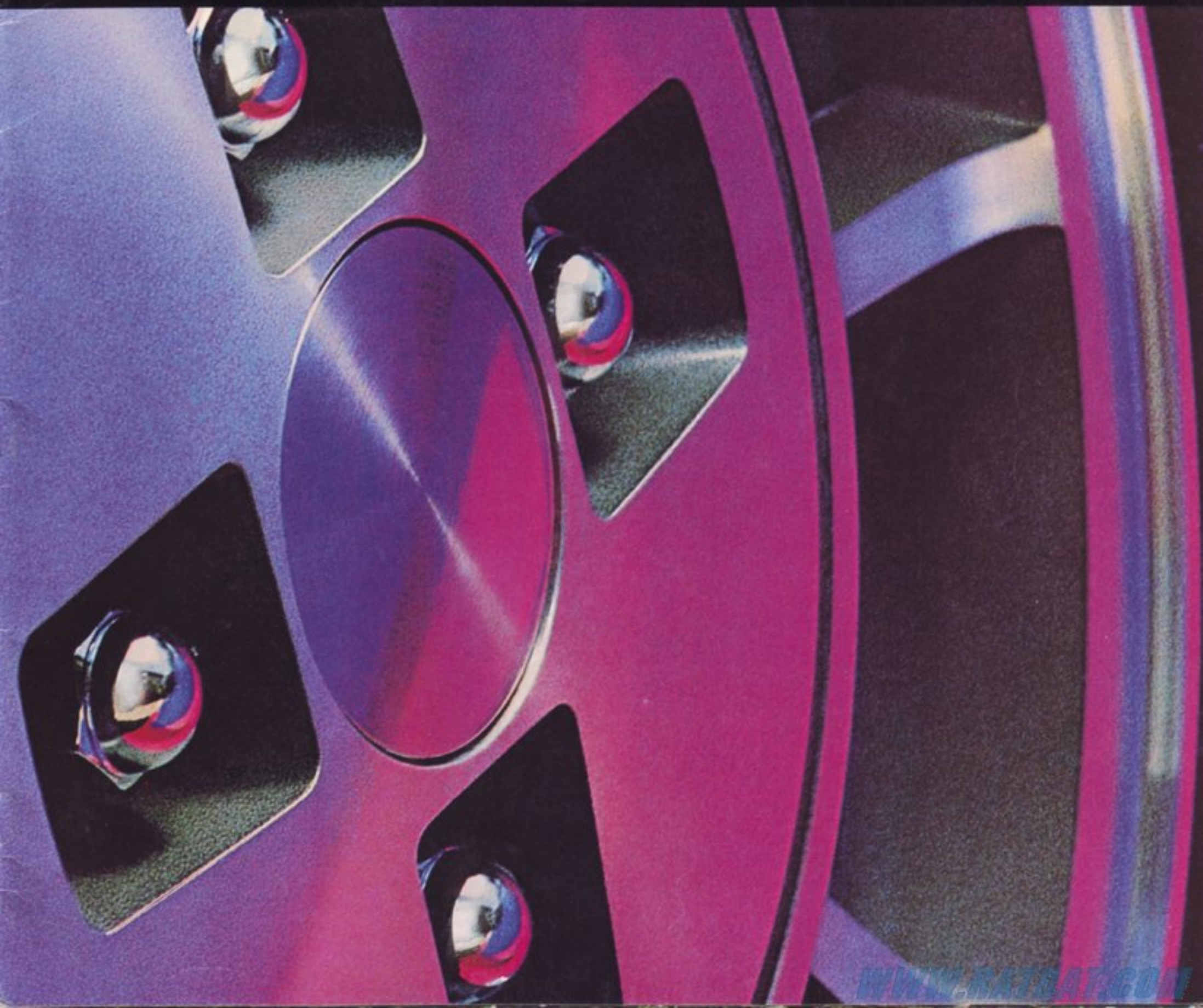


DATSUN 810 MAXIMA AND DL

BY NISSAN



NEW DATSUN 810 MAXIMA. FOR THE LUXURY MINDED WHO LONG TO BE DATSUN DRIVEN.

Out of a passion for quality, a new level of automotive excellence has been born.
The Datsun 810 Maxima Sedan.
Luxurious. Powerful. Extremely capable. Its classic breeding is etched into every graceful line.
It's propelled by a fuel-injected 2.4-liter overhead-cam engine.
Controlled by power-assisted rack-and-pinion steering, fully independent suspension and power-assisted four-wheel disc brakes, ventilated in front.
It's a motor car that expands Nissan's commitment to quality to heroic proportions.

MAXIMA



The all-new Datsun 810 Maxima 4-Door Sedan.

NEW DATSUN 810 MAXIMA. SIMPLY, THE BEST OF EVERYTHING.

You'll control this engineering masterpiece in supreme comfort and maximum luxury.

The deep, pillowed luxury of Maxima's velour seating includes a 6-way driver's seat with, among other comforts, adjustment for front and rear cushion heights and lumbar support. You are comforted by standard air conditioning with dehumidifying heater interlock, surrounded by lush Saxony carpeting. The AM/FM digital four-speaker stereo offers push-button selection of ten stations, seek and scan feature, speaker balance and fader controls and a cassette tape deck.

The standard automatic transmission is complete with Cruise Control. And every Maxima Sedan is equipped with an electrically powered sun roof that automatically deploys a wind deflector as it opens.

You have power all around you—in the windows, in the door locks, the sun roof, the dual outside mirrors and the antenna (automatically goes up when the radio goes on, down when it goes off). You have remote control of your hood, fuel-filler door, cargo door or trunk. (You can disengage the remote trunk feature for parking lot security.)

When you close the door, the courtesy lights are so polite they slowly fade away. The first time you forget to turn off the lights, you're in for a big surprise! A voice will say, "Please turn off the lights!"

The Auto Readout System will assure you when all systems are go, and warn you when they're not. There are covered vanity mirrors behind each sun visor and an automatic timer on the rear-window defroster.

Datsun Maxima. A new level of automotive excellence.



Maxima's swivel spot map light.



Console has master controls for power windows and remote door locks.



Maxima's fold-down rear armrest.



Roll back the electric sun roof and a wind deflector is deployed.



Maxima's handsome instrument panel has complete instrumentation, and almost every conceivable luxury already in place.



Maxima interior is a luxury classic, upholstered in rich velour and finished throughout in sumptuous Saxony carpeting.

NEW DATSUN 810 MAXIMA. IT'S AUTOMOTIVE GENIUS.

This startling new series of motor cars combines Nissan's Z-car engineering with world-car designing. The result is pure genius. The 810 Maxima Wagon not only fulfills your family's desire for roominess and cargo space, it fulfills your desire for road-taming performance and soul-soothing luxury. The split rear seat backs fold down for cargo and lean back for comfort. You get a smooth ride in the Wagon because the computer-tuned leaf springs and solid rear suspension know how to carry a heavy load. Maxima. The performance and luxury of costly European cars at a price much easier to afford.



The load area of the Maxima Wagon is spacious and luxuriously finished in wall-to-wall Saxony carpeting.



Maxima Wagon rear seats not only fold down individually, but they also recline.



Power mirror controls in armrest.



Remote fuel and cargo levers.



Map-pocket in the Maxima door provides a handy storage place.

The all-new Datsun 810 Maxima Wagon, with optional roof rack, wheel lip moldings and woodgrain trim.

DATSUN 810 DL. WORLD-CLASS ENGINEERING.

The 810 DL has a lot in common with the Maxima, including an overhead-cam six-cylinder engine that amazingly combines high horsepower with Datsun's traditional fuel economy.
How? The secret is Nissan's L-Jetronic fuel-injection system. It's one of the most sophisticated and efficient of all fuel-injection designs. The system's brain is a compact computer tucked up inside the instrument panel. It delivers fuel based on its analysis of data like air temperature, engine temperature and air flow through the system. The result: performance a sports car could be proud of, with the kind of frugality that would put some cheerless economy cars to shame.

The DL and Maxima have a lot of comfort and luxury in common, too: tilt steering column, wrapped steering wheel and shift lever, handy stalk controls, quartz digital clock that tells both time and date, powerful halogen high-beam headlights, child-safety locks for rear doors, corrosion protection and more. See page 11 for a complete listing.

Unique DL features include five-speed manual transmission with overdrive, styled steel wheels with trim rings, sporty ZX-style shift knob and seating richly upholstered in glove-soft vinyl or handsome fabric.

*See EPA estimates, page 11



The all-new Datsun 810 Deluxe Wagon, with optional roof rack, wheel lip moldings and woodgrain trim



Five-speed shift, standard on DL.



Quad-beam headlights with halogen high beam, standard on every 810.



Handy stalk control for lights.



Locking filler door is standard.



AM/FM digital stereo and cassette tape dock are optional on DL.



Child-safety locks on rear door.



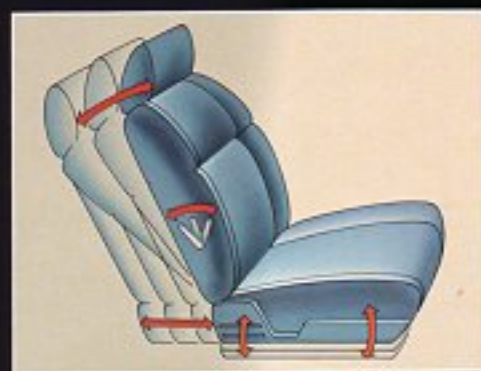
Spacious rear area of the 810 DL, with the 11 tie-downs, 2 tie-downs.

MASTERY OF THE ART OF MOTION.

Before the designers began to make the 810 beautiful, the engineers made it special. These days most economical small-displacement engines are 4-cylinder designs. Not bad for an economy car or a sportster, but not what you'd demand in a luxury machine. Nissan powered the 810 with a smooth-running, powerful six—the latest evolution of the legendary Datsun 240-Z engine. You'll notice the difference. And Nissan's engineers did some things you won't notice, unless you're a mechanic. Or paying for one. Valves are operated by not just one but two carefully matched sets of springs. The ignition is electronic, with no points and no condenser to service. Our new generation 3-way catalytic converter actually keeps engine performance up, rather than robbing you of power. It's the most sophisticated system available, with a "sniffer" that feeds exhaust gas data to the fuel injection computer and constantly refines the fuel/air mixture going to the engine. It's not only better for performance, but it also cleans out more pollutants than the 2-way converters on most cars. It was all done to insure quality. That's because we know the most demanding quality inspector is the one at the end of the line. It's you.



The 810 Deluxe Sedan, with its classic lines.



Maxima driver's seat has six adjustments for complete comfort.



Tachometer is standard on Maxima.



Maxima's time/date quartz clock.



Cruise control, a Maxima standard.



Maxima's standard automatic.



Maxima's computerized Auto Readout System monitors five functions.

MECHANICAL FEATURES

Engine	4-Door Sedan Deluxe	Wagon Deluxe	Maxima 4-Door Sedan	Maxima Wagon
2.4-liter fuel-injected (2,393cc) 6-cyl. OHV	STD	STD	STD	STD
3-way catalytic converter	STD	STD	STD	STD
Electrical				
Solid-state voltage regulator	STD	STD	STD	STD
Maintenance-free battery, 12V, 60AH	STD	STD	STD	STD
Fully transistorized ignition	STD	STD	STD	STD
Transmission				
5-speed overdrive manual all-synchromesh with 3.545 final drive ratio	STD	STD	—	—
3-speed automatic with 3.545 final drive ratio	—	—	STD	STD
Brakes, Steering & Suspension				
Power-assist ventilated front disc/rear disc brakes	STD	—	STD	—
Power-assist ventilated front disc/rear drum brakes	—	STD	—	STD
Rack-and-pinion power-assist steering	STD	STD	STD	STD
Tilt adjustable steering column	STD	STD	STD	STD
Front: Independent MacPherson strut with zero scrub radius	STD	STD	STD	STD
Rear: Fully independent semi-trailing arm	STD	—	STD	—
Rear: Semi-elliptic leaf spring live axle	—	STD	—	STD
Wheels & Tires				
5 1/2 J 14 mag-style aluminum alloy wheels	—	—	STD	—
5 1/4 styled steel wheels	STD	STD	—	STD
Trim ring and hub cap	STD	STD	—	—
Wire wheel covers	—	—	—	STD
185/70 SR14 steel-belted radial blackwall tires	STD	STD	—	—
185/70 HR14 steel-belted radial whitewall tires	—	—	—	STD
185/70 HR14 steel-belted radial blackwall tires	—	—	STD	—
Normal spare tire	—	STD	—	STD
Temporary spare tire	STD	—	STD	—

EXTERIOR FEATURES

Mirrors				
Styled tinted mirrors	STD	STD	STD	STD
Dual electric remote control	—	—	STD	STD
Wipers/Washers				
2-speed windshield wipers with variable intermittent speed and washer with intermittent feature	STD	STD	STD	STD
Windows				
Power windows	—	—	STD	STD
Tinted safety glass all around	STD	STD	STD	STD
Dark upper windshield band	—	—	STD	STD
Locks				
Centralized locking	—	—	STD	STD
Child-safety rear door locks	STD	STD	STD	STD
Other				
Quad-beam rectangular headlights with halogen high beams	STD	STD	STD	STD
Electric metal sun roof with automatic wind deflector	—	—	STD	—
Corrosion protection	STD	STD	STD	STD
Pin stripping	—	—	STD	STD
Electric antenna, automatic raising and lowering	OPT	OPT	STD	STD

INTERIOR FEATURES

Courtesy Lights				
Cargo/trunk light	STD	STD	STD	STD
Glove box light	STD	STD	STD	STD
Ash trays/cigar lighter illumination	STD	STD	STD	STD
Ignition lock illumination	STD	STD	STD	STD
Moveable spot map light	—	—	STD	STD
Fade-out overhead lights	—	—	STD	STD
Illuminated entry system with fade-out feature	—	—	STD	STD
Instruments				
Speedometer	STD	STD	STD	STD
Trip odometer	STD	STD	STD	STD
Tachometer	—	—	STD	STD
Fuel	STD	STD	STD	STD
Coolant temperature	STD	STD	STD	STD
Oil pressure	—	—	STD	STD
Voltage	—	—	STD	STD
Quartz digital time/date clock	STD	STD	STD	STD
Warning Lights				
Brake	STD	STD	STD	STD
Charging	STD	STD	—	—
Low fuel warning light	—	—	STD	STD
High beam indicator	STD	STD	STD	STD
Oil pressure	STD	STD	—	—
Rear-window defroster	STD	STD	STD	STD
Auto Readout System: Door ajar, fasten seat belts, burned-out tail-light/stoplight, low washer fluid, exhaust maintenance sensor	—	—	STD	STD
Air Conditioning/Heating/Ventilation				
Fully integrated air conditioning	OPT	OPT	STD	STD
Bi-level heater/defroster with 4-speed fan	STD	STD	STD	STD
Side-window defoggers	STD	STD	STD	STD
Rear footwell heater outlets	—	—	STD	STD
Electric rear-window defroster	STD	STD	STD	STD
Rear-window defroster timer	—	—	STD	STD
Seating				
Lowback reclining front bucket seats with adjustable head restraints	STD	STD	STD	STD
Fold-down rear seat back	—	STD	—	—
Split fold-down rear seat backs (reclining)	—	—	—	STD
Driver's seat adjustable lumbar support	—	—	STD	STD
Tilt-adjust driver's front seat cushion	—	—	STD	STD
Armrests/Storage				
Rear-seat center armrest	—	—	STD	—
Center console with storage	STD	STD	—	—
Large center console with storage and lid	—	—	STD	STD
Map pockets	STD	STD	STD	STD
Trim				
Carpeted lower doors	—	—	STD	STD
Cut-pile carpeting	STD	STD	—	—
Saxony carpeting	—	—	STD	STD
Full carpeting for trunk	STD	—	STD	—
Full carpeting for cargo area	—	STD	—	STD
Color-coordinated vinyl headlining	STD	STD	—	—
Color-coordinated cloth headlining	—	—	STD	STD
Convenience				
Cruise Control with resume feature	—	—	STD	STD
Vanity mirror with cover, both visors	—	—	STD	STD

INTERIOR (cont.)

Vocalized headlight warning	—	—	STD	STD
Inside hood release	STD	STD	STD	STD
Remote trunk/cargo door opener	—	—	STD	STD
Remote fuel-filler opener	—	—	STD	STD
Disconnect feature (trunk can be opened only with special trunk key)	—	—	STD	—
Other				
AM/PM digital multiplex 4-speaker stereo with seek and scan feature, speaker balance and fader controls and cassette tape deck	OPT	OPT	STD	STD
Day/night near view mirror	STD	STD	STD	STD
Electric antenna, automatic raising and lowering	OPT	OPT	STD	STD
Warning chimes	STD	STD	STD	STD
Safety-Features				
Energy-absorbing steering column	STD	STD	STD	STD
Seat belts	STD	STD	STD	STD
Front seat-belt warning light	STD	STD	STD	STD
Flame retardant interior materials	STD	STD	STD	STD
Dual brake system	STD	STD	STD	STD
Impact-absorbing bumpers	STD	STD	STD	STD
4-way hazard warning lights	STD	STD	STD	STD
Steering column lock	STD	STD	STD	STD
Padded instrument panel	STD	STD	STD	STD
Backup lights	STD	STD	STD	STD
Padded sun visors	STD	STD	STD	STD
Front and rear side-marker lights	STD	STD	STD	STD
Safety door locks	STD	STD	STD	STD

OPTIONAL EQUIPMENT

AM/PM monaural radio	OPT	OPT	—	—
Cassette tape deck	OPT	OPT	STD	STD
Color-coordinated carpeted or rubber floor mats	OPT	OPT	OPT	OPT
Woodgrain trim	—	OPT	—	OPT
Roof luggage rack	—	OPT	—	OPT
Rear-deck luggage rack	OPT	—	OPT	—
Mag-style aluminum alloy wheels	OPT	OPT	STD	OPT
Removable cargo cover	—	OPT	—	OPT

DIMENSIONS AND WEIGHT

Wheelbase (in.)	103.4	103.4	103.4	103.4
Length (in.)	183.3	186.8	183.3	186.8
Width (in.)	64.6	64.6	65.2	64.6
Height (in.)	54.5	55.7	54.5	55.7
Curb Weight* (lbs.)	2740	2844	2800	2903
Fuel Capacity (gal.)	16.4	15.9	16.4	15.9

*Weights with optional equipment or California emissions equipment will be slightly heavier.

1981 E.P.A. ESTIMATED 810 MPG

	Deluxe (5-speed)	Maxima (Auto)
49 States Est./Hwy	21/34	22/27
California Est./Hwy	23/35	22/27

1981 E.P.A. estimates. Remember: Compare these estimates to the "estimated MPG" of other cars. You may get different mileage, depending on how fast you drive, weather conditions and trip length. Also remember that your actual highway mileage will probably be less than the EPA estimated highway fuel economy. All illustrations and specifications in this catalog are based on the latest product information available at the time of publication. Nissan North America, Inc. reserves the right to make changes at any time without notice. In graphic, color, materials, equipment, specifications and models, and to discontinue models. For information on additional options and accessories, contact your Nissan dealer. All specifications, options and accessories shown in this catalog apply to the 49 States. Specifications, options and accessories may differ in Hawaii, U.S. territories and other countries.

NISSAN IMPROVES THE QUALITY IN YOUR LIFE.

Nissan Motor Company, Ltd., maker of the Datsun, is one of the world's leading manufacturers of cars and trucks. It's a company with a single-minded devotion to building quality into every Datsun it makes.

That's why, when you buy a Datsun, you get an engine that has been thoroughly tested and totally proven. You get a body that has been pelted with seven tons of water to assure its watertightness.

You get a transmission that has been completely inspected. Axle shafts that have been charged with high voltage for added strength. A computer-controlled parts system, backed by 12 warehouses and more than a thousand Datsun dealers nationwide.

And you get one thing more: Dedication. You get a quality Datsun because we're convinced that's the way to add quality to your life.

DATSUN
WE ARE DRIVEN



WWW.NATDAT.COM

From Nissan with pride.

Nissan Motor Co., Ltd., manufacturer of Datsun cars and trucks, has a firm commitment to quality. The depth of that commitment is apparent in every Datsun sold.

It starts with a concept that takes into account the function of the car; the comfort of the user and the kind of driving that will be done with it.

It includes design excellence. The kind of technical achievements and innovations you've seen throughout this brochure. Nissan's engineers never stop looking for ways to apply the latest technology to the car you'll be driving.

And it includes the kind of meticulous construction and relentless testing that go into every single Datsun. Production lines aren't just a chain of individual jobs. They're teamwork, with every person on the line entitled to stop the production if a problem comes up. Nissan workers have the right—indeed, are expected—to check the quality of the pieces they're given to work on. And rigorous tests, including dumping tons of high-pressure water on the finished vehicle, are conducted on every single Datsun car and truck.

All of that is why we say we are driven to offer you vehicles built to last. To conserve energy. To meet your expectations. Cars and trucks built with pride.

DATSUN
WE ARE DRIVEN

PRODUCT OF NISSAN

