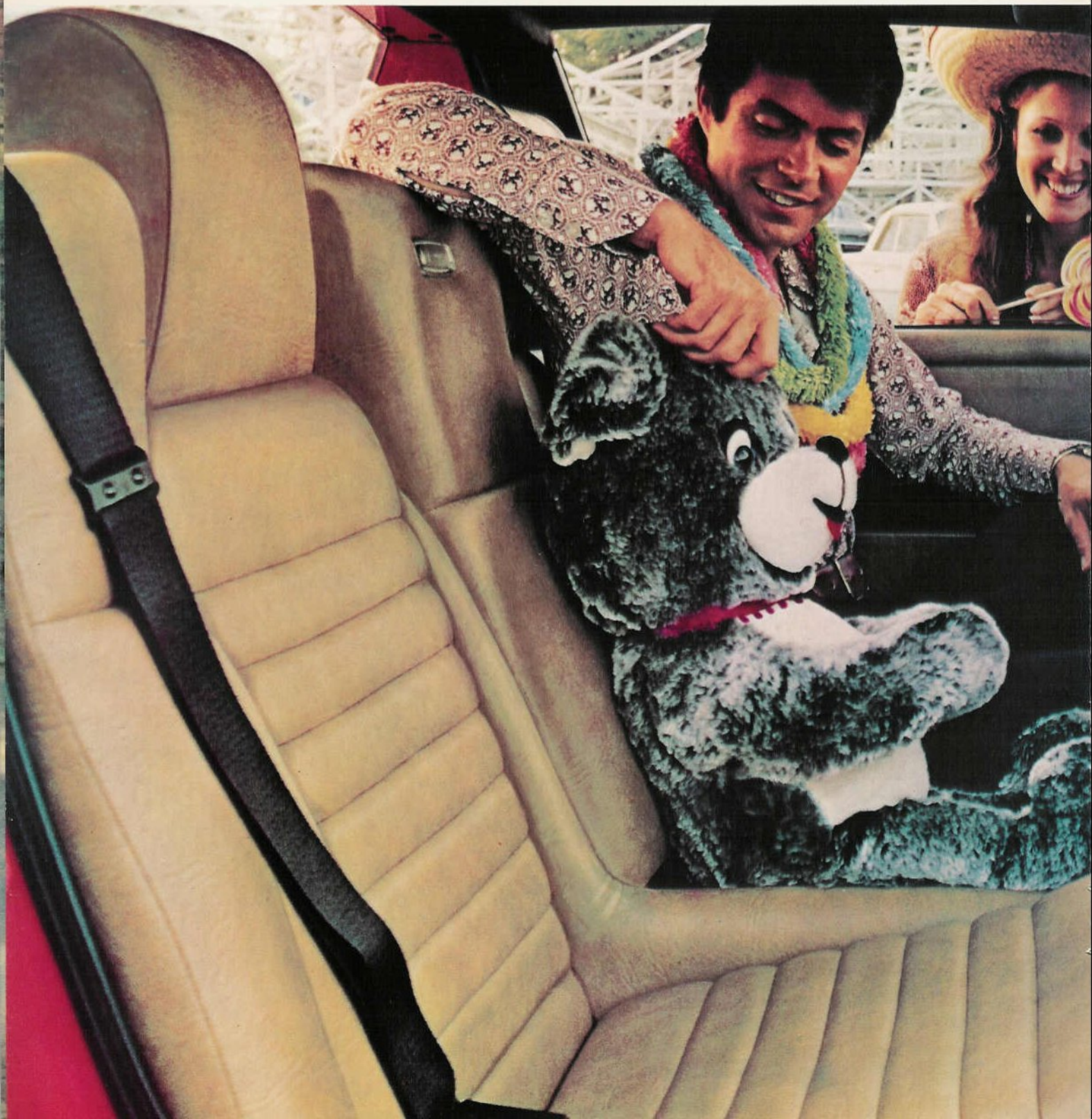
Its doorways are nice and big and wide. And there's enough headroom, legroom and shoulder room inside to handle just about anybody who comes along.

Headroom, for instance, is 35.8" from the seat to the roof. So if you're a big 6-footer you won't hit the ceiling.

And since the Porsche 914 doesn't have an engine in front, and because the seats slide back and forth, you can sit far back and stretch your legs way out just like a race car driver.

As for the seats themselves, well, you couldn't ask for a better place to sit. They're firm and comfortable, not mushy. So you don't sink way in and get swallowed up by them.

You rest up against an upholstered back with built-in headrest that makes you feel like you're sitting in your



living room easy chair.

And because the entire driver's seat, not just the backrest, tilts up and down in four positions, you can angle the seat to find your most comfortable driving position.

In between the seats there's lots of extra space. So when you're driving and shifting you're not rubbing elbows and legs with your passenger.

We're not against two being company.

But we are against two being a crowd.



People who need more legroom will appreciate the 914's extra legroom.



**Inside you've got lots of
extra room to play with.**

One of the great frustrations of owning a 2-seater sports car has always been the lack of trunk space. Because most 2-seaters are built with a trunk that accommodates little more than a spare tire.

The Porsche 914 has two ways to beat that problem. One is a 9-cubic-foot trunk in front of the driver, the other is a 7-cubic-foot trunk behind the engine.

That means you can go away on a weekend jaunt, for instance, without borrowing your friend's station

wagon. Because the 914 lets you take all the things you need. Suitcases, handbags, groceries, a bushel of clams, whatever.

The same holds true if you're going on a long trip. You can take a pretty friend along, and, in fact, have his and hers trunks.

There are a number of reasons for so much trunk space in our 2-seater.

The first, of course, is the mid-engine placement. It leaves lots of room front and rear. The engine itself is

You can pack a weekend full of fun into it.



built to save space. It's flat with horizontally opposed cylinders. And being air-cooled it doesn't have a big, bulky radiator to contend with. Even the suspension system is designed to take up less space on the floor of the front luggage compartment.

So if you've been thinking about a 2-seater, think about this: Should you get a 2-seater with a trunk that handles little more than a spare tire?

Or a 914 with a good-sized trunk at both ends?

T.A.



The Porsche 914 gives you more usable luggage space than any other major imported 2-seater.*

*Source: Road & Track



When you get the urge, you can go topless.

A nice way to make the inside of the 914 more enjoyable is to let in some of the outside.

You see, it has something very unusual. A one-piece removable fiberglass roof.

It comes undone in seconds by simply undoing four little clamps, weighs only about 7 pounds, and stores snugly in the rear trunk, hardly taking up any space at all.

In addition, the fiberglass top is waterproof and easy to clean. It can't rip or leak like fabric. Keeps noise out,



and in wintertime, heat in.

And doesn't force you to look at any ugly crossbars and struts while you're sitting inside the car. Because it doesn't use them.

And should you ever get caught in a summer shower you don't have to worry about the top getting stuck half-way up. Because it locks back on almost as quickly and easily as it comes off.

One other point worth mentioning. The rear window of the 914 is just that. A rear window, not a piece of see-through plastic like you get in some other convertible tops.

So you can forget about cracks and clouding up and yellowing.

Being able to store the roof in the trunk is just another one of the things that make the 914 more fun to drive than any other 2-seater.

Of course, no argument is as convincing as the personal test.

So why not take one out.

And open it up.



Unhook 4 little clamps and you're on your way to a suntan.

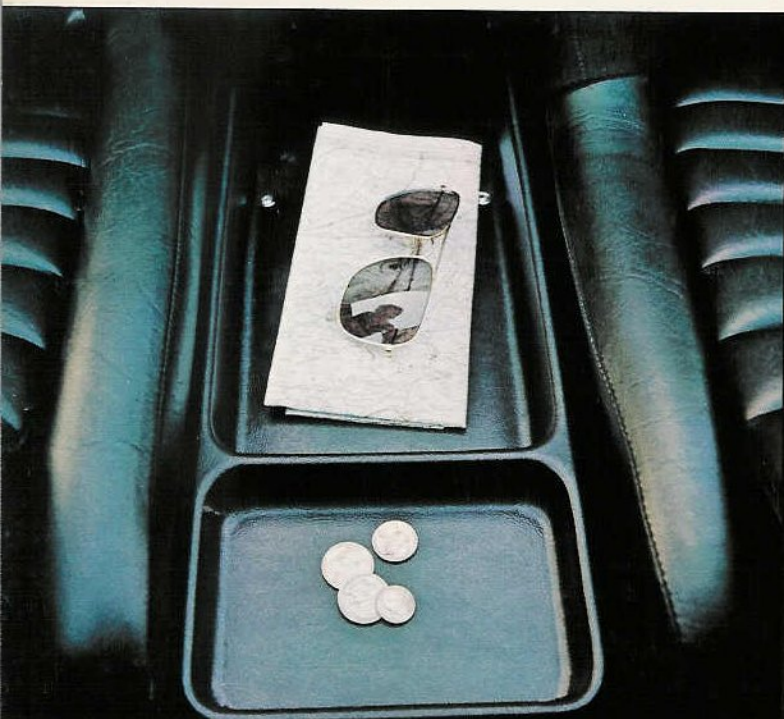


All around you are things to make you feel good.

In front of you is a foam-padded vinyl dashboard, which, like everything else in the 914, is pure sports car.

It has all the instruments you need (tachometer, speedometer, odometer, fuel gauge). And some of its most important controls are right on the steering column. So you never have to take your hands off the wheel to get at them. They include the turn signal switch, the high beam, the horn, and the windshield wiper/washer control.

To your right is a space-saving console tray and a short, stubby 5-speed stick. To your left, a big comfortable



The console tray makes you feel neat.



The 5-speed stick makes you feel racy.



The roll bar
makes you feel secure.

arm rest that also doubles as a storage compartment. Behind you, a steel roll bar that's welded to the body.

At dusk, you pull a switch and the headlights pop up from out of nowhere. The lines of the 914 are uncluttered, sleek all around. The bumpers are part of the body design, the door handles are recessed. All this so the 914 can slice through the wind. Just like a race car.

The body is smooth and shiny. Three coats of paint and 3 hand-sandings are responsible for that.

There's also an ignition-steering wheel lock. A heating and flow-through ventilating system. Lush carpeting.

And a variety of color combinations to choose from.

Options? There are plenty. Mag-type wheels. Racing stripes. Air conditioning. AM/FM radio. Tinted front and rear windows. Leather-covered steering wheel. Electric rear window defogger. Plus a special Appearance Group of deluxe items. And a choice of 3 metallic paints.

Lastly, behind the driver's seat, under the roll bar is spaced out the name: P O R S C H E.

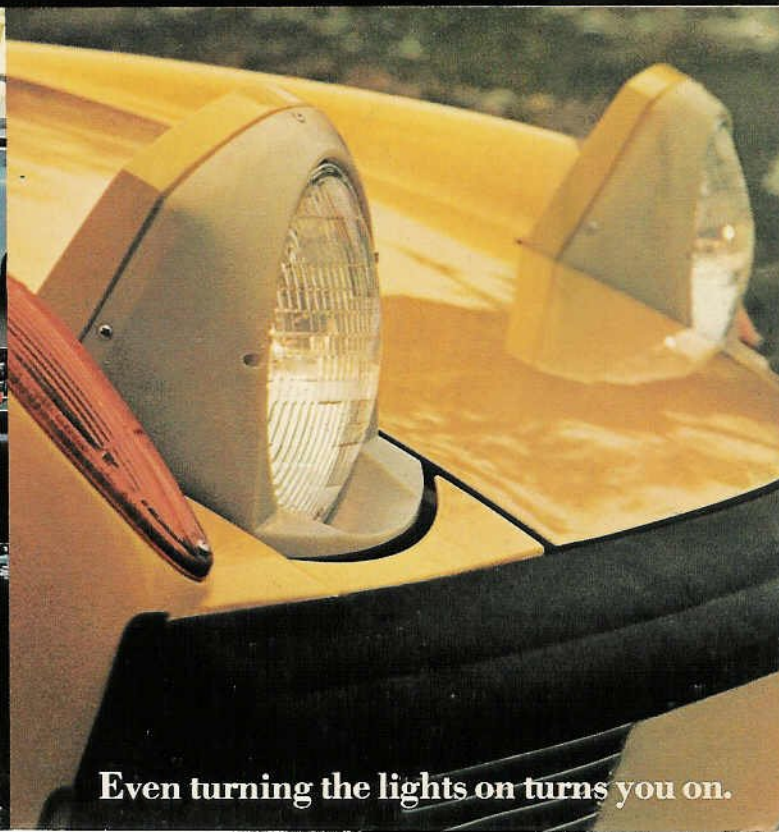
And when all is said and done, that might be the thing that makes you feel best of all.



The fresh air and heat controls make you feel comfortable.



The instruments and the steering column controls make you feel more in control.



Even turning the lights on turns you on.

Specifications

ENGINE:	Number of cylinders	4
	Bore	3.54 in.
	Stroke	2.60 in.
	Displacement, act.	102.5 cu. in. (1679 cc)
	Compression ratio	8.2:1
	Horsepower SAE net	76 at 4900 rpm
	Horsepower per liter	45 SAE net
ENGINE DESIGN:	Type	Horizontally opposed 4, 4 stroke cycle, air cooled
	Valve arrangement	Overhead
	Valve drive	Pushrods
	Camshaft drive	Gear type
	Crankshaft	Forged steel, 4 main bearings
DIMENSIONS:	Wheelbase	96.5 in.
	Track, front	52.8 in.
	Track, rear	54.3 in.
	Overall length	157.0 in.
	Overall width	65.0 in.
	Overall height (unloaded)	48.0 in.
	Ground clearance (loaded)	4.7 in.
	Turning circle	Approx. 33.5 ft.
WEIGHTS:	Dry weight DIN	1982 lbs.
	Max. permissible weight	2687 lbs.
	Max. axle load, front	1430 lbs.
	Max. axle load, rear	1430 lbs.
PERFORMANCE:	Top speed	Approx. 109 mph
	Fuel consumption	Approx. 29 mpg (US) 35 mpg (Imp)
	Lubrication	Pressure lubrication
	Carburetion	Bosch electronic fuel injection
ELECTRICAL SYSTEM:	Rated voltage	12 Volt (alternator 700W)
	Battery	45 Ah
	Ignition	Battery, coil and distributor
DRIVE TRAIN:	Location of engine	Mid-engine, in front of rear axle
	Clutch	Single dry plate
	Number of speeds	5 forward, 1 reverse, fully synchronized
	Axle ratio	4.429:1 (7/31)
CHASSIS and SUSPENSION:	Frame	Welded, pressed steel sections unitized with body
	Front springing	Longitudinally mounted round section torsion bar, 1 per wheel
	Rear springing	Coil springs—with hydraulic, double acting telescopic shock absorbers, 1 per wheel—and rubber buffers
	Service brake	Dual brake system, hydraulic disc brakes on all 4 wheels
	Hand brake	Mechanical disc brake on rear wheels with control light
	Brake disc diam.	Front 11.0 in. (281 mm) Rear 11.1 in. (282 mm)
	Rims	4½x15 (steel)
	Tires	155 SR 15 Tubeless
	Steering	ZF rack and pinion
	Steering ratio	17.78:1