

Once you own a Prima you will appreciate the secure feeling to know that you got at your service the worldwide NSU organisation. Wherever you may be in any part of the world, there is a NSU dealer ready to be at your service. No doubt you will be interested to know that in Germany alone 4500 NSU dealers offer service facilities. — You can always depend on NSU.

Come along for a test-run or give us a call, — of course without obligation on your part — so that we may tell you more about the Prima.

SCOOTERVILLE
2085 WESTWOOD BLVD.
GRanite 9-1613

MAY WE HAVE THE PLEASURE OF
INTRODUCING TO YOU:



Prima



SCOOTERVILLE
2085 WESTWOOD BLVD.
GRanite 9-1613

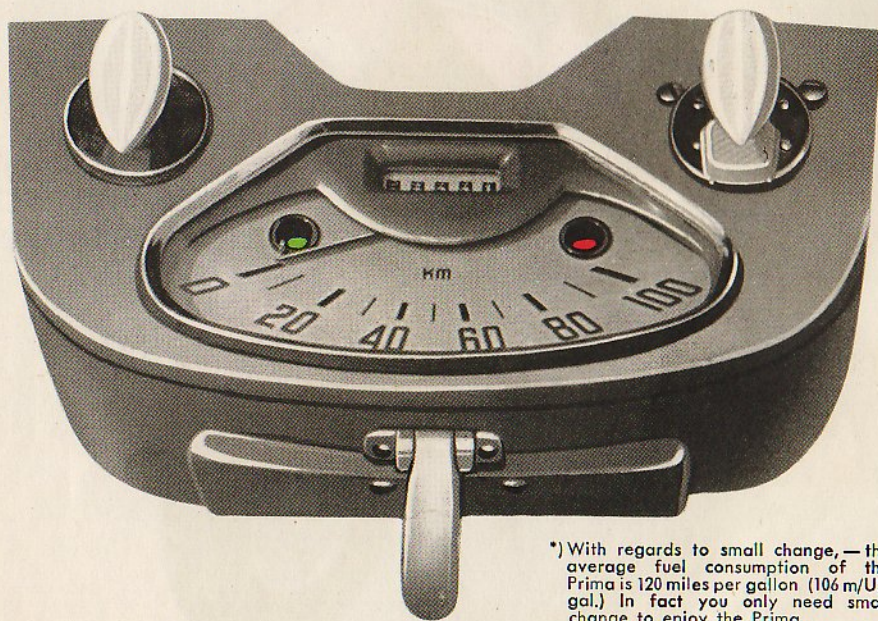
0

ver a number of years NSU has been the largest producer of motor-scooters in Germany. To-day we have the pleasure of introducing to you in this booklet a further development of the famous NSU scooter, — the new NSU-PRIMA. We think that we can state without exaggeration, that the NSU-PRIMA will do justice to the reputation of NSU.

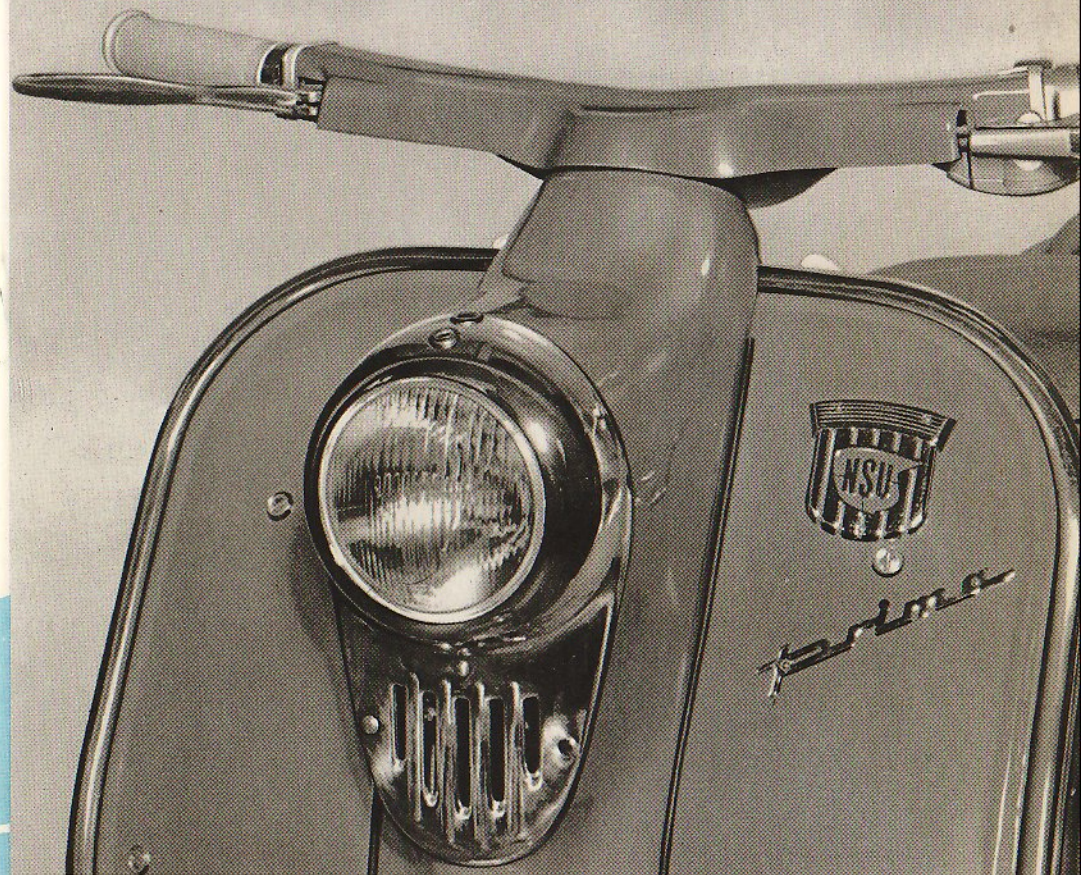
Please see for yourself.

Examine the exciting new PRIMA

May we explain to you the well-equipped instrument panel. In the centre the speedometer scale up to 100 m.p.h., above the mileage register. The red control light shows, that the ignition is switched on and that everything is in order with the electrical equipment. The green control light comes on when the contents of the fuel tank is getting low. The white button on the left operates the choke control of the carburettor when starting from cold; the switch on the right controls the headlamp, also switches on the ignition and starts the engine. There is of course also a convenient hook for small packages and there is a theft-proof, "safe" for the Prima rider, — a locking compartment for gloves, sunglasses, a lip-stick, the torch and of course small change.*)



*) With regards to small change, — the average fuel consumption of the Prima is 120 miles per gallon (106 m/US. gal.) In fact you only need small change to enjoy the Prima.



Absolutely new: The stylish handlebar encloses all control cables, this adding note to the elegant Prima, — which always looks sleek and tidy.

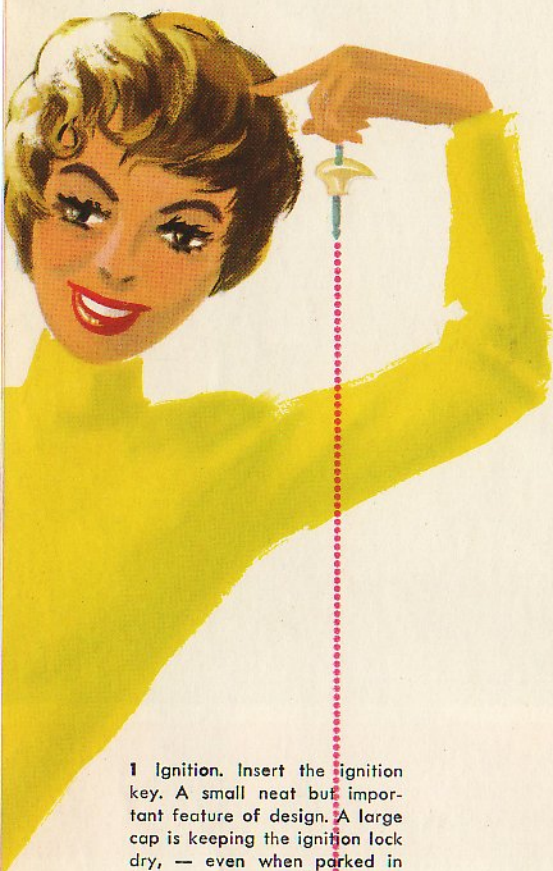
Keeping pace with the latest trends of design the headlamp and hooter have been combined in one unit. This does not only look smart, — but makes cleaning easy work.

The 35 watt headlamp, — like one on a car has considerable advantages under present-day traffic conditions. Sufficiently powerful with a good beam of light when dipped, there is of course also a current saving parking light. This makes the Prima independent of parking places and garages.

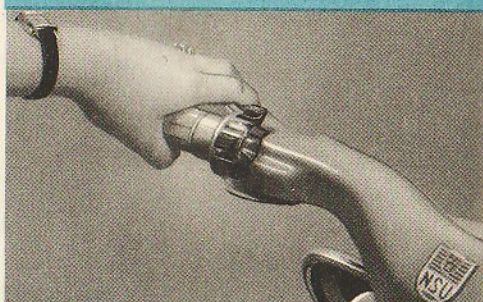
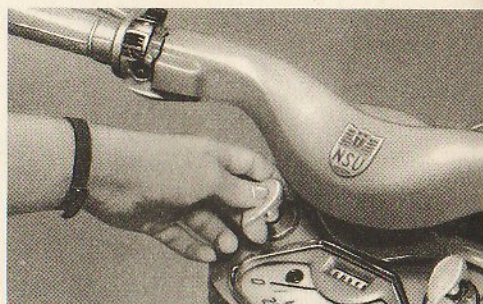
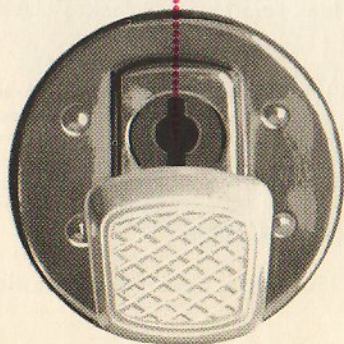
There is of course also: The hooter, — even for the experienced rider an important piece of equipment. This is the reason why the hooter selected for the Prima has a high frequency note, still sounding pleasant but unmistakable in an emergency and audible even in heavy traffic.

Quality in every detail has always been the NSU motto. Note the chrom plated protective surround of the leg-shield.

Riding the PRIMA



1 Ignition. Insert the ignition key. A small neat but important feature of design. A large cap is keeping the ignition lock dry, — even when parked in the open for several days.



2 Choking. Pull the white button, — this automatically operates the choke control and also floods the carburettor. The Prima engine always starts immediately.

is a real pleasure

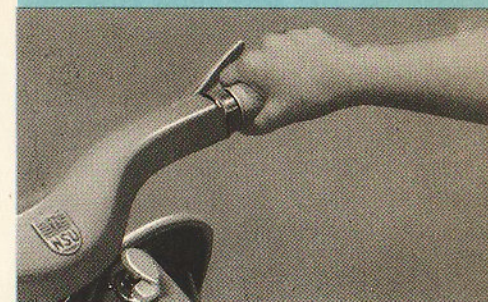
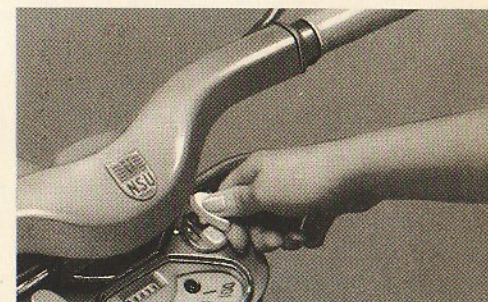
Even starting is easy, — of course one must also consider the ladies.

3 Starting. Just press the button like in the car and the engine purrs. Acrobatics on the kickstarter are a thing of the past, as far as the Prima is concerned.

4 Gear-selection. Quick positive gear-changing, independent of any automatic arrangement always gives perfect control. This is exactly what is required under present-day traffic conditions. Gear-changing on the Prima is simplicity itself, — even "Granny" could do it within minutes. Just pull the lever, rotate the grip to the gear required and that is all. According to the opinion of NSU designers, changing gears manually is sa-

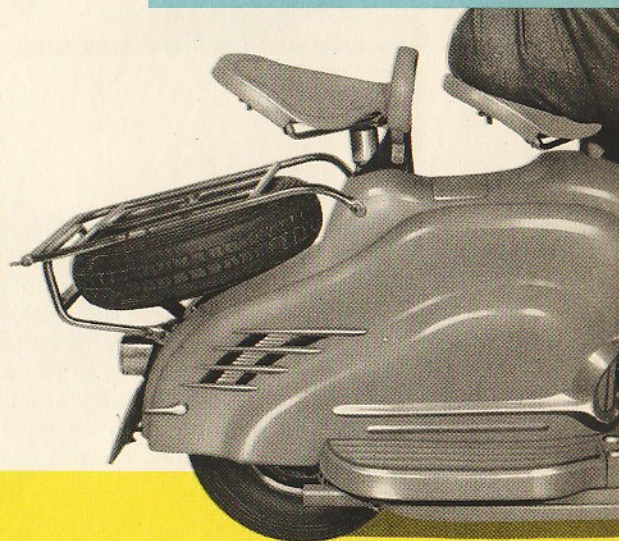
fer than any automatic transmission, — it is sporting and gives the rider more pleasure.

5 Acceleration. The engine of the NSU Prima develops 6 bhp, — and has indeed the lively performance of six powerful horses. The Prima has been created by the same engineers who designed the motorcycle with which Werner Haas won the world championship.



6 Get-away. As you like it, — either like a stroke of lightning or in a leisurely manner, — the Prima is capable of either. The engine has been specially developed for elastic performance and therefore will satisfy the enthusiast and the rider who favours a slower pace alike.

An important matter of interest to the ladies: Parking the Prima is easier than ever, — there is definitely no lifting. In a matter of seconds, your Prima is safely parked on a side-stand.



W

hen you appreciate the nice things in life, you will without doubt not only look for the best,

but also for the nicest scooter.

As you take pride in your appearance, you will also be proud of your scooter.

After all appearance counts and a rider is judged by his machine.

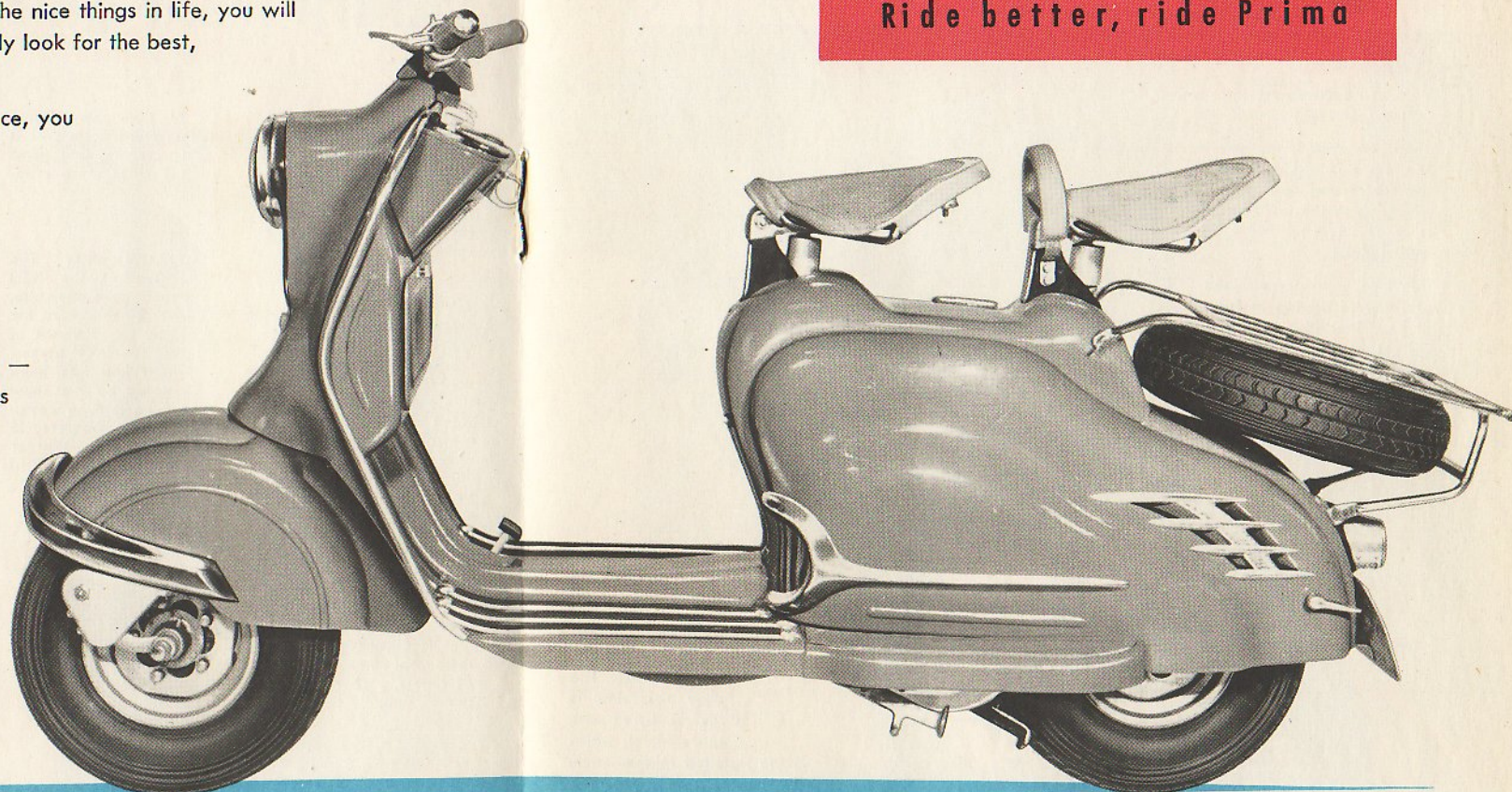
Judge for yourself:

Isn't the Prima really beautiful?

Look at those elegant, stylish lines, — isn't this a scooter which commands pride in ownership? There is something fascinating in the sleek style, — modern and and well proportioned.

Take a look at any other scooter, and then try to compare them with the Prima.

Ride better, ride Prima



Of course when one buys such an attractive scooter as the Prima, one does not have to rely on one colour only.

The Prima is available in the following attractive colours: Jade-Green, Mitro-Red, Alpine Blue and Ebony Black.

Those colours are not just painted on, but they are applied in the most up-to-date and scientific manner and treated by an infra-red process.



0

In this drawing blue indicates the leg-room. No tunnel inconveniences the rider, and the pillion passenger has not got to depend on foot rests, but there are the amenities of a running board. —

Who could disregard the comfort of the fair sex.

The black area is the engine. As you can see, same is nicely located in the centre and does neither overhang to the left nor to the right. This is vital for good road holding.

Convince yourself and look at scooters driving in front of you. The rider of a Prima sits upright and has not got to exert himself by balancing an overhang. The Prima rides always perfect, — and with ease.

To make life easy, the Prima is of course fitted with a spare-wheel, which is included in the price. Punctures usually occur at the most inconvenient time, — changing a wheel is done in a jiffy and is far easier than mending a tyre by the side of the road or pushing to the next garage.

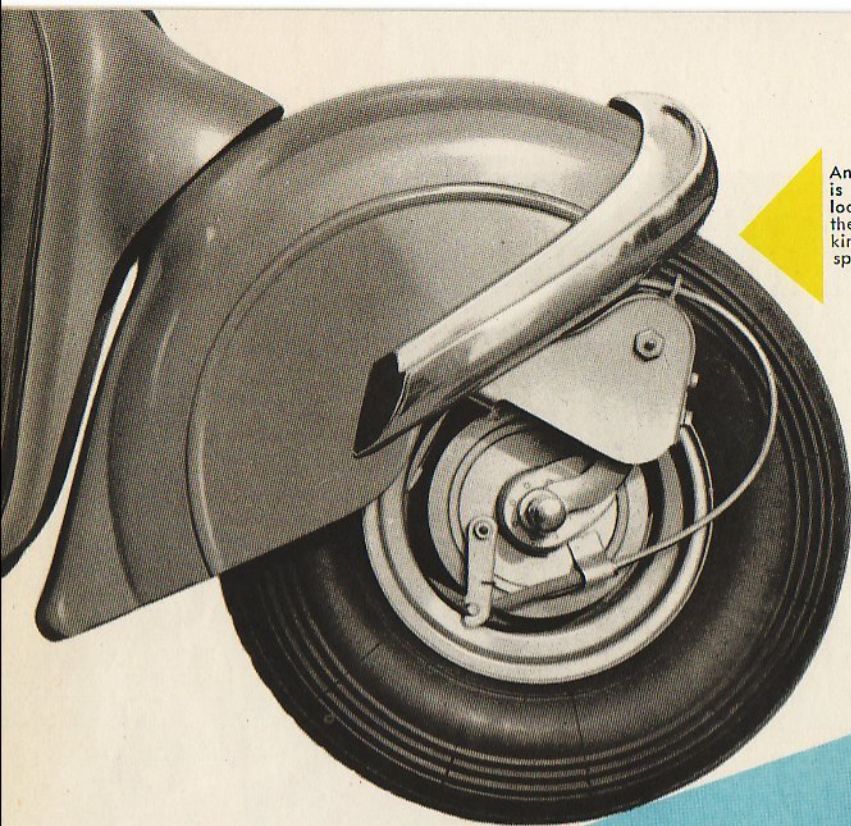
The Prima has got something else. A well proportioned luggage carrier is standard equipment without extra charge. Not only important when going on holidays, but also a necessity for every day use when shopping or transporting the heaviest package. This luggage carrier is meant to fulfil its purpose.

Some special details of the Prima. The ignition key fits to the left end of this rod, which is a remote control and operates the three-way fuel tap, which can be placed in the following positions: Closed or open, — without your hands smelling of fuel. This remote control is of course apart from the ignition lock and an additional anti-theft device.

In this light alloy casing is the cooling blower of the Prima engine, which does not depend on hit-or-miss cooling, whether there is sufficient air-current available or not. Exactly like in the blower cooled Volkswagen or in the Porsche sports-car, the engine is always surrounded by a powerful stream of air which is of particular importance when climbing hills or when the engine is running at high speeds.

The Prima engine has a cylinder capacity of 150 c.c. and develops exactly 6.2 bhp. The power output is balanced with a good performance in the lower speed range of the engine, ensuring good acceleration and lively performance in city traffic.

NSU designers always make sure. This is the reason why they have selected a shaft drive for transmitting the engine power to the rear wheel. There is no adjustment of chains or any chain noises on the Prima, — and a shaft drive does not need any attention to give life-long service.



An item of importance is the bumper, which looks neat and protects the mudguard when parking in a confined space.

In automobile design smaller and wider tyres are becoming more and more popular. The NSU designers have realized this tendency a long time ago and have selected for the Prima adequately sized super-balloon tyres, — to ensure a comfortable ride, whatever road surface may be encountered. Those tyres together with the soft cantilever saddles and the ample movement of the front- and rear wheel suspension, give maximum riding comfort. Furthermore with that size of wheel a low centre of gravity became possible, thereby giving the Prima outstanding road holding qualities.

Talking about saddles:

Take a look at the large illustration in the centre of this booklet and note the amount of movement which the cantilever saddles have got. Only a saddle can offer the maximum of riding comfort, — apart from ensuring the desired contact with the machine. This is of equal importance on a scooter just like a good saddle is the most important item of equipment when riding a horse.

A hydraulic shockabsorber as employed by NSU is on account of cost generally not to be found in scooters. To ensure a perfect ride, a hydraulic shockabsorber of this type is essential and gives the Prima superb riding qualities on any road surface. Observe this important detail, during your test run.

The NSU Prima in technical details

150 c. c. — 6,2 bhp. — Compression ratio 6,3:1 — Blower Cooling — Electric Starter — Battery Ignition — Three Speed Gearbox — Twistgrip Gearshift — Multiplate Clutch — Shaftdrive to Rearwheel.

Bottom-link Swinging Fork — Rear-swing Arm Suspension with Hydraulic Shockabsorber, — Tyres 400 x 8 — Rigid Tubular Frame — Hub Brakes.

Overall length 46½ in. — Overall width 29¼ in. — Ground Clearance 4⅞ in.

Max. Speed 50,3 mph. — Average Fuel Consumption 120 mpg.

(106 m/US gal. — Climbing Ability: 1st gear 31.5%

2nd gear 13.5%, 3rd gear 7.5%)

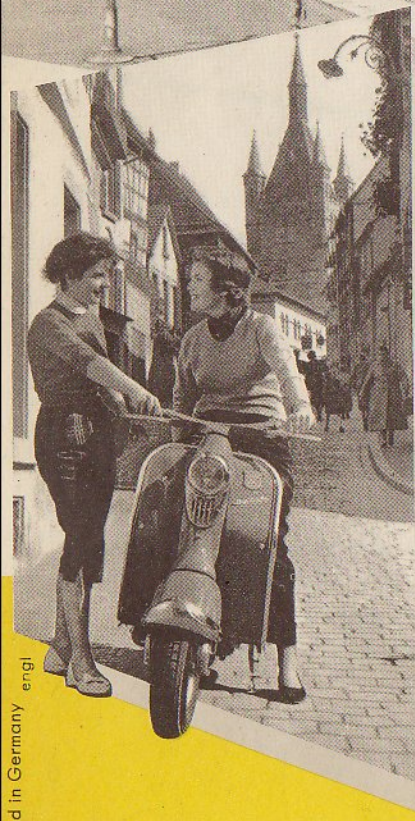
Electrical Equipment: 12 volt, Headlamp 35 w,

Parking light 1.5 w.

As steep as this is a 31.5% gradient, — a gradient which the Prima will climb with two people. The dashed line is the gradient of the Brenner Pass (14%). The line below that is the gradient of the St. Gotthard Pass (10%), — which is as one can see, easy work for the Prima.

The Prima is not expensive

If you can't afford the full price at once, talk it over with your NSU-dealer. He will be able to advise you on the best and easiest terms of hire-purchase. For a moderate deposit you will be able to drive away your Prima, — that is provided one is available, for the demand for this fine scooter is a very heavy one.

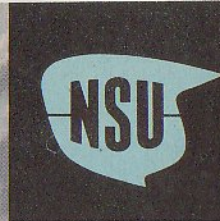


Once you own a Prima you will appreciate the secure feeling to know that you got at your service the world-wide NSU organisation. Wherever you may be in any part of the world, there is a NSU dealer ready to be at your service. No doubt you will be interested to know that in Germany alone 4500 NSU dealers offer service facilities. — You can always depend on NSU.

Come along for a test-run or give us a call, — of course without obligation on your part — so that we may tell you more about the Prima.

SCOOTERVILLE
2085 WESTWOOD BLVD.
GRanite 9-1613

MAY WE HAVE THE PLEASURE OF
INTRODUCING TO YOU:



Prima



SCOOTERVILLE
2085 WESTWOOD BLVD.
GRanite 9-1613