

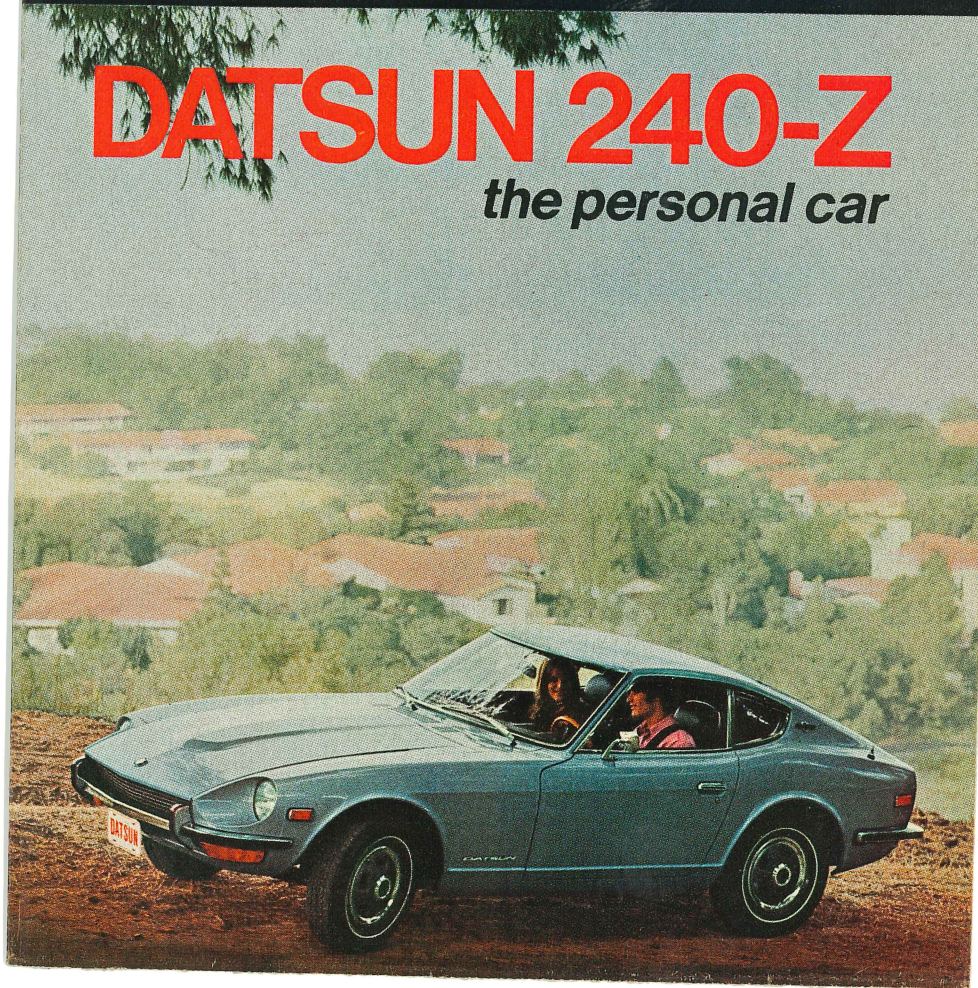
New in concept, new in design, the Z-Car is a new kind of car built to meet American demand—a personal car that looks and drives like an expensive, limited production import. □ The Z-Car features an advanced, 150 HP, 6 cylinder, overhead cam engine — twice the power of some personal cars at half the cost of

some others. Room for two in a luxurious, vinyl upholstered cockpit. Smooth, road-hugging fully independent suspension all around. Power front discs. Solid unitized body. □ The Z-Car launches a voyage of discovery — a new class of personalized transportation. Very possibly, it's just the car for you.

*discover the new world of Datsun*

# DATSUN 240-Z

*the personal car*





Z-Car engineering is reflected in Datsun's right-sized family cars for 1970. The Datsun 510 line delivers new comfort, safety and economy for mobile Americans. □ **DATSUN/2-DOOR & 4-DOOR—No-cost extras that others sell you**—Datsun's 5-seaters have safety front discs that stop quick and straight in any weather. A 240-Z-type fully independent rear and single strut front suspension that level rough spots. A silky, all-synchromesh 4-speed stick

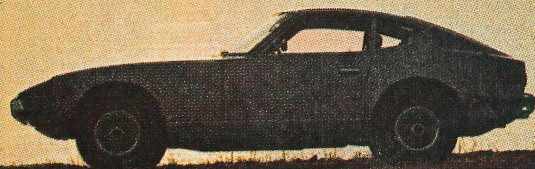
that lays down a smooth track of controlled, economical power. □ Easy to own and drive, they get up to 25 miles per gallon with a rugged 96 HP engine ... one-of-a-kind in their price class. □ Z-Car inspired interiors are luxurious with full vinyl upholstery. Front bucket seats are body contoured for long run comfort. A quiet flow-through fresh air system keeps you cool with the windows up. Keeps the conversation easy, too. □ Whitewalls, dual-head-

lights, 2-speed wipers and washers. Options like a fully automatic 3-speed transmission. Air conditioning, vinyl top. Fine car features and miles and miles of heart for safe, economical, fun driving. Safari down to your dealer and bag a couple. Datsun/2, \$1935\*. Datsun 4-Door, \$2035\*. You can easily afford both! □ **WAGON—He buys it—She loves it.** The perfect size family wagon is a car and a half. A lot of load space

for a little money. Up to 25 miles per gallon gas economy. Maneuverable, too. Parks easy—terrific in traffic. 96 HP, overhead cam engine, 4-speed stick or optional fully automatic 3-speed transmission. Safety front discs, plush & practical vinyl interior. □ The long list of no-cost extras is just like the Sedans'. Discover daily utility and vacation fun. Datsun delivers the goods for just \$2265\*

\*PLUS TAX, LICENSE, D&H, LOCAL FREIGHT (EXCEPT HAWAII).  
PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

*brilliant engineering  
in the  
Datsun tradition*





Datsun sportiness comes with room for 2, 3 or 5. Datsun sports 1600 or 2000, Datsun/2 Door and Datsun Pickup. □ **The Track Stars**—Datsun's Sports 1600 and 2000 are flat-out, soft-top, race-winning two-seaters with the comfort and refinement of a \$6,000 GT. □ The 96 HP "OHV" 1600 engine is quick and responsive on the back roads and turnpikes. It's paired with a slick 4-speed stick; husky, fade-free 11.2" front discs. □ The 2000 comes on even stronger with an overhead cam engine, 135 HP, and 5-speed trans-

mission. □ Comforts like an all-vinyl cockpit with deep-padded buckets, full carpeting, locking console and glove compartment are bonuses you can love. The tonneau cover and radio are all included in over \$300 of no-cost extras. □ At just \$2766\* for the 1600—\$3096\* for the 2000, they're the biggest sports car values going. □ **DATSUN/2 DOOR**—Take a sporty, 5-seater Datsun/2—already dubbed "Super Coupe" because of its superior acceleration and handling. Now add some dealer-installed extras like radials, mags, vinyl

top and console. Tell him to paint on a couple of racing stripes and you've got *The Sizzler*. □ Front buckets and all-vinyl interior. Plus a 96 HP OHC engine for a lively weight-to-power ratio. A 4-speed stick stirs the horses. A race-proven fully independent rear suspension handles the bumps and corners. □ Datsun/2 Door's price, just \$1935\*, plus as much sizzle as you wish. Dealer installed air conditioning, too. □ **L'I'L HUSTLER PICKUP**—Now with 40% more power, Datsun's Pickup takes

three to the fun spots quicker. The Z-Car type 96 HP overhead cam engine hauls more, tows more. Still gets up to 25 miles per gallon. □ The Li'l Hustler is a sports car with the world's biggest trunk. Six feet of rugged all-steel bed. Fast-shifting 4-speed stick. Torsion bar front suspension. Heavy duty rear axle. A cute & hard-nosed fun-finder to add 40% more hustle-power to your life. □ You'll save 50% when you buy it, 50% when you drive it. The No. 1 Selling Import Truck is just \$1875\*.

\*PLUS TAX, LIC., D&H, LOCAL FREIGHT (EXCEPT HAWAII). PRICES & SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

*the sporty world*

*of Datsun*



*A bold new experience—  
the Datsun 240-Z.*



Nissan Motor Co. Ltd., producer of Datsun motor cars, has been making automobiles for 37 years. With total 1968 sales of \$1.3 billion, it is the 24th largest corporation outside the U.S.A. Every 240-Z, Sedan, Wagon, Pickup and Sports Car is backed by decades of growth and experience, and proudly bears the Product of Nissan trademark. □ Now Nissan has 45,000 employees, eight production plants, offices in 100 countries. Plus such things as an auto-

matic wharf and four huge, car-carrying ships. It is the sole owner of its U.S. distributor, Nissan Motor Corp. in U.S.A., supporting it with immense resources. □ The integrity of Datsun components is proven in the lab; performance and crash-tested on test tracks. A dedicated technology and wide variety of research and development programs uphold the quality and craftsmanship that distinguish every vehicle. □ Eight hundred dealers

across the U.S. and Canada... soon to be expanded to 1,000... are fully integrated with Nissan's extensive parts and service complex. □ Datsun U.S.A., parts warehouses and service training schools are located in Gardena, Calif., Secaucus, N.J., Houston, Tex., Portland, Ore., and Jacksonville, Florida. Additional warehouses are operated in San Francisco, Calif. and Toronto, Ontario. By next year, computer connection between all warehouses will

keep tabs on 25 thousand different items. □ The solid, responsible dealer network, working with firm factory support in all important after-purchase servicing, makes Datsun's 12 month/12,000 mile warranty valid and effective. □ We have discovered—as you will—that concentration on detail from design through manufacture, delivery and service makes "Product of Nissan" meaningful—and ensures reliable, economical cars for happy customers.

**Product of Nissan—a reputation for**

**excellence known around the world.**



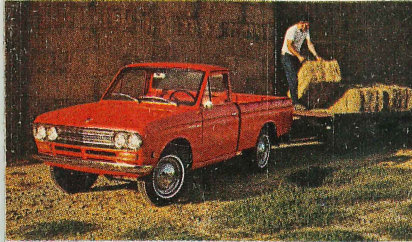


**Li'l Hustler—now with 40% more power**—Now Datsun's work-a-day world-beater delivers 40% more hauling power for everything from building materials to packing a camper on a weekend. □ You hustle more profits with a super-efficient 96 HP overhead cam engine. Cut operating costs with up to 25 miles per gallon economy and proven reliability. □ 4-speed all synchromesh stick shift puts the power in your palm. Steel girder frame, tor-

sion bar front and heavy duty rear suspension ride money-making loads in a rugged six foot steel bed. □ Room for 3 in an all-vinyl upholstered cab. Quick-acting heater/defroster dual speed washers. Great visibility and maneuverability, too. □ The 40% stronger Li'l Hustler. It's a saver from the word go...up to 50% in initial price and operating expense. No wonder at just \$1875\* it's the No. 1 Selling Import Truck.

**Make the Sound Move...Drive a Datsun, then decide.**

\*PLUS TAX, LIC., D&H, LOCAL FREIGHT (EXCEPT HAWAII). PRICES & SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.



**DATSUN**   
SEDANS • WAGON • PICKUP • SPORTS CARS

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