

**The Porsche 944,
for the fun of it.**





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

What are the things in life you enjoy most? Mountains to climb? Waters to play in? Sun? Sand? Space?

Whatever they are, you'll find them even more enjoyable in a Porsche 914.

It's as close as we could get to building a mountain goat. It'll take you to the most dizzying heights, thanks to electronic fuel injection that feeds the engine the exact amount of gas it needs at all times.

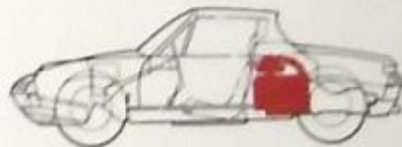
As a matter of fact, with its 4-wheel independent suspension your 914 will feel right at home on most kinds of terrain.

The steepest trail is no problem, with its 5-speed gearbox.

And having an engine in the middle gives you a low center of gravity. Better balance, front and rear. It makes the car extremely stable. Lets you corner superbly. And decelerate more evenly (something that's just as important as acceleration) because the wheels carry a more equal load.

But what goes up the mountain must come down. So the 914 has 4-wheel disc brakes. And rack-and-pinion steering that lets you feel the road through the sharpest bends.

Mountain goat? Maybe. But if you're heading for the open spaces, next to a camel the 914 is the most practical thing you could take along. It has a lightweight air-cooled engine that can't boil over or freeze up. It goes forever without a drink of water. And far between oases, about 26 miles to the gallon.



Something else that makes the 914 practical is its steering column. It has a turn signal switch, high beams, horn and windshield wiper/washer control built right on it. Which lets you operate them without taking your hands off the wheel.

For your further pleasures, the 914 offers even more to make you feel good. A foam-padded vinyl dashboard. Pop-up headlights. And behind the steel roll bar, the name PORSCHE neatly spaced out. After all is said and done, that might be the thing you'll enjoy most of all.





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

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 doors are big and wide. And there's enough headroom, shoulder room and hip room inside to handle just about anybody who comes along.

Headroom, for instance, is 35.9". There's 54.2" of shoulder room, 57" of hip room—that's wider than in a Rolls-Royce Silver Shadow!

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 rare car driver.

As for the seats themselves, well you couldn't ask for a better place to sit. They're firm and comfortable. 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 a console tray. Flo-through ventilation all around. Carpeting. Plus lots and 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.







You can pack a lot of good times into it.

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 6 cu. ft. trunk in front of the driver, the other is a 9 cu. ft. 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 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 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?







When you get the urge, you can go topless.

The 914's a fair weather friend that won't let you down in foul weather.

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 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 halfway 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 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 other 2-seaters.

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

So why not take one out. And open it up.







And to tempt you with extra pleasures, the 914 S.

Impressed with the features of the 914? Well, take a look at the 914 S.

It comes equipped with all the things that are on the 914. Plus!

There's a bigger engine with more horsepower. It makes you feel as good as you look.

It has forged light alloy wheels. They make you look as good as you feel.

Between the two front seats is a deluxe console. It comes with a clock, Oil pressure gauge, Voltmeter. And, on top of that, it's a handy catch all for maps, loose change and anything else you like to have within easy reach.

Some other things that are optional on the 914, but come as standard equipment on the 914 S are fog lights, Chrome bumpers, A dual tone horn, Velour carpeting, A leatherette-covered roll bar, as well as a leatherette-covered steering wheel. And a padded arm rest, complete with a storage compartment.

So, if you're looking for a Porsche that takes up where the 914 leaves off, take a look at the 914 S. It's a little more powerful way of having a powerful lot of fun.



Specifications

	914	914S
ENGINE:	Number of cylinders	4
	Bore	3.54 in.
	Stroke	2.60 in.
	Displacement, act.	102.3 cu. in. (1679 cc)
	Compression ratio	8.2:1 (California 7.3:1)
ENGINE DESIGN:	Horsepower SAE net	76 at 4800 rpm (Calif. 69 at 5000 rpm)
	Type	Horizontally opposed 4, 4 stroke cycle, air cooled
	Valve arrangement	Overhead
	Valve drive	Pushrods
	Camshaft drive	Gear type
DIMENSIONS:	Crankshaft	Forged steel, 4 main bearings
	Wheelbase	96.5 in.
	Track, front	52.4 in.
	Track, rear	54.0 in.
	Overall length	159.4 in.
	Overall width	65.0 in.
	Overall height (unloaded)	48.4 in.
	Ground clearance (loaded)	4.7 in.
	Turning circle	Approx. 33.5 ft.
	Dry weight DIN	2128 lbs.
WEIGHTS:	Max. permissible weight	2667 lbs.
	Top speed	Approx. 106 mph
	Fuel consumption (DIN Std. 7000)	Approx. 28 mpg (US) 34 mpg (Imp)
PERFORMANCE:	Lubrication	Pressure lubrication
	Carburetion	Bosch electronic fuel injection
	Rated voltage	12 Volt (alternator 700W)
ELECTRICAL SYSTEM:	Battery	45 Ah
	Ignition	Battery, coil and distributor
	Location of engine	Mid engine, in front of rear axle
DRIVE TRAIN:	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 suspension	Independent, with transverse control arms
	Front springing	Longitudinally mounted round section torsion bar, 1 per wheel
	Rear suspension	Independent, with longitudinal control arms
	Rear springing	Coil springs—with hydraulic, double acting telescopic shock absorbers, 1 per wheel—and rubber buffers
	Servine brake	Over circuit brake system, hydraulic disc brakes on all 4 wheels
	Hand brake	Mechanical disc brake on rear wheels with control light
	Brake disc diam.	Front 11.6 in. (281 mm) Rear 11.1 in. (282 mm)
	Rims	4 1/2 x 15 (steel)
	Tires	155 SR 15 Tubeless
	Steering	Rock and piston
	Steering ratio	17.78:1