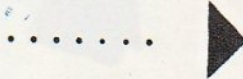
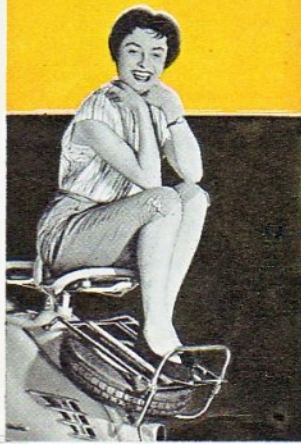


PRIMA

The SCOOTER SHOP
Wolverley House,
19, D'CBETH.

Make yourself comfortable on the NSU Prima . . .

MID 6308





Over 138 000 Prima scooters are on the road. That is surely proof, if proof is needed, that this famous, superbly designed and finished NSU machine has an appeal which is second to none.

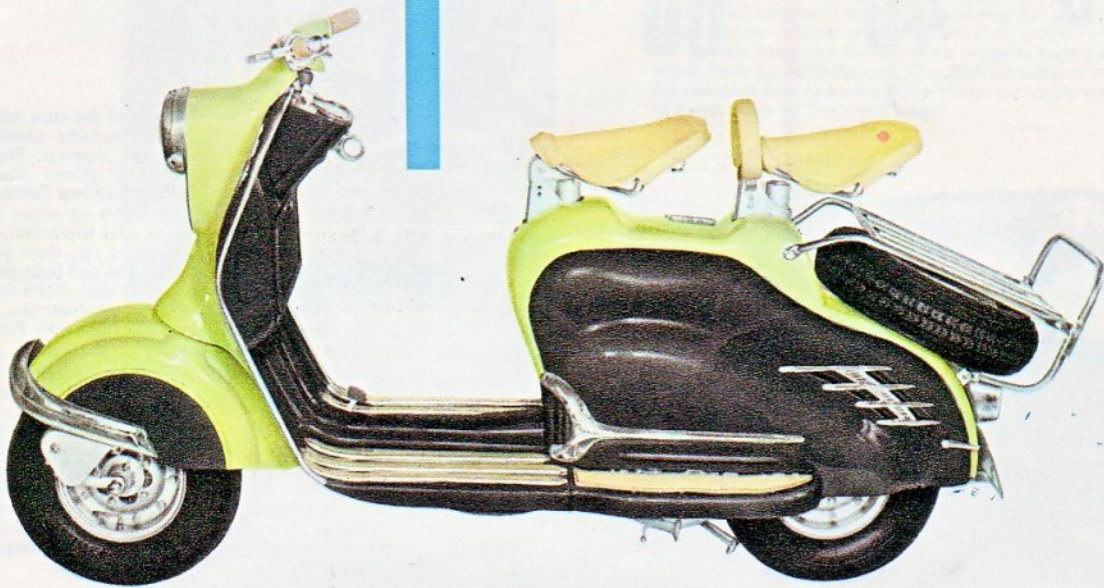
You have almost certainly seen a Prima in action. **Seen** is the operative word; for its magnificent colours and attractive, functional shape combine with an almost noiseless engine.

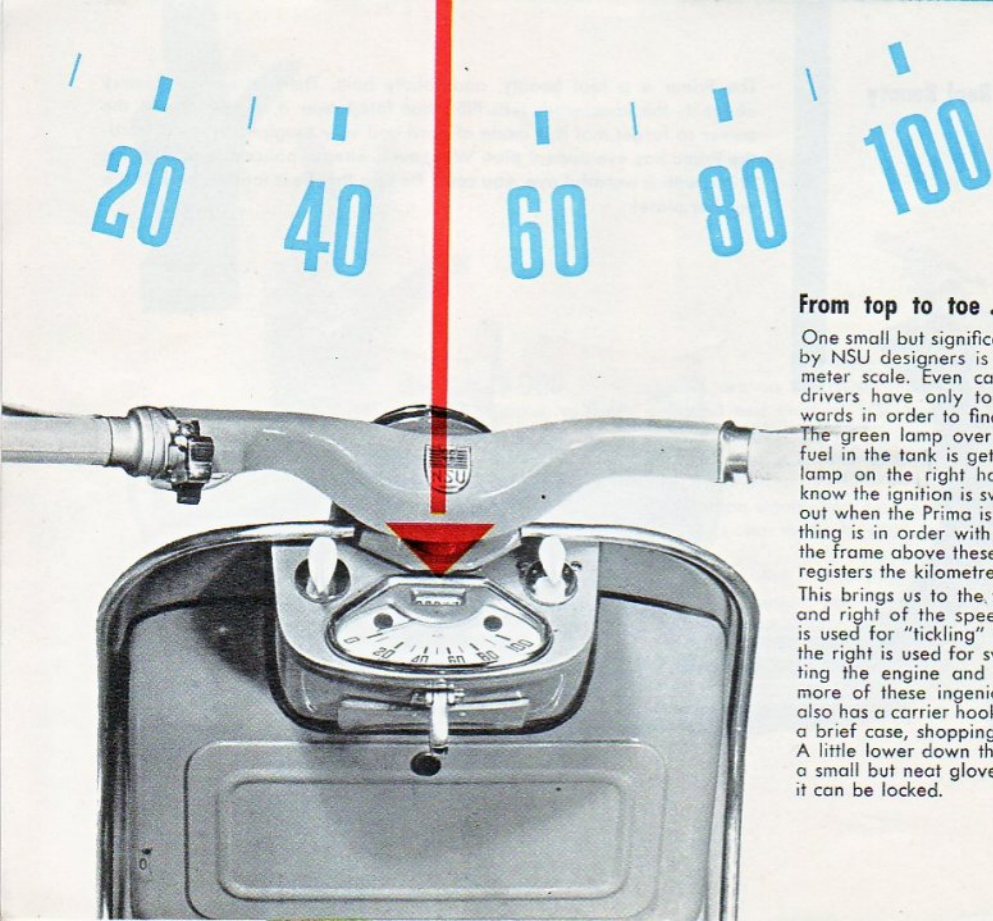
Yet, despite the tremendous reputation established by the first models of the Prima, NSU have developed even further the constructional methods which proved so satisfactory in more than 100 000 vehicles.

The best features have been retained. But in one vital respect, an addition has been made — more comfort, both for rider and passenger, has been built into the Prima. Comfort, which gives not only a more pleasant journey, but also greater safety, was much more important to the NSU designers than extra cubic capacity and horsepower. After all, the Prima is pretty fast with its maximum speed of 55 m. p. h. It will be a long time before normal traffic conditions lend any point to faster speeds than that. In the most important of all qualities the Prima stands supreme — it provides **safety through comfort**.

A Real Beauty

The Prima is a real beauty, and solidly built. There is nothing clumsy about it; the coachwork that NSU has fitted over it, almost causes the owner to forget that it is made of hard and very tough metal. In a word: the Prima has eye-appeal **plus**. Why, even when a policeman follows the Prima with a watchful eye, you can't be sure that he is looking only at the number plate!

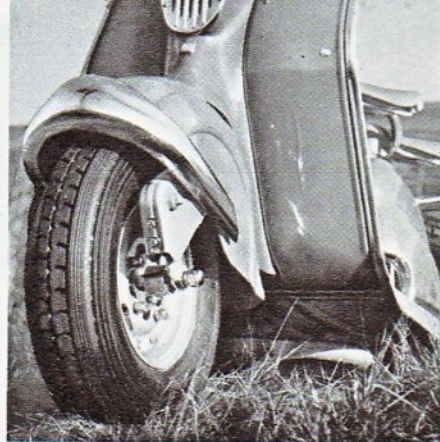




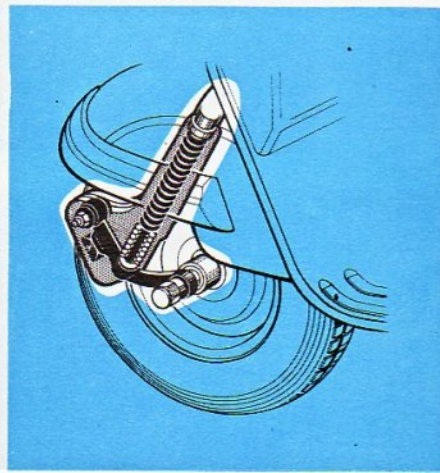
From top to toe . . .

One small but significant example of the care taken by NSU designers is the Prima's outsize speedometer scale. Even car drivers are envious. Prima drivers have only to cast a hasty glance downwards in order to find out what they are "doing". The green lamp over the zero lights up when the fuel in the tank is getting short. And when the red lamp on the right hand side lights up, then you know the ignition is switched on. The red light goes out when the Prima is running — a sign that everything is in order with the electricity generation. In the frame above these two control lamps the Prima registers the kilometres travelled up to 99999.

This brings us to the two white buttons to the left and right of the speedometer. The left hand one is used for "tickling" from a distance; the one on the right is used for switching on the ignition, starting the engine and switching on the lights. But more of these ingenious devices later. The Prima also has a carrier hook which will conveniently take a brief case, shopping bag or other light luggage. A little lower down there is a place for valuables: a small but neat glove box. It is so handy because it can be locked.



This fat and tough little fellow, together with his rear companion, has a fine tread which smooths the Prima driver's path and has a lot to do with the marvellous road-holding qualities of the machine. NSU continues to fit 8-inch wheels for a very good reason — they keep the centre of gravity of the vehicle low, and there are no weights high up which have to be balanced. The thick air cushion in the oversize low pressure tyres shows no tendency to bump even on the worst roads.



The deep springing of the front wheel, the internal construction of which is shown in our drawing, takes all the sting out of pot-holes. Technical people call this **bell-crank lever springing**. It can be depressed an incredible distance without hitting the stop. The rear wheel springing is not too soft either, because it is backed up by a large hydraulic shock-absorber. In short: Prima springing spoils the driver, but not the journey! Incidentally, the shining edge which the Prima carries on its front mudguard is a bumper which looks good and will also take a lot of knocks when the clearance in front of the Prima becomes uncomfortably small.

1. Ignition

It is generally much more difficult to find the ignition key in your trouser pocket than to use the key to start the Prima. You merely put it into the hole provided on the right above the speedometer. By the way, this hole has a smart cap on it for rainy days, which stops the water from getting in.



The Prima is a marvellous starter



2. Tickling from a distance

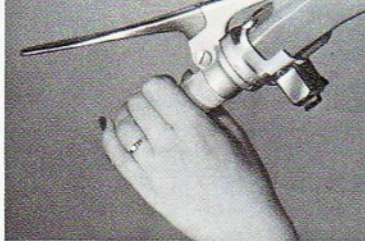
Even now you can generally tell a motor-cyclist from the smell of petrol on his index finger. He gets this from tickling the carburettor before starting from cold. Prima riders are better off; they tickle from a distance with the white button on the left above the speedometer. A cold engine is no trouble; it always starts immediately if this button is pressed first.



3. Starting

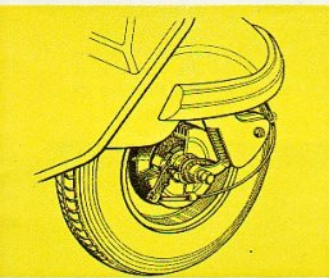
Another example of attention to detail. It may sound unbelievable, but the ignition key for the Prima is mainly intended to save shins and nylon stockings. It makes the kick-starter superfluous. Prima drivers start electrically by pressing gently on the button, just like car drivers. As already stated, this same button also turns on the lights.





4. Gear-Changing

Just pull the clutch lever and turn the grip to the number of the required gear. With the Prima, gear changing is as easy as that. NSU have not gone in for an automatic change. And surely all good drivers will agree with their reasoning, for they themselves like to decide which gear is suitable for any given condition of traffic. It is a wonderful feeling to pull away from thick traffic under the acceleration given by a low gear.



6. Braking

A powerful engine requires powerful brakes. In this case also NSU played for safety and made the braking effect on the Prima much greater than is required by law. But in spite of this both the hand and the foot-brake come on gently. Definitely the iron hand in the velvet glove.



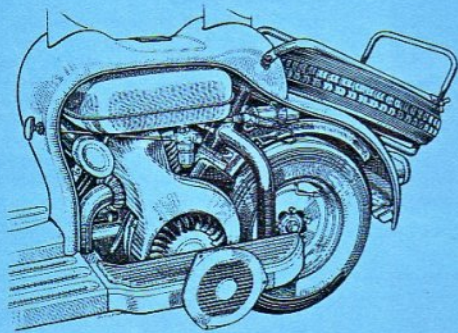
5. The Throttle

In your right hand you are holding the reins of six very lively "horses". The twist grip is capable of extremely fine adjustment; with it you can give the engine just a little more, so that it has exactly the amount of fuel it requires. This engine is so flexible that you really can drive with a twist of the wrist.



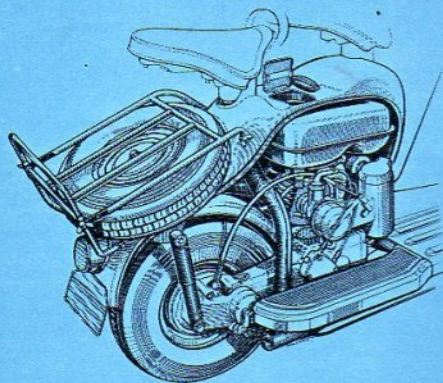
7. Parking

You quite often see drivers who seem grimly determined to tear the passenger seat off their machine. They tug away with a red face and a mounting temper in order to heave their machine on to its stand. But not Prima drivers. They gently tap their scooter underneath with the tip of their toe — down comes a prop, and the Prima stands on its own. There is of course a centre stand, in case a wheel has to be changed.



Cooling the Cylinder

With its 150 cc capacity and 6.2 b.h.p., the Prima certainly doesn't lack fire. Neither, on the other hand, does it lack an efficient cooling system. In fact, cooling is so important that NSU did not, as so often happens, rely simply on wind which is, of course, weakest when the engine needs it most — up long hills where the speed is low but the output of the engine, and therefore the heat developed, are greatest. Prima drivers can negotiate hills without worry because their cylinder is cooled by a turbine. An impeller takes the air entering through the slits in the front of the coach-work and drives it between the fins of the cylinder. The cooling wind given by this blower is the most powerful when the machine is being driven fast in low gear, i.e. when it is running at high r.p.m.



Perfect Power Transmission

Obviously, if a scooter is to go along, the power from its engine must be transmitted to the driving wheel, so that the latter turns round. In the case of the Prima, the method chosen by NSU is not a chance one. It is done just as in cars, by means of a shaft. The rear wheel is therefore not connected to a chain, which has to be adjusted or serviced. Further, there are no belts which may slip, but only teeth which engage very exactly, and are not subject to wear. By the way, in the illustration on the left you can also see the large shock-absorber which we have already mentioned. This illustration also shows another use for the teeth. The long flexible drive which goes up from the rear hub leads to the speedometer, where the revolutions of the driving gear are converted into miles

Up Steep Hills



1 in 3

Brenner

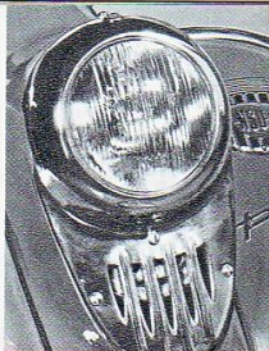
1 in 7

St. Gotthard

1 in 10

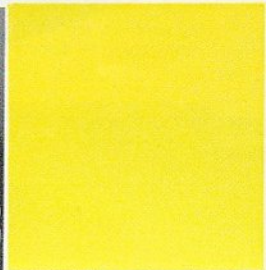
You can get up any hill on the Prima. There are no passes worthy of the name that the Prima cannot tackle. 1 in 3 inclines — which the Prima can climb with two up — are normally reserved for mountaineers or wild goats and deer. The enormous climbing power of the Prima makes play with the more popular European passes such as the St. Gotthard (1 in 10) and the Brenner (1 in 7). In Britain the Pennine heights and Porlock, the Scottish Highlands and the South Downs are taken in the very powerful stride of this very remarkable machine.

To combine the headlamp and horn into one chromium-plated whole was one idea. This fashion is only just coming in. The Prima headlamp has a 35 watt bulb like a car. Besides the headlamp, up or dipped, it also has a parking light. The horn on the Prima is sufficient to stir sleepy drivers and pedestrians, but is not unpleasant to the ear.



Bright ideas from NSU

One glance and thieves leave the Prima strictly alone. The lock on the steering is foolproof and theft proof. Here, too, there is a cap to keep out rain or mud.

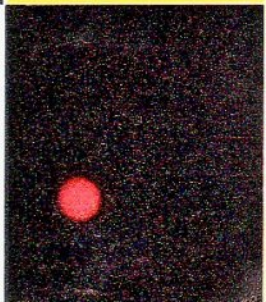


A "bar" is not really the right term for this steel pressing. The Prima has no wire entanglement in front.

Another good idea is the placing of the petrol tap at about the height of the driver's knee outside on the coachwork. This is turned with the ignition key. Prima drivers do not need to dive under the bonnet.



A red light shows anybody behind the Prima that its driver is putting on the brake. Of course there is the usual provision for a tail light and illumination of the number plate





NSU PRIMA

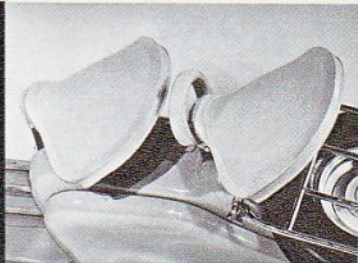
Of course (with NSU) the spare wheel and luggage carrier are standard. Prima drivers like to go on holiday on their scooter and therefore value a firm, adjustable luggage carrier, which need not be taken off when you want to get to the spare wheel.



An impression of luxury is given by the chromium-plated frame to the leg shields.

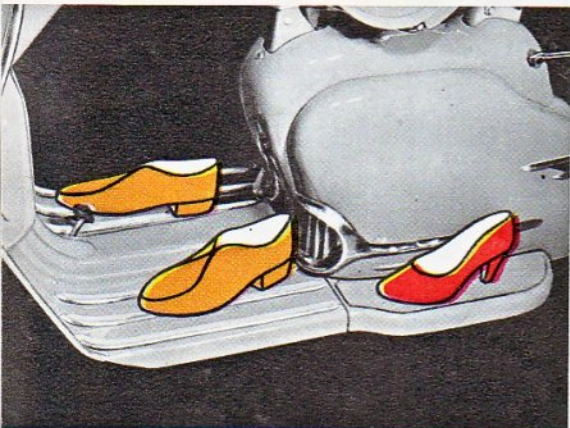


Scratches on the enamel are prevented by the handsome chromium-plated edges on the air slits.



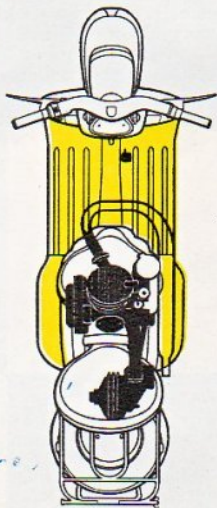
Some people think that a single seat, giving close contact between driver and passenger is desirable, but contact between the driver and his machine is certainly not wanted. That is why NSU have retained the sprung rubber saddle for the Prima, the softness of which is valued by every owner, in rough conditions and smooth. The spring travel on this super saddle has been increased to 4 inches.

No Claustrophobia



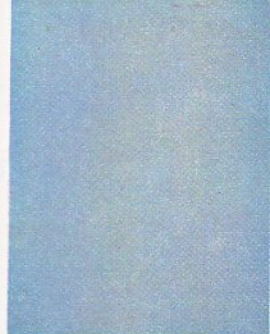
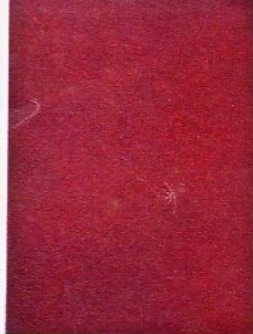
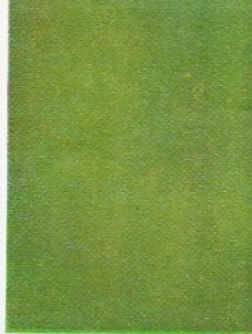
Now look down on the Prima. At a glance you can see that neither the driver nor the passenger needs to feel shut in. The driver has no tunnel between his legs, and there is no spare wheel hanging there to dirty his trousers. On a long journey there is plenty of room between his knees and the leg shield for a kitbag. The rubber strips make sure that he cannot slip.

The passenger has been given very welcome extra space on the new Prima; it has been increased by 48 per cent. There is, therefore, nothing to prevent a little movement on the journey. It should also be pointed out that the engine in the Prima is exactly in the middle. It is not necessary to hang over the side of the saddle like a Cossack, in order to balance the machine.



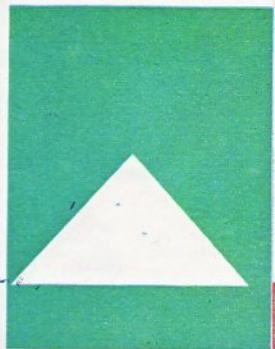
Smart Colours

Colour — gay, bright, elegant colour — is the hallmark of the Prima. No manufacturer has taken more care than NSU to enlist colours which give such distinction to the machine and pleasure to the owner. The Prima is available in six smart shades and combinations of shades.

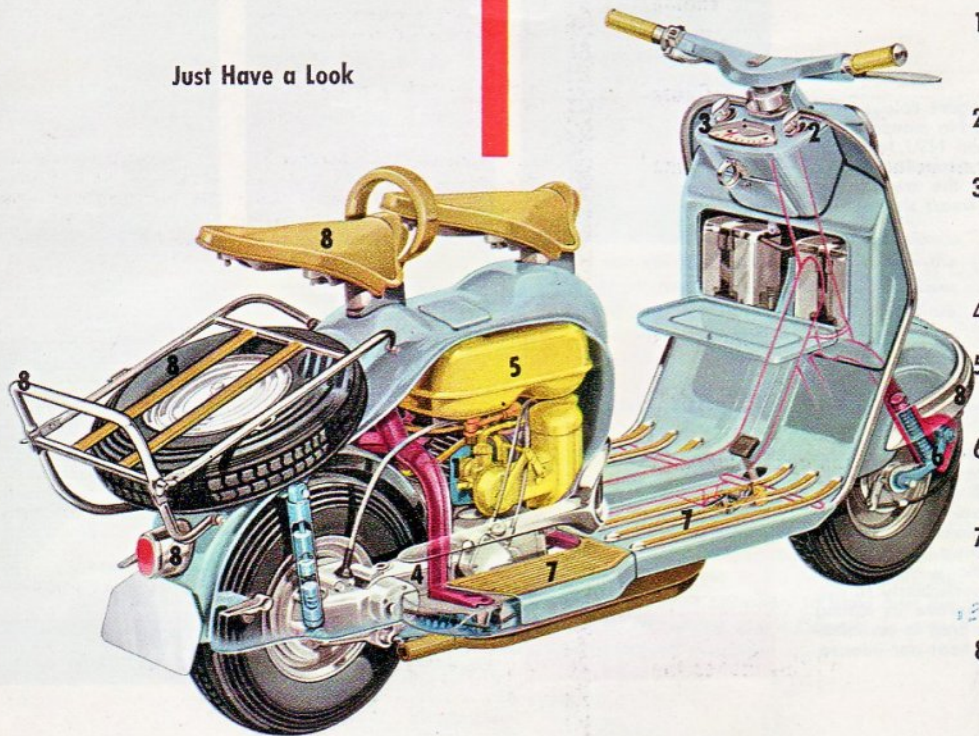


Prima Colours


First, the single colours jade green, Pullman red and light blue; and then the smart two-colour combinations: Leaf green/black, pillar-box red/off-white, Royal blue/off-white. The Prima is not just a single-shade machine. In buying the world's finest scooter you have the widest possible choice of colour — a feature which appeals particularly to the lady rider. In order to improve its lasting qualities, Prima enamel is fired in an infra-red oven. Neither tropical heat nor intense cold has any effect on it.



Just Have a Look



- 1 The Prima engine gives 6.2 b.h.p. Like the most modern cars, it is cooled by a blower and is therefore independent of the wind. The Prima will climb a slope of 1 in 3 carrying two persons.
- 2 The Prima has an electric starter. A powerful 12 volt installation ensures a quick start even in winter.
- 3 The Prima has an instrument panel similar to that of a car, the speedometer having a large scale and a milometer-ignition controllamp, electrical fuel reserve indicator, and switches for ignition and electric starter.
- 4 The Prima has shaft drive, just like a car. No chain wear, no adjustment.
- 5 The Prima tank holds over 1½ gallons, enough petrol for well over 160 miles. Prima drivers can travel long distances without filling up.
- 6 The front wheel bottom link on the NSU Prima has a long stroke; the rear wheel springing is backed up by a large hydraulic shock-absorber.
- 7 Both the driver and the passenger on the Prima have "room to move". There is no tunnel to get in the driver's way, and the foot-rests for the passenger have been increased in size by 48 per cent.
- 8 All the following are standard: passenger seat, luggage carrier, side prop, brake light, speedometer with large scale, chromiumpated bumper, choice of six colours.



Important Details

Engine

150 cc., engine cooled by blower, develops 6.2 b.h.p. (battery ignition, electric starter, starter button on the instrument panel, new air filtering installation, induction silencer).

Gears

3 gears, twist-grip gear change, multi-plate clutch, power transmission by shaft.

Frame

Distortion-free steel tube frame cyoach-work on rubber stops to prevent noise engine and gear-box totally enclosed. Springing of front wheel, bottom-link springing; springing of rear wheel, bell-crank lever springing with two coiled springs and hydraulic shock-absorber. Tyres: over-size low-pressure tyres 4.00-8". Fuel tank: enclosed in the engine space, large tank containing over 1½ gallons, reserve tap, tank filler cap covered in.

Dimensions

Length 6 ft. 6 in. width 2 ft. 4 in., ground clearance 5½ in.

Power and Fuel Consumption

Maximum speed 55 m.p.h. (approx.), normal consumption 110 m.p.g. (approx.), will climb gradient of 1 in 3 in first gear with two up.

Standard equipment

Powerful headlight with 35 watt bulb, parking light with 2 watt bulb, stop-light, instrument panel with speedometer having large scale, starter switch with indicator light with button for choke and tickler operation. Safety lock, luggage hook, sprung saddle with rubber cover, luggage carrier, passenger seat.

Manufacturers reserve the right to alter specifications without prior notice.

All this makes the

prima!



It is nice to know that every Prima driver has the world renowned NSU organisation behind him. 4500 agents — abroad too — provide a service to customers which can be set up only by a very large concern.

How would you like a trial run on the Prima? We have one ready for you. Look in and see me, ring me up or drop me a line — I will give you full particulars and will show you everything you wish to see. Without obligation, of course.

Your nearest agent:



NSU (Great Britain) Ltd.

7, Chesterfield Gardens
Curzon Street
LONDON, W. 1
(Tel. Grosvenor 4446)

NSU WERKE AKTIENGESELLSCHAFT NECKARSULM (GERMANY)

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