



**A rather remarkable sporty family sedan... DATSUN 1300**

We had an idea. We wanted to create a modern luxury sedan that would be significantly different from any other. Not just for the sake of being different. But for the sake of being better.

We also knew that many vital technological advances were only being incorporated on cars piecemeal. We decided to change that by making the new DATSUN modern outside, inside, and in places the ordinary driver would never look. The result is a very extraordinary car!



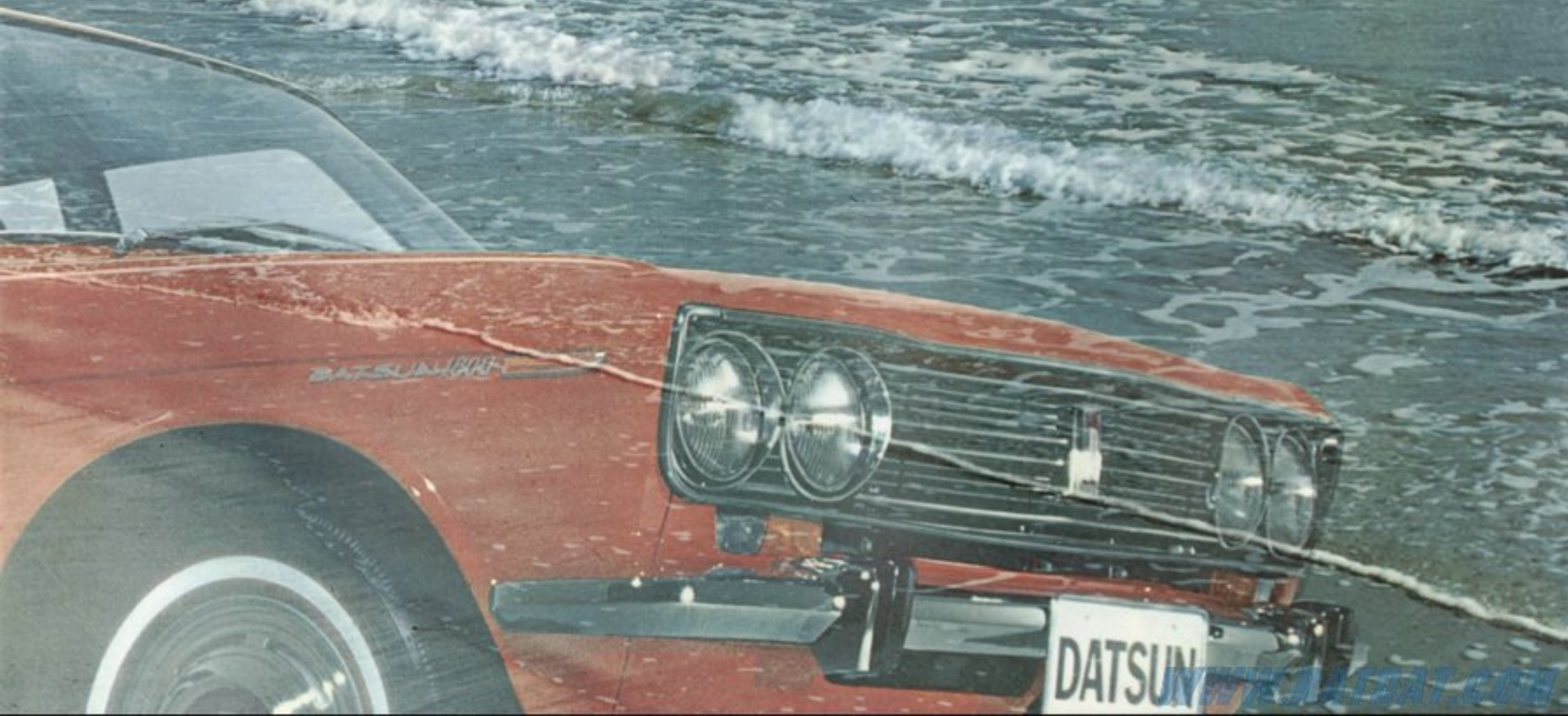
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Naturally we felt that such a motor vehicle demanded extra reserves of power. But we were not satisfied to stop there. So we designed the new DATSUN for continuous high speed performance.

We did not think that a high performance car has to be poorly styled. But that did not lead us to slap chrome all over the new DATSUN. This sedan's dynamic, clean low lines don't need covering up.

Throughout we were determined to build the finest car possible. One result was an independent rear suspension (which most expensive sports cars have). Now this means the length of the half-shafts changes as the wheels move vertically, so sliding spines are ordinarily used. But we weren't interested in making an ordinary car. So we used the more expensive ball spines that are virtually frictionless. A small, special refinement that is typical of this remarkable family sedan.

Such careful engineering explains why a leading U.S. car magazine concluded that we made the new DATSUN "better than it had to be." Better than it had to be? Perhaps. We should like to think that it's because our standards differ. And we firmly believe that the new DATSUN will give you more continuous driving satisfaction than you have ever had before.





Features you've always wanted in a car are finally yours! Spaciousness for the whole family to be comfortable. Power for safety and performance. The 77 horses are generated with exceptional efficiency from an advanced overhead cam engine. That's the kind world record breaking racers have. But the new DATSUN has reassuring safety features most racers don't.

You can choose the Deluxe or the tested Standard. And you can choose bucket seats with four-on-the-floor (except right-hand drive Standard models). There's also optional disc brakes up front to feel doubly secure when you're enjoying sporty performance.

You may, though, prefer to command the road with a convenient column shift, fully synchromeshed for all models. And all DATSUNS have the same remarkably responsive engine. All accelerate in a flash to super highway speeds!

Now glance at the photo on your left. Notice the new DATSUN looks distinguished coming or going. Notice it looks special anytime. All the time. Simply turn the pages to find out why it's so special and to decide which version of this rather remarkable sedan is best for you.

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**For a joyous time and a restful  
time by your favorite sea**



**Custom Seats  
for Everyone and Anyone!**

Entering the new DATSUN is certain to pleasantly surprise you. All four doors open wide for gracious entrances and exits. Once inside, you'll discover how really spacious a sporty family sedan can be. And so will your passengers in the rear, thanks to a virtually flat floor.

Seats easily slide a full 160mm (6.3 inches) forward or back. Be cozy in sporty, body-contoured bucket seats. Or be comfortable on elegant bench seats. With both you get the rich, fully upholstered feel you'd expect only on expensive chairs in the very finest homes.

The Deluxe has fully reclining seats available. Perfect for dreaming anytime.



anyplace. The Deluxe and Standard also offer comfortable bucket seats with floor stick shift (except right-hand drive Standard models). Of course, some passengers prefer to relax on attractive bench seats while you control the rally-proven, fully synchromeshed 3-speed engine from the steering column.

This popular arrangement is available for all DATSUN models. Whichever DATSUN you pick, you'll find it unusually quiet because we've used three layers of special sound absorbing materials.

We've also reduced engine noise by incorporating a five-bearing crankshaft for smooth, silent action, and reduced road noise with new types of suspension bushings and insulators. And finally there's Nissan Unitary Body Construction to eliminate rattles, shimmy and shakes.

The total result is a wonderfully smooth ride that's truly relaxing because it is truly quiet.





**Sweet'n dry inside!**

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## Command the Road in Comfort with Complete Controls!

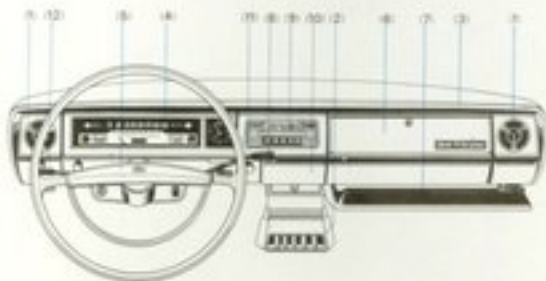
The new DATSUN's range of facilities will probably surprise you. Drive by flower fields in a heavy shower and feel the fresh scented air without the wind, without the rain. The flow-through ventilation system lets healthy air in even with windows shut tight against nasty weather and noise. Two large jet vents (1) (like those in airplanes) adjust to let air in at the pressure you prefer and in the direction you choose. Rear vents exhaust the stale air. Also two direct draft (2) ventilators for extra hot days.

Look carefully at the dash (3). Notice how fully padded it is. Notice also how all gauges (4) are arranged for instant readability. The deep dish steering wheel (5) shows how much our engineers thought about safety. Protective padding is standard, and a collapsible wheel is optional. The spacious glove compartment (6) has a lock for privacy, while the wide parcel shelf (7) is perfectly placed for putting things you'd like to get at instantly. Rarely has any column shift (8) operated quite as smoothly as the new DATSUN's. Easy and effortless to use, this 3-speed column shift is the most convenient way to control the fully synchromeshed powerhouse engine.

The sportiest way is with the direct, responsive 4-speed stick shift (for all models except right-hand drive Standard sedans).

Note that no conveniences have been cut out. On the contrary, an optional radio (9), a most practical ash tray (10) and a large diameter cigarette lighter (11) are all there.

Wherever you look, you'll find something significantly better about the new DATSUN. But you will never find the dimmer switch with your foot. It's been incorporated into the self-canceling directional unit. Simply tap the directional lever (12) downward for "bright," and up for "dim." Simple. Neat. Safe. Typical of the new DATSUN.



Here are some tempting details  
of the All New DATSUN

It is not simply many shiny features that make DATSUN so appealing. Not just quantity, but quality is at stake. Not only quality but intelligent planning. Each and every feature of the new DATSUN has been carefully built and conceived with every other feature in mind. The result is one of the most integrated and irresistible cars on the road today.

DATSUN totally eliminates front corner vent windows for a new sense of visual pleasure. Naturally, eliminating these traditional blind spots contributes to safer driving.

Head rests are now available for driving comfort and protection against whiplash. Firm seat belt anchorages are standard; 3-point belts for relaxed high speed driving are optional.

All seats adjust easily and quickly more than 6 inches forward or back to let any driver stretch his legs.

The extra luxury of fully reclining seats is an option on the Deluxe that's yours for the asking.

The new DATSUN does not use ordinary glass. Instead, curved safety glass is employed for greater shoulder room and higher visibility.

Safety is not a trilling matter. That is why even the window handles have been thickly padded.

For glare-free driving into the sun, the soft, flexible sun visor turns down in a jiffy.



DATSUN's modern flow-through ventilation system has replaced the awkward front side windows. Fresh air rushes into the car via two jet ducts that are adjustable for direction and pressure. Stale air is sucked out by two vents in the rear pillars. Since this flow-through system works perfectly with the windows shut, it keeps passengers bone-dry in a noise-free, dust-free interior.

The new DATSUN does not have ordinary wipers. Only anti-glare 2-speed tandem wipers for a reliable broad sweep are used on every DATSUN.

Aesthetics and safety combine in this deep dish fully padded steering wheel and horn bar. Collapsible wheel is available upon request.

Details for safety and details for comfort characterize the new, improved DATSUN.

The generous sized room light is another DATSUN extra. It is placed on top in the center, the position shown to be the safest.

Four powerful headlights for motoring through dark nights. Dual circuitry keeps one side burning brightly even if the other side fails; this special circuit shunts some current to the non-functioning light so other drivers can clearly see your car's width. A vital safety feature.

The trunk is extra large so you'll never have to crowd passengers with luggage on the seats. The trunk floor is flat; the spare underneath. There is a counter-balanced lid and a reassuringly safe lock.

For convenience and protection, access to the gas tank may be locked. For safety and security, a dependable wheel lock is optional for every new DATSUN.



**An economical wonder  
of dramatic power!  
O.H.C. 77HP! 90MPH!**



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**DATSUN's Engine . . .**  
**The Envy of the Auto Industry!**

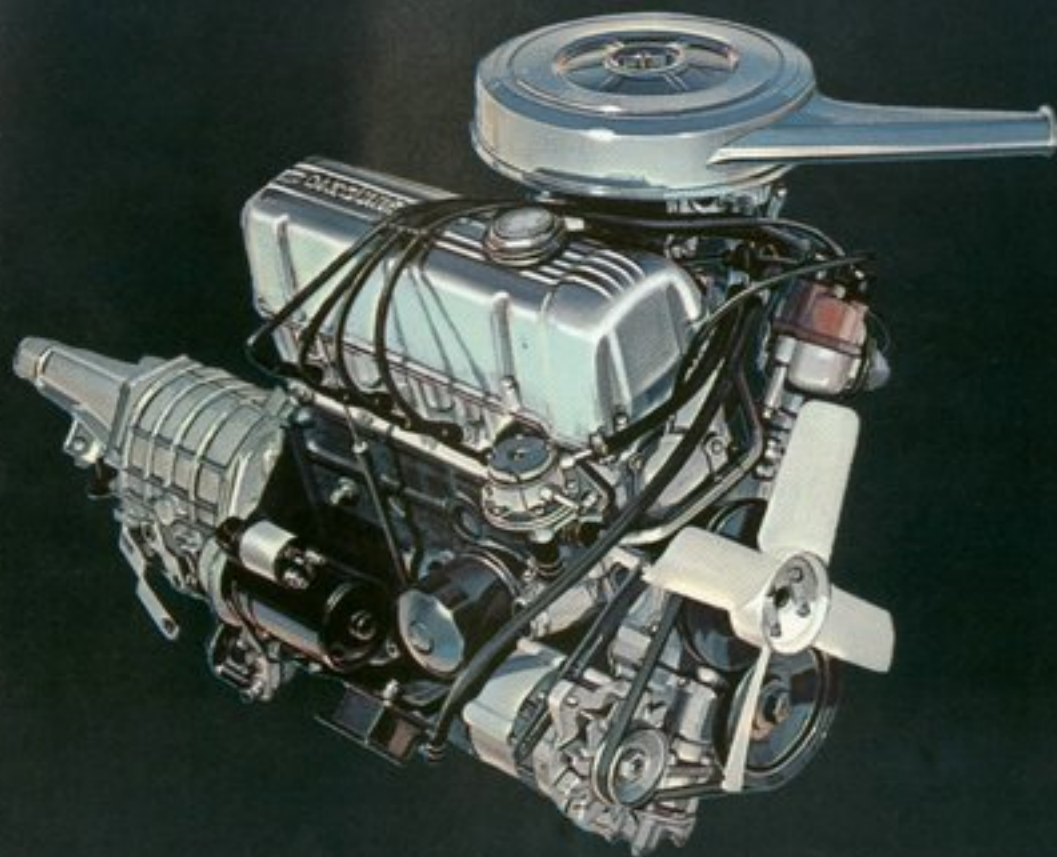
Your new DATSUN gives other drivers a lot to be jealous about. First and foremost there's the superb engine (1). If you do a little checking, you'll soon find most cars (except very expensive ones) have O.H.V. (overhead valve) engines. But not the new DATSUN! A high performance O.H.C. (overhead cam) engine with a *five* bearing crankshaft generates 77 HP to propel you swiftly—and quietly—to 90 mph.

The more you study this engine, the more refinements you will discover.

Fully independent 4-wheel suspension results in superior road holding and a significantly smoother ride. Most ordinary cars don't have independent suspensions in the rear, but the new DATSUN does! Coil springs, double-action shocks and semi-trailing arms are used (2). Up front (3) there's a newly designed strut type with tension rod and stabilizer.

NUBC—Nissan's Unitary Body Construction (4) means there are no bolted-on parts to rattle. NUBC acts as a safety shield. Under heavy impact, the front and rear sections collapse differentially to keep the passenger area unscathed. A carefully tested safety extra. Disc brakes (5) up front assure non-fade response at all speeds. A desirable option. Tested hydraulic brakes (6) with large drums for extra safety and special linings for minimal maintenance. Tandem master cylinder keeps front and back brake systems independent. An option for the Standard; standard on the Deluxe.

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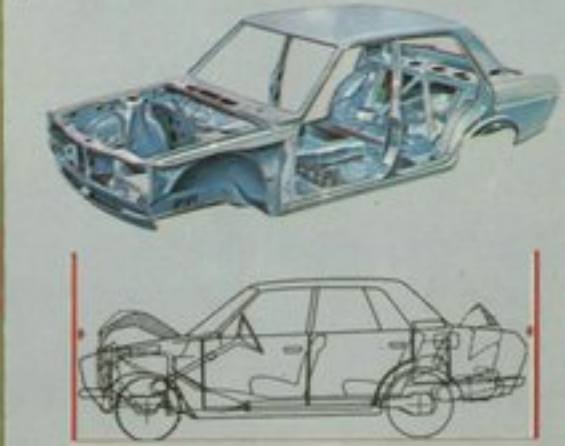
3



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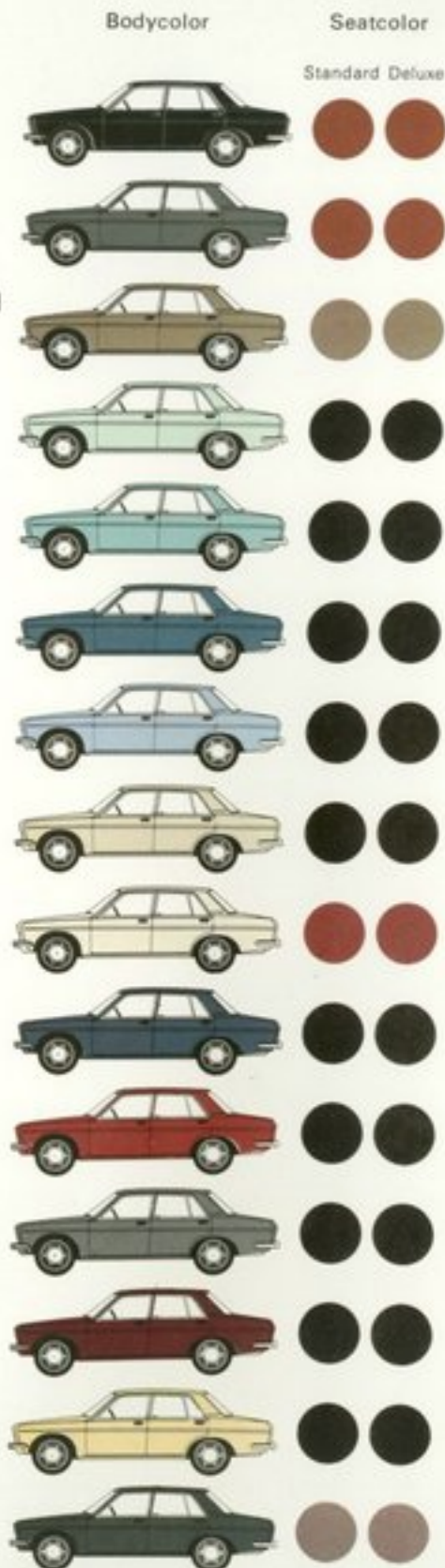


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You get a lot of Datsuns to choose from. Each one is an exceptional value.

The colors on this page are nice to look at. And nice to think about. Certainly it's nicer to think about what color you'd prefer than to look carefully at the details listed on the right-hand side of this page. But those details are the real hard facts behind the new DATSUN. Check them. Compare them if you like with any other car. We believe you will find the new DATSUN offers more than other motor vehicles in its class anywhere on the road today.



## DATSUN 1300 Specifications

**Models:** DATSUN 1300 Deluxe, 1300 Standard

**Engine:** 4-cylinder, in-line, water-cooled, 4-cycle. OHC. Bore x Stroke 83.0 x 59.9mm (3.27 x 2.36 in.). Displacement 1,296cc (79.1cu.in.). Max. BHP 77 at 6,000 rpm (SAE). Max. torque 11.1 m-k (80.2 ft.-lbs.) at 3,600 rpm (SAE). Compression ratio 8.5 : 1.

**Transmission:** All-Synchromeshed. 4-speed with floor gearshift\* or 3-speed with steering column gearshift.

\*Not available on Standard models for right-hand regions.

**Gear Ratio:** 4-speed; 1st 3.38, 2nd 2.01, 3rd 1.31, Top 1.00, Rev. 3.36. 3-speed; 1st 3.26, 2nd 1.64, Top 1.00, Rev. 3.36. Dry single disc clutch with diaphragm spring.

**Fuel System:** Two-barrel, down-draft type carburetor. Mechanical type diaphragm fuel pump. Paper element type air cleaner. Fuel tank capacity 45 liters (11.9 U.S. gallons).

**Cooling System:** Pressurized radiator, belt-driven fan and centrifugal water pump with thermostat.

**Front Suspensions:** Independent strut type with tension rod and stabilizer.

**Rear Suspensions & Axles:** Independent, semi-trailing arm with coil springs and double-acting telescopic type shock absorbers. Semi-floating rear axle. Hypoid type final gear. Gear ratio: 4-speed; 4.111 to 1. 3-speed; 4.375 to 1.

**Steering:** Recirculating ball type gear. Gear ratio: 15.5 : 1.

**Wheels & Tires:** Steel disc wheels. 5.60-13-4PR tires.

**Brakes:** Hydraulic service brakes. Front: Two leading shoes. Rear: leading and trailing shoes. Parking brake mechanically operated on rear wheels.

**Electrical System:** 12 volts, 40 or 50 AH battery. 12 volts, 250 watts alternator generator with regulator, 12 volts, 1.4 hp magnetic shift starting motor.

**Body Works:** 4-door Sedan. All steel unitary body construction. Fully upholstered with vinyl leather. Factory undercoating. Safety glass on all windows and doors. Adjustable bucket or bench front seats. Vinyl floor mat. Safety belt anchorages for front and rear seats. 2-speed wipers. Ash trays for front and rear. Glove compartment. Interior rear view mirror. Two sun visors. Self-canceling directional lever. Light selector lever. Backup lamps. Side flasher lamps. Oil pressure warning light. Wheel caps. Fuel filler lid lock. Parcel tray. Trunk floor mat. Full-flow ventilator. Windshield washer.

## Dimensions, Weight & Performance:

	Deluxe	Standard
Overall Length	4,120mm (162.2in.)	4,070mm (160.2in.)
Overall Width	1,560mm (61.4in.)	1,560mm (61.4in.)
Overall Height	1,400mm (55.1in.)	1,400mm (55.1in.)
Wheelbase	2,420mm (95.3in.)	2,420mm (95.3in.)
Tread, Front	1,280mm (50.4in.)	1,280mm (50.4in.)
Tread, Rear	1,280mm (50.4in.)	1,280mm (50.4in.)
Vehicle Weight		
(4-speed T/M)	925kg (2,039lbs.)	900kg (1,984lbs.)
(3-speed T/M)	920kg (2,028lbs.)	895kg (1,973lbs.)
Seating Capacity	5 persons	5 persons
Max. Speed	145km/h (90mph)	145km/h (90mph)
Min. Ground Clearance		
	190mm (7.5in.)	190mm (7.5in.)
Max. Grade Ability (sin $\theta$ )		
4-speed T/M	0.370	0.363
3-speed T/M	0.367	0.374


## Equipment Applications According to Models:

	Standard	Deluxe
Disc brakes up front	Opt.	Opt.
Wheel cover	Opt.	○
Over rider	Opt.	○
Cigarette lighter	x	○
Tinted glass	Opt.	Opt.
Armrest	x	○
Carpet	Opt.	Opt.
Headrest	Opt.	Opt.
Front reclining seats	x	Opt.
Outside side mirror	Opt.	Opt.
Heater	Opt.	Opt.
Radio	Opt.	Opt.
Master vac	Opt.	Opt.
Tandem master cylinder	Opt.	○
Collapsible, thick padded steering wheel	Opt.	Opt.
Clock	x	Opt.
Seat belts	Opt.	Opt.
Steering lock	Opt.	Opt.
Inspection lamp	x	○
Anti wind-lift type wiper blades	Opt.	Opt.
50/60 AH battery	Opt.	Opt.
Package tray	x	○
Assist strap	x	○

## Remarks:

- Opt.....Optional equipment, available at extra cost.
- .....Standard equipment, available at no extra cost.
- x.....Not available.

These specifications are subject to change without notice.

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