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All illustrations and specifications in this catalog are based on the latest product information available at time of publication. Nissan Motor Corp. in U.S.A. reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models.

Before you see what Datsun makes, take a look at what makes Datsun.

On the following pages, you'll see the stuff Datsuns are made of.

Soft stuff like bucket seats. And hard stuff like overhead cam engines.

You'll find scores of facts and figures. Such as standard equipment facts. And gas mileage figures.

And you'll read about such topics as testing, racing and service.

But on this page, we'd like to talk about the folks who make Datsuns.

Namely, Nissan Motor Company, Ltd.

Since then, over six million Datsuns have been exported to over 130 countries.

Obviously, Nissan has come a long way. All the way to the 4th largest auto maker in the world.

To America with love.

In 1958, Americans were introduced to Datsuns at the Imported Auto Show in Los Angeles.

And it was love at first sight.

So, in 1960, Nissan Motor Corp. in U.S.A. was established. Which is now headquartered in Carson, California.

Over the years, nearly 1,000 Datsun dealers have sprung up across the country. A vast computerized parts and service network has been put into operation. And eight port facilities (including a 22-acre receiving complex at the Port of Los Angeles) have been developed.

Also, a heck of a lot of Datsuns were sold.

Soybeans to satellites.

As you will see in this booklet, there are many kinds of Datsuns.

What you won't see are the many other kinds of Nissan vehicles. Everything from mini-buses for transporting visitors around Africa's Kenyan National Parks. To specially-made limousines for the Japanese Imperial Family.

Nissan is into other things, too.

For instance, its large fleet of chartered



In the beginning.

Nissan was born in Japan some 44 years ago. December, 1933 to be precise.

By 1934, Datsuns were being mass produced. And exported under the Nissan banner.

cargo ships not only carry Datsuns to this country. They bring back such American exports as soybeans.

Nissan built the rocket that launched Japan's first scientific satellite into orbit.

And Nissan helped develop such futuristic things as the Dual Mode Bus System. Which utilizes vehicles that can travel on ordinary roads and computer-controlled guideways.

So you see, Nissan does a lot of things.

But the thing Nissan does best is make some of the best little cars and trucks in the world.

We invite you to turn the page and see for yourself.

B-210. Our pretty penny-pincher.

Meet one of the most popular and economical small cars on this planet.

Datsun's B-210.

Obviously, the fact that it's so economical is one reason why it's so popular.

There are other obvious reasons.

It's pleasing to look at. Nicely appointed. Seats four comfortably. And it zips around traffic as easily as it passes gas pumps.

But perhaps its most appealing quality is just that.

Quality.

Strong points.

From start to acrylic paint finish, the B-210 is created with meticulous care.

All steel unibody is carefully welded into one strong piece. So it'll stay in one piece.

Windows and seams are sealed tight. So the inside stays quiet and dry when the outside is noisy and wet.

Suspension system is computer designed. So bumps and bends can be negotiated smoothly and safely.

Standard 1400cc engine has been proven in over one billion miles of actual road use (that's right, 1,000,000,000).

In short, we went to lots of trouble to make

sure your B-210 doesn't give you trouble.

High standards.

On the following pages, you'll find a page-full of extras. Which cost nothing extra.

For instance, even our lowest priced model comes with everything from power-assist disc brakes up front, to an electric window defogger in back.

Other B-210 models are appointed with such nifty items as fully reclining bucket seats, color-coordinated carpeting, tinted glass and whitewall tires.

If you'd like to personalize your new B-210, such thoughtful options as factory air conditioning, automatic transmission and AM, AM/FM, stereo radios are available.

4 models plus a 5th dimension.

Our B-210 roster includes the Honey Bee. 2-Door Sedan. 4-Door Sedan. And Hatchback.

As you probably know, all four models squeeze the dickens out of a gallon of gas. (Complete EPA gas mileage figures are on page 7.)

What you may not know is, even better gas mileage is possible with our optional 5-speed transmission. (Available on Hatchback only.)

5th gear acts as an overdrive. So engine

runs slower at higher speeds.

Result: More miles per gallon. Less wear on the engine.

So you see, it's one option that pays for itself.



2-Door Sedan



4-Door Sedan



Honey Bee

B-210 Hatchback

Our basic car comes with more than basics.

Four-people interiors are furnished with fully-reclining bucket seats, color-keyed carpeting and handy console box (except Honey Bee). Standard on all models is an electric rear window defogger.

Steering wheel is wrapped in simulated leather on Hatchback. Dashboard houses such niceties as a trip odometer, package tray and vents for flow-through fresh air.



DATSON B-210 SPECIFICATIONS

Engine: 4-cyl, OHV 1397cc (85.2 cu. in.) 8.5:1 compression ratio

Transmission: 4-speed manual all-synchromesh floor-mounted. 3.70:1 rear axle ratio

Suspension: Front—Independent strut type with coil springs and stabilizer bar

Rear—semi-elliptic leaf springs

6.15 x 13 WSW 4-ply rated tubeless

4½Jx13 steel disc

Front—9.7" disc power-assist

Rear—8.0" drum power-assist

Battery—60 amp./hr.

Alternator—50 amp. Transistorized

ignition standard in California

DIMENSIONS AND WEIGHT

| | 2-Door Sedan | 4-Door Sedan | Hatchback |
|--------------------|--------------|--------------|-----------|
| Length | 163.0" | 163.0" | 162.2" |
| Width | 60.8" | 60.8" | 60.8" |
| Height | 53.5" | 53.5" | 53.0" |
| Wheelbase | 92.1" | 92.1" | 92.1" |
| Turning Diameter | 34.0' | 34.0' | 34.0' |
| Curb Weight* | 1975 lbs. | 2020 lbs. | 2020 lbs. |
| Fuel Tank Capacity | 11.6 gal. | 11.6 gal. | 11.4 gal. |

*Honey Bee 1965 lbs. Vehicles with optional, high altitude or California equipment will be slightly heavier.

STANDARD EQUIPMENT

- Power-assist front disc and rear drum brakes
- Unibody construction
- WSW tires
- Fully reclining front bucket seats*
- Electric rear window defogger
- Tinted glass*
- Flow-through ventilation
- Two-speed electric windshield wipers
- Cut-pile carpeting*
- Trunk mat*
- Console box*
- Package tray*
- Glove box
- Inside hood release
- All-vinyl upholstery
- Courtesy light

- Resettable trip odometer*
- Full wheel covers*
- Bumper guards

*Except on Honey Bee.

STANDARD SAFETY FEATURES

- Backup lights
- Collapsible steering column
- Flame retardant interior materials
- Four-way hazard warning lights
- Dual brake system with warning light
- Impact absorbing bumpers
- Chrome outside rear view mirror
- Padded instrument panel
- Padded sun visor
- Passenger restraint system with warning lights & buzzer
- Steering column lock

OPTIONAL EQUIPMENT

- Three-speed automatic transmission (N/A on Honey Bee)
- Five-speed transmission (Hatchback only)
- Fully integrated factory air conditioning†
- Steel belted radial tires*
- Electric clock*
- Body side vinyl mouldings*
- Radio (AM, AM/FM stereo)*
- Tachometer*
- Body tape stripes*
- Roof rack*
- Floor mats*

*Dealer installed accessories
† Dealer installed on Honey Bee.

GAS MILEAGE INFORMATION

| Model | 49 States Manual Transmission | | 49 States Automatic Transmission | |
|------------|-----------------------------------|---------|--------------------------------------|---------|
| | City | Highway | City | Highway |
| Hatchback | 29 MPG | 41 MPG | 26 MPG | 33 MPG |
| Honey Bee | 29 | 41 | 26 | 33 |
| All Sedans | 29 | | 26 | 33 |
| Model | California Manual Transmission | | California Automatic Transmission | |
| | City | Highway | City | Highway |
| Hatchback | 30 MPG | 42 MPG | 26 MPG | 33 MPG |
| Honey Bee | 30 | | 26 | 33 |
| All Sedans | 30 | 42 | 26 | 33 |

1977 E.P.A. estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

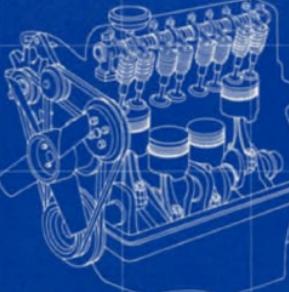


Whitewall tires and full wheel covers are nice extra touches that don't cost extra (optional on Honey Bee).



Snappy 1400cc overhead valve engine utilizes five main bearings (some other engines use only three). Matching transmission is 4-speed manual. (Automatic is available.)

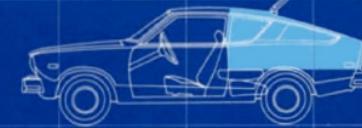
Power-assist front disc brakes for quick, sure stops. Standard, of course.



Sporty 5-speed transmission is available on Hatchback. It's not only fun, it saves fuel and engine wear.



Hatchback makes room for 23.6 cu. ft. of cargo when rear seat is folded down. Trunks in Sedans are also spacious because spare tire is tucked under floor.



F-10. Our flashy front-wheeler.

When you get right down to it, the F-10 Hatchback is downright fun to drive.

Not surprising. Because it comes with some of the sportiest equipment this side of a sports car. Everything from a quick 5-speed gearbox to nimble front wheel drive.

Nice thing is, for all its flash, it's also frugal. Which only adds to the fun.

Handles like a sports car.

And well it should.

It offers superb traction for hugging corners and plowing through snow. Thanks to front wheel drive.

It offers precise steering. Thanks to rack and pinion design.

It offers a smooth, controlled ride. Thanks to radial tires and fully independent suspension at all four wheels.

And it offers all these things standard. Thanks to Datsun.

Sideways engine.

Because of the front wheel drive design, the engine is mounted sideways. (Or, as the engineers say, transverse-mounted.)

This has several advantages.

First off, it puts the weight directly over the driving wheels. Result: Better traction and stability.

Second off, it takes up less space in the engine compartment. So we could put more space in the passenger compartment.

Standard stuff.

Although the F-10 Coupe is our second least expensive Hatchback, its plumage is second to none.

For example, even an AM/FM radio, electric clock and tach are standard.

More examples:

High-back bucket seats fully recline. Nylon carpeting runs wall to wall. Rear window defogs electrically. Glass is tinted. Front disc and rear drum brakes are power assisted.

Pretty flashy, wouldn't you agree?

F-10 Sportwagon.

Our lowest priced wagon sports most everything the Hatchback does. (Front wheel drive, reclining buckets, carpeting and so forth.)

So you know our wagon is plenty loaded.

It also can be loaded with plenty.

Put the rear seat down and you have 55.6 cu. ft. of load space. Leave the seat up and you still have 29.5 cu. ft. of room. Plus room for four folks.

Cargo deck is flat-loading. And easy-loading because the tailgate opens all the way to bumper height.

Also standard is fuel economy which is excellent by any standard.



F-10 Hatchback

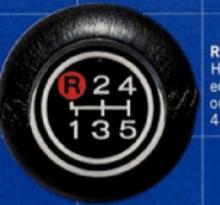
Most everything is standard so almost nothing is optional.

Front wheel drive provides superb traction on slick, curvy roads. Transverse-mounted overhead valve engine saves space and fuel.



Rack and pinion steering is one of the most responsive systems you can get your hands on. Steering column is impact absorbing.

Rear suspension on Hatchback is independent as is front system. Which means all four wheels react individually to life's bumpy roads. Standard radial tires hold tight on tight corners. Whitewall bias ply tires are standard on Sportwagon.



Racy 5-speed adds to Hatchback's fun and economy. Sportwagon is outfitted with a silky 4-speed transmission.



Pushbutton AM/FM radio is standard on Hatchback, available on Sportwagon.

DATSON F-10 SPECIFICATIONS

Engine: 4-cyl. OHV 1397cc (85.2 cu. in.)
8.5:1 compression ratio
transverse-mounted

Transmission: 4-speed front-mounted transaxle (Wagon)
5-speed front-mounted transaxle (Hatchback)

Suspension: Front — independent strut type with coil springs and stabilizer bar
Rear — semi-elliptic leaf springs (Wagon)
independent trailing arm with coil springs (Hatchback)

Tires: 6.15 x 13 WSW 4-ply rated tubeless (Wagon)
165 HR 70x13 BSW radials (Hatchback)

Wheels: 4½x13 steel disc
Front — 9.5" disc power-assist

Brakes: Rear — 8.0" drum power-assist

Electrical: **Battery** — 60 amp./hr.
Alternator — 50 amp. Transistorized ignition standard in California

DIMENSIONS AND WEIGHT

| | Hatchback | Wagon |
|--------------------|-----------|-----------|
| Length | 156.9" | 157.3" |
| Width | 59.8" | 59.8" |
| Height | 51.8" | 53.7" |
| Wheelbase | 94.3" | 94.3" |
| Turning Dia. | 34.2' | 34.2' |
| Curb Weight* | 1970 lbs. | 1960 lbs. |
| Fuel Tank Capacity | 10.6 gal. | 10.6 gal. |

* Vehicles with optional, high altitude or California equipment will be slightly heavier.

STANDARD EQUIPMENT

- Power-assist front disc and rear drum brakes
- Unibody construction
- WSW tires (Wagon)
- Radial tires (Hatchback)
- Fully reclining bucket seats
- Electric rear window defogger
- Tinted glass
- Flow-through ventilation
- Two-speed electric windshield wipers
- Full carpeting (except wagon car area.) cargo mat (Wagon)
- Rack and pinion steering
- AM/FM radio (Hatchback)
- Tachometer (Hatchback)
- Electric clock (Hatchback)

STANDARD SAFETY FEATURES

- Anti-theft door locks
- Backup lights
- Collapsible steering column
- Flame retardant interior materials
- Four-way hazard warning lights
- Dual brake system with warning light
- Impact absorbing bumpers
- Chrome outside rear view mirror
- Padded instrument panel
- Padded sun visors

OPTIONAL EQUIPMENT

- Woodgrain Accent package (includes body side and tailgate woodgrain appliqués and roof rack)
- Integrated factory air conditioning

DEALER INSTALLED ACCESSORIES

- Radio (AM—Wagon, AM/FM—Wagon, stereo)
- Tape Stripes
- Radial Tires (Wagon)

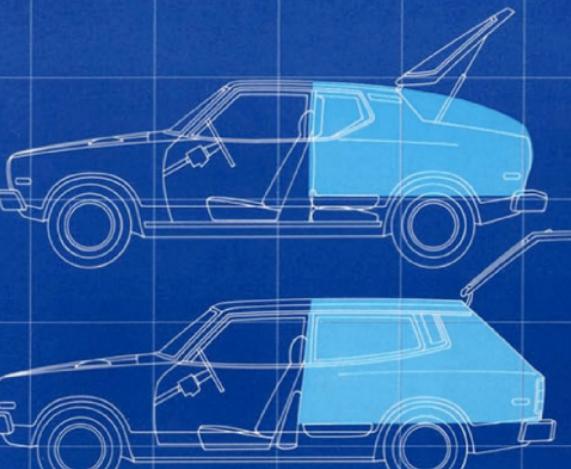
GAS MILEAGE INFORMATION

| Model | 49 States Manual Transmission | |
|-----------------------------------|----------------------------------|---------|
| | City | Highway |
| Hatchback | 29 MPG | 41 MPG |
| Wagon | 29 | 41 |
| California Manual Transmission | | |
| Model | | |
| City | | Highway |
| Hatchback | 30 MPG | 42 MPG |
| Wagon | 30 | 42 |

1977 E.P.A. estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.



Roomy interiors of both Hatchback and Sportwagon are comfortable and loaded with comforts. Like: Contoured fully reclining front buckets, full nylon carpeting, electric rear window defogger and tinted glass. Tach and electric clock are also standard on Hatchback.



Cargo capacities are more than ample. With rear seat folded down, Hatchback opens to 23.3 cu. ft. of usable space. Flat-loading Sportwagon offers 55.6 cu. ft. of room for anything from sacks of groceries to bags of golf clubs.

710. Our frisky family car.

Ordinarily, you won't find family cars whizzing around race tracks.

Which is why Datsun's 710 is not your ordinary family car.

Indeed, it's America's National B-Sedan racing champ. And it's used extensively at Bob Bondurant's school of high performance driving. (Otherwise known as the school of hard knocks for cars.)

All of which proves the 710 is a tough, gutsy little car. Which is exactly what we set out to prove.

You see, we want to make sure it's tough enough to protect some very gentle things.

Your family.

Family protection.

Every 710 is tough all over.

You can see it in the rugged, rattle-resistant unitized body construction.

You can hear it every time the doors close with a solid "thunk."

You can feel it by the way its durable independent front suspension refuses to get the shakes on rough roads.

And you can count on it in many ways.

For instance, you can depend on the race-proven 2-liter engine to get up and go.



2-Door Sedan



5-Door Wagon



4-Door Sedan



710 2-Door Hardtop

And depend on the hefty 9.7 inch front disc brakes to get down and stop.

Four family sizes.

You can get the 710 in a Hardtop, 2-Door Sedan, 4-Door Sedan. Or 5-Door Wagon.

All four are family cars. So all have room for a family of four.

And all are nicely endowed.

Standard appointments include reclining front buckets for mom and dad. Scuff-proof vinyl-covered backseat for the kids.

For everybody, there's an electric rear window defogger. Tinted glass. Electric clock. And multi-level flow-through fresh air.

Plus a batch of other items which we'll itemize on the next page.

Family additions.

Since our list of standards is quite long, our list of options is quite short.

However, you can select air conditioning, automatic transmission, radios and a few other things at the dealer's place.

Other than that, we figure a car should be well-equipped in the first place.

Furnished family room.

Family-size interiors provide ample room for four adults. Fully reclining bucket seats are contoured to fit most any body size. Both front and back seats are upholstered in long wear, easy care vinyl. Attractive, plush cut-pile carpeting of long-lasting nylon.

Instruments are driver-centered for easy reading and control. Woodgrain 3-spoke steering wheel is standard on hardtop (two-spoke molded on sedans and wagons).



DATSON 710 SPECIFICATIONS

Engine: 4-cyl. OHC 1952cc (119.1 cu. in.)
8.5:1 compression ratio

Transmission: 4-speed manual all-synchromesh floor-mounted. 3.70:1 final drive ratio

Suspension: Front— independent strut type with coil springs and front stabilizer bar
Rear— semi-elliptic leaf springs

Tires: 6.45 x 13 WSW 4-ply rated tubeless

Wheels: 4½x13 steel disc

Brakes: Front— 9.7" disc power-assist
Rear— 9.0" drum power-assist

Electrical: Battery— 60 amp./hr.
Alternator— 50 amp. Transistorized ignition standard in California

DIMENSIONS AND WEIGHT

| | 2-Door Hardtop | 2-Door Sedan | 4-Door Sedan | 5-Door Wagon |
|--------------------|----------------|--------------|--------------|---------------------------------|
| Length | 171.1" | 171.1" | 171.1" | 173.2" |
| Width | 62.2" | 62.2" | 62.2" | 62.2" |
| Height | 54.5" | 55.3" | 55.3" | 56.1" |
| Wheelbase | 96.5" | 96.5" | 96.5" | 96.5" |
| Turning Dia. | 36.8' | 36.8' | 36.8' | 36.8' |
| Curb Weight* | 2396 lbs. | 2377 lbs. | 2399 lbs. | 2509 lbs. |
| Fuel Tank Capacity | 13.3 gal. | 13.3 gal. | 13.3 gal. | 11.9 gal. (Calif. 13.3 gal.) |

*Vehicles with optional, high altitude or California equipment will be slightly heavier.

STANDARD EQUIPMENT

- Power-assist front disc and rear drum brakes
- Unibody construction
- WSW tires
- Fully reclining front bucket seats
- Electric rear window defogger
- Tinted glass
- Full wheel covers
- Flow-through ventilation
- Electric clock
- Courtesy dome light
- Package tray
- Inside hood release
- Bumper guards
- Plush cut-pile carpeting

OPTIONAL EQUIPMENT

- Resettable trip odometer
- Cigarette lighter
- 2-speed electric windshield wipers
- 3-speed automatic transmission
- Fully integrated factory air conditioning
- Radial tires*
- Body side vinyl mouldings*
- Flame retardant interior materials
- Four-way hazard warning lights
- Dual brake system with warning light
- Impact absorbing bumpers
- Padded instrument panel
- Padded sun visor
- Passenger restraint system with warning light and buzzer
- Steering column lock

* Dealer installed accessories

STANDARD SAFETY FEATURES

- Backup lights
- Collapsible steering column
- Flame retardant interior materials
- Four-way hazard warning lights
- Dual brake system with warning light
- Impact absorbing bumpers
- Padded instrument panel
- Padded sun visor
- Passenger restraint system with warning light and buzzer
- Steering column lock

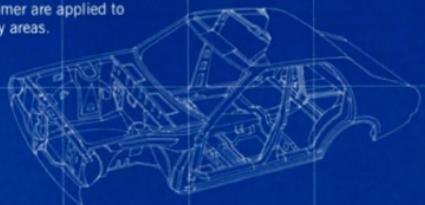
GAS MILEAGE INFORMATION

| Model | 49 States | | 49 States | |
|------------|---------------------|------------------------|---------------------|------------------------|
| | Manual Transmission | Automatic Transmission | Manual Transmission | Automatic Transmission |
| | City | Highway | City | Highway |
| Sedans | 23 MPG | 34 MPG | 24 MPG | 28 MPG |
| Wagon | 23 | 34 | 24 | 28 |
| California | | | | |
| Model | California | | California | |
| | Manual Transmission | Automatic Transmission | Manual Transmission | Automatic Transmission |
| Sedans | City | Highway | City | Highway |
| Wagon | 23 MPG | 32 MPG | 24 MPG | 28 MPG |
| | 22 | 31 | 22 | 27 |

1977 F.P.A. estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.



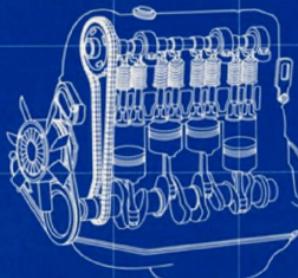
Electric rear window defogger, tinted glass and large windows provide maximum visibility.



Electric clock, resettable trip odometer and brake system warning light are among welcome instruments.



Power-assist disc brakes are used up front. Nissan proportioning valve helps prevent skids caused by rear wheel lockup.



Race-proven 119 cu. in. engine has heat-dissipating aluminum head. Power-saving fan runs only when required. Overhead cam design utilizes five main bearings and eliminates need for power-wasting pushrods.

200-SX. Our sporty 5-speeder.

Meet the economy car that performs like a sweet-handling sports car.

In tests conducted by an independent research firm, Datsun's new 200-SX zipped from 0-60 in under 12 seconds.

Quickly stopped from 60-0 in less than 160 feet.

And proved to be exceptionally swift and smooth in tight corners.

But there's one big difference between the SX and a sports car.

It doesn't cost like one.

5-speed for fun and profit.

It's a real kick to shift through five gears. But that's not the real reason we put a 5-speed in the SX.

We did it to save you money.

You see, the 5th gear works like overdrive. Which simply means the engine runs slower at higher speeds. Thus, helping to increase gas mileage. And reduce engine wear.

This durable gearbox is matched with an overhead cam 1952cc engine. Which makes a good punching match.

Front suspension system is fully independent and of strut design with a stabilizer bar. In other words, it's a system that helps smooth out rough bumps and sharp bends.

Other sporty items include power front disc brakes and steel belted radial tires.

Naturally, everything in the package is standard.

Sporty outside, spiffy inside.

SX not only has the makings of a sports car, it has the stuffings of a touring car.

To see what we mean, step inside.

Color-keyed interior comes with breathable vinyl or cloth covered seats and plush cut-pile carpeting.

Padded dash and console contain an electric clock, tach and package tray among other things. One of those other things is a radio. Not an ordinary radio mind you, but an AM/FM stereo multiplex unit.

If all that weren't enough, tinted glass, electric rear window defogger, console and 3-speed windshield wipers are also standard.

Personal touches.

If you'd like to dress up your SX, there are some nice dressings available.

Such as?

Such as air conditioning, cassette stereo, 3-speed automatic transmission and other nice things which your Datsun dealer will show you.

Tough little sport.

At this point, you'll probably agree that the SX is one good sport.

We would like to add one more strong point. Namely, it's just that. Strong.

To make sure of that, we put it through the testing mill.

For instance, every SX was drenched in

three tons of water. To make sure it wouldn't leak when the skies do.

And every engine was put through a battery of tests and inspections. Before it was ever put in the car.

In short, when we made this little fun car, we made sure of one thing.

The fun would last.



200-SX 2-Door Hardtop

Well-dressed sport.

Padded dash and console house such standards as an electric clock, tachometer, resettable trip odometer, 3-speed windshield wipers with intermittent feature and lockable glove box. Steering column is of collapsible design.



Color-keyed interior comes with breathable vinyl or fabric covered seats with color-coordinated cut-pile carpeting. Front bucket seats fully recline.

DATSON 200-SX SPECIFICATIONS

Engine: 4-cyl. OHC 1952cc (119.1 cu. in.)
8.5:1 compression ratio

Transmission: 5-speed manual all-synchronesh floor-mounted. 3.89:1 final drive ratio

Suspension: Front—Independent strut type with coil springs and front stabilizer bar

Rear—semi-elliptic leaf springs

Tires: 175 HR70 x 13 WSW, steel belted radials

Wheels: 4 1/2x13 steel disc

Brakes: Front—9.6" disc—power-assist
Rear—9.0" drum—power-assist

Electrical: Battery—60 amp./hr.
Alternator—50 amp. Transistorized ignition standard in California

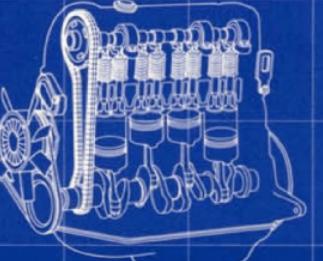
DIMENSIONS AND WEIGHT

| 2-Door Hardtop | |
|--------------------|-----------|
| Length | 170.0" |
| Width | 63.0" |
| Height | 51.2" |
| Wheelbase | 92.0" |
| Turning Diameter | 34.4' |
| Curb Weight* | 2365 lbs. |
| Fuel Tank Capacity | 15.8 gal. |

*Vehicles with optional, high altitude or California equipment will be slightly heavier.

STANDARD EQUIPMENT

- Power-assist front disc and rear drum brakes
- 5-speed transmission
- Steel belted radial tires
- Fully reclining front bucket seats (All-vinyl or cloth-and-vinyl depending upon exterior color)
- Electric rear window defogger
- Tinted glass
- Flow-through ventilation
- Electric clock
- Tachometer
- AM/FM stereo multiplex radio
- Cigarette lighter
- Cut-pile carpeting
- Resettable trip odometer



Spunky 1952cc engine is economical and durable. Thanks to its overhead cam design which utilizes five main bearings and heat-dissipating aluminum head.



Steel belted radial ply tires, front disc brakes and dressy wheel trim are all standard.



Standard 5-speed transmission works like overdrive. Thus, helping to save fuel and wear on the engine. 3-speed automatic is also available.



All-steel unibody is welded into one solid piece. So it'll stay solid and rattle-free. For your protection key areas incorporate crush zones.



AM/FM multiplex stereo radio is one of many no-cost extras on the new 200-SX. Options include air conditioning and cassette stereo among other things.

GAS MILEAGE INFORMATION

| Model | 49 States | | 49 States | |
|--------|---------------------------|--------------|------------------------|--------------|
| | 5-Speed Man. Transmission | City Highway | Automatic Transmission | City Highway |
| 200-SX | 23 MPG | 34 MPG | 24 MPG | 28 MPG |
| Model | California | California | Automatic Transmission | |
| 200-SX | 23 MPG | 32 MPG | 24 MPG | 28 MPG |

*1977 E.P.A. estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

Our Legend: Electronic Fuel Injected 280-Z.

Shortly after the "Z" made its startling debut in this country, an automotive journalist wrote:

"Datsun 240-Z could, in effect, be the last relatively inexpensive, practical, exciting and obtainable sports car on the market."

Later, *Road and Track* would call it "the most exciting GT car of the decade."

Accolades aside, those quotes bring up an interesting question: Is it a sports car or a Gran Turismo car?

Interesting. Because the answer helps explain why this incredible automobile has become a legend in its own time.

For the answer, please turn to the next page.



How legends begin.

Sports car or Gran Turismo?

Circa 1919, British journalists coined the term "Sports Car." Which was used to describe cars that sacrificed such things as comfort to gain one thing.

To wit: Performance of a racing machine.

On the other hand, Gran Turismo cars attempt to sacrifice as little performance as possible. While retaining all the comforts of a touring automobile.

To build a car which sacrificed nothing became the ultimate challenge.

And the challenge was met by Datsun.

Which is why today there exists a car that is more than a sports car. More than a GT.

The legendary 280-Z is both.

The racing side.

Z-Cars have won everything from SCCA National Championships to treacherous East African Safari races.

To understand why, you need only to examine the internal workings of the 280-Z.

Suspension system is set up like a race car. Fully independent at all four wheels. With racing type struts and stabilizer bars front and rear.

Transmission is a 4-speed with final drive ratio of 3.55:1. (5-speed and automatic are available.)

Steering, of course, is rack and pinion. Which explains how it zips around tight corners.

Now we'll explain where it gets its zip.

Very simple. Its 2.8 liter 6-cylinder engine is electronically fuel injected. On-board computer meters precise amounts of fuel for various driving conditions.

Result: Electrifying response.

Nice thing is, the 280-Z not only won't eat anybody's dust, it doesn't drink much gas.

The GT side.

One quick glance tells you the 280-Z races around in style.

Outside, it sports functional hood louvers, Polycast wheel covers and steel belted radials.

Inside, it's something to behold. Behold:

Fully adjustable buckets are contoured to fit any size body. Cut-pile carpeting is toe-deep. Glass is electrically defogged in back. And tinted all around.

Shift knob and steering wheel are wrapped in simulated leather.

Padded dash houses such snazzy stuff as an electric clock, AM/FM radio, trip odometer and a tach that redlines at 6400 rpm.

With so many big things standard, it's easy to overlook the little things. So we'll point out some things to look for: 3-speed wipers, map light, passenger vanity mirror and covered console tray.

All in all, pretty jazz Z.

280-Z 2+2.

Everything we've mentioned on this page comes in our 2+2 version.

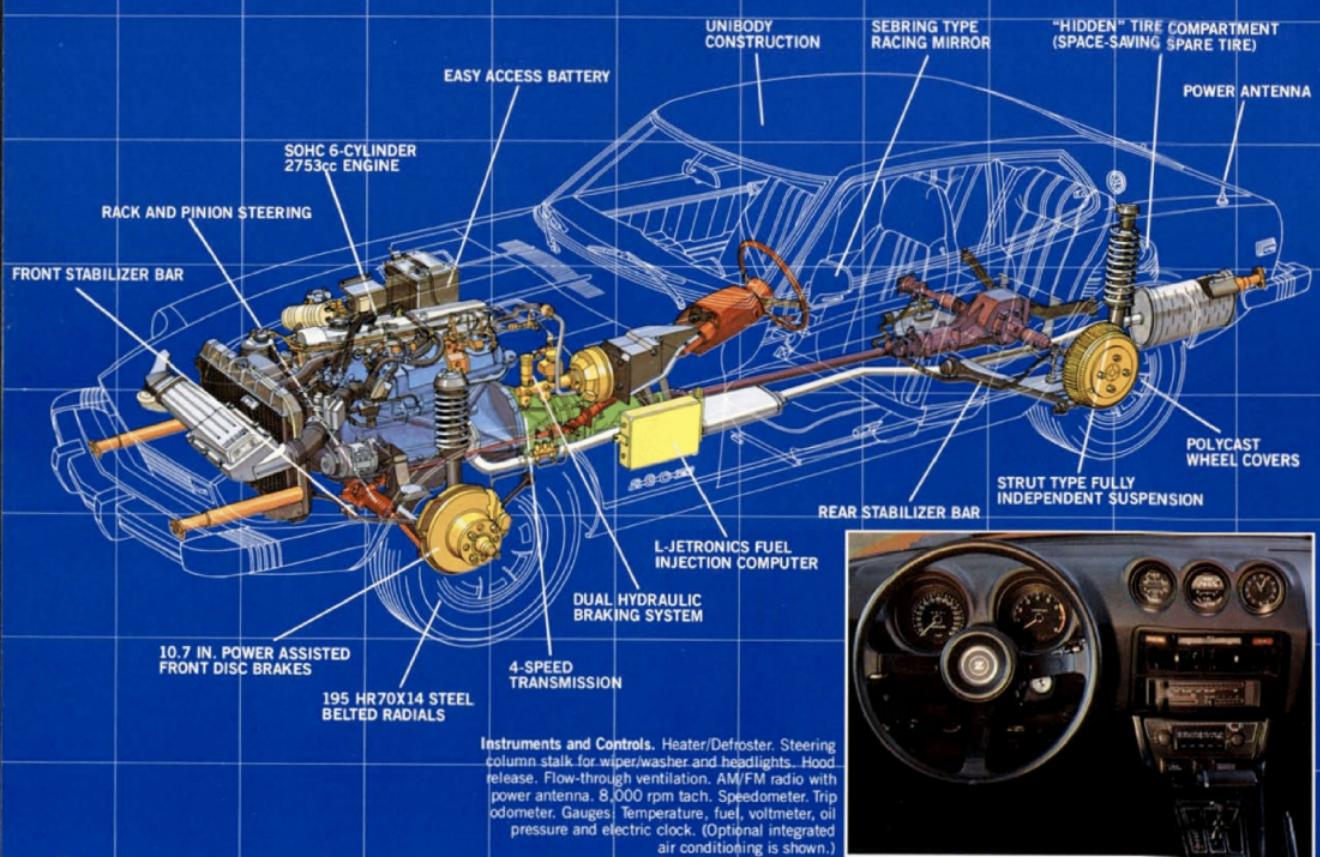
It also comes with something we haven't mentioned.

Namely, a friendly backseat.

Which offers plenty of room for friends. Or room for plenty of cargo when it's folded down.



How legends are made.

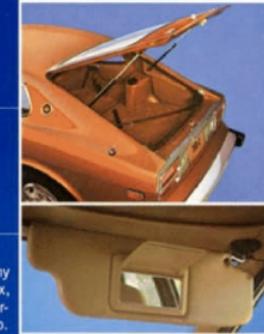


Instruments and Controls. Heater/Defroster. Steering column stalk for wiper/washer and headlights. Hood release. Flow-through ventilation. AM/FM radio with power antenna. 8,000 rpm tach. Speedometer. Trip odometer. Gauges: Temperature, fuel, voltmeter, oil pressure and electric clock. (Optional integrated air conditioning is shown.)

Cockpit contains contoured reclining breathable vinyl buckets, cut-pile carpeting, tinted glass, electric rear window defogger and full instrumentation that includes tach, electric clock and AM/FM radio.



Passenger vanity mirror is one of many nice touches. Others include console box, lockable glove box, map light, under-hood light and chain-attached gas cap.



Gas-saving 5-speed, factory air conditioning, mag-type wheels, stereos, rear window louvers, and automatic transmission are some of the options available.

Spare tire compartment is hidden under carpeted trunk floor. Rear seat in 2+2 folds down for ample cargo space.

DATSON 280-Z SPECIFICATIONS

Engine: 6-cyl. OHC 2753cc (168.0 cu. in.)
Electronic fuel injection
8.3:1 compression ratio

Transmission: 4-speed manual all-synchromesh floor-mounted

3.55:1 rear axle ratio

Suspension: Front—Independent strut type with coil springs and stabilizer bar
Rear—Independent strut type with coil springs and stabilizer bar

Tires: 195 HR70X14 BSW steel belted radial

Wheels: 5x14 steel disc

Brakes: Front—10.7" disc power-assist

Rear—9.0" drum power-assist

Battery: 60 amp/hr.

Electrical: Alternator—60 amp. Transistorized ignition system

DIMENSIONS AND WEIGHT

| | 280-Z | 280-Z 2+2 |
|--------------------|-----------|-----------|
| Length | 173.4" | 185.6" |
| Width | 64.2" | 65.0" |
| Height | 51.0" | 51.4" |
| Wheelbase | 90.7" | 102.6" |
| Turning Dia. | 34.8' | 36.8' |
| Curb Weight* | 2692 lbs. | 2842 lbs. |
| Fuel Tank Capacity | 17.2 gal. | 17.2 gal. |

*Vehicles with optional, high altitude or California equipment will be slightly heavier.

GAS MILEAGE INFORMATION

| Model | 49 States | | 49 States | |
|---------|---------------------|------------------------|---------------------|------------------------|
| | Manual Transmission | Automatic Transmission | Manual Transmission | Automatic Transmission |
| City | 18 MPG | 27 MPG | 18 MPG | 22 MPG |
| Highway | 18 | 27 | 18 | 22 |
| Model | California | | California | |
| City | 17 MPG | 22 MPG | 16 MPG | 19 MPG |
| Highway | 17 | 22 | 16 | 19 |

1977 E.P.A. estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

810. Our family Z-Car.

Chances are, you're wondering why we call our new 810 a Z-Car. After all, it doesn't look like one.

True. But it sure performs like one.

It should. Because it's powered by an electronic fuel injected 6-cylinder engine. Like the Z.

Exciting as that is, the 810 has a lot more going for it than just Z-power.

As you will see, the more you look into this new Datsun, the more exciting it gets.

Interior beauty.

First, we'll tell you that the 810 comes in two versions. 4-door sedan and 5-door wagon.

Now we'll tell you what's behind those doors.

To begin with, there's a surprising amount of stretch-out room for your legs.

Cut-pile carpeting for your feet.

Tilt steering column, simulated woodgrain steering wheel and leather-wrapped shift knob for your hand.

Console box with center rest for your arms. AM/FM multiplex stereo radio for your ears.

Tinted glass and electric rear window defogger for your eyes.

Cloth or breathable vinyl covered seats for your body.

Quartz digital clock and vanity mirror for your curiosity.

And for your peace of mind, there's a magical little box built into the padded dash. What is it? Read on.

Magic box.

Datsun's new 810 has a built-in warning device. Which we call a Central Sensor System.

Located on the instrument panel, it tells you when some things in the car need attention.

For instance, if a taillight goes out, a light on the Central Sensor System will also go out.

It'll also warn you if the headlights or brake lights go on the blink. Or if the battery, brake or windshield washer fluids are low.

Very thoughtful device. Because it'll warn you to fix little problems. Before they become big problems.

Everything from A to Z-power.

As we told you, the 810 comes with an electronic fuel injected 6-cylinder overhead cam 2393cc engine.

Which means it goes like a Z.

Matching transmission is a 4-speed manual. Which also matches the Z gearbox.

Front disc and rear drum brakes are power assisted.

And steel belted radial tires are whitewalled.

So far, everything we've mentioned on this page comes standard on both the sedan and wagon.

Now we'd like to point out a few differences between the two models. Very few.

There's a windshield wiper on the back window of the wagon. And, of course, a liftgate.

On the sedan, you'll find that the suspension system is fully independent at all four wheels.



Other than that, both models are equipped about the same. Beautifully.

Power steering and other choices.

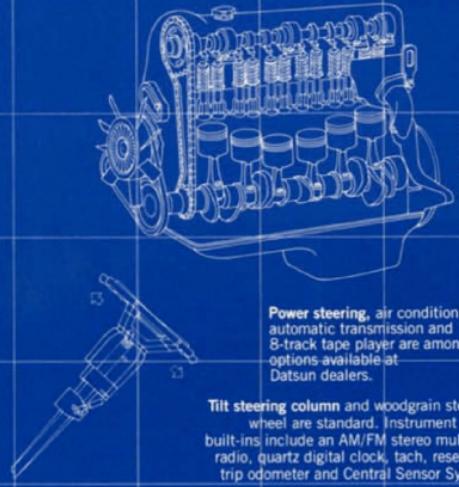
For the first time, Datsun is making variable ratio power steering available. You can get it on both the 810 Sedan and Wagon.

Other options include air conditioning, automatic transmission and cassette stereo.

Check your Datsun dealer for other available items.



Insides of a touring car, heart of a Z.



2.4 liter 6-cylinder engine is electronically fuel injected. On-board computer meters precise amounts of fuel for various driving conditions.



Power steering, air conditioning, automatic transmission and 8-track tape player are among options available at Datsun dealers.

Tilt steering column and woodgrain steering wheel are standard. Instrument panel built-ins include an AM/FM stereo multiplex radio, quartz digital clock, tach, resettable trip odometer and Central Sensor System.

Central Sensor System monitors six key areas of car. It warns you if headlights, taillights or brake lights go on the blink. Also, if battery, brake or windshield washer fluids are low.

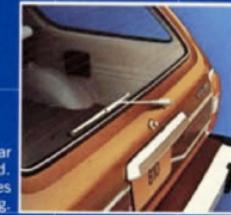


Inner space is nicely furnished with plush cut-pile carpeting, breathable all-vinyl or cloth-and-vinyl covered seats, console with center armrest, flow-through ventilation, vanity mirror, tinted glass and electric rear window defogger.



185 HR70 x 14 white sidewall, steel belted radial tires are also standard.

Fully independent suspension system on sedan smooths out bumps independently at all four wheels. Wagon utilizes independent suspension up front and semi-elliptic leaf springs in rear.



Windshield wiper/washer on rear window of wagon is standard. Easy-to-operate liftgate provides flat-loading opening.

DATSON 810 SPECIFICATIONS

Engine: 6-cyl. OHC 2393cc (146.0 cu. in.) with electronic fuel injection 8.6:1 compression ratio

Transmission: 4-speed manual all-synchronesh floor-mounted. 3.55:1 final drive ratio

Suspension: Front—Independent strut type with coil springs and stabilizer bar Rear—Independent trailing arm with coil springs (sedan)—semi-elliptic leaf springs (wagon)

Tires: 185 HR70 x 14 WSW, steel belted radials

Wheels: 5Jx14 steel disc

Brakes: Front—10.7" disc power-assist Rear—9.0" drum power-assist

Electrical: Battery—60 amp./hr. Alternator—60 amp. Transistorized ignition

DIMENSIONS AND WEIGHT

| | Sedan | Wagon |
|--------------------|------------|------------|
| Length | 183.5" | 185.6" |
| Width | 64.2" | 64.2" |
| Height | 54.5" | 56.1" |
| Wheelbase | 104.3" | 104.3" |
| Turning Diameter | 40.0' | 40.0' |
| Curb Weight* | 2,659 lbs. | 2,690 lbs. |
| Fuel Tank Capacity | 15.6 gal. | 14.6 gal. |

*Vehicles with optional, high altitude or California equipment will be slightly heavier.

STANDARD EQUIPMENT

- Power-assist front disc and rear drum brakes.
- Fully independent suspension (except wagon).
- Steel belted WSW radial tires.
- Fully reclining front bucket seats.
- Driver's seat cushion adjuster.
- Electric rear window defogger
- Tinted glass
- Full wheel covers.
- Flow-through ventilation.
- Quartz digital clock/Tachometer.
- Electronic fuel injection.
- Central Sensor System.
- AM/FM stereo multiplex radio.
- 3-speed windshield wipers with intermittent feature
- Plush cut-pile carpeting

- Trunk light
- Courtesy light
- Cargo light (wagon)
- Console box with armrest
- Rear seat center armrest.
- Inside hood release.
- Cigarette lighter.
- Day/night rear view mirror.
- Vanity mirror.
- Resettable trip odometer.
- Woodgrain steering wheel with tilt steering column.
- Locking glove box.
- Rear window wiper and washer (wagon).
- Vinyl body side moldings.

STANDARD SAFETY FEATURES

- Backup lights.

- Collapsible steering column
- Flame retardant interior materials
- Four-way hazard warning lights
- Dual brake system with warning light
- Impact absorbing bumpers
- Outside rear view mirror
- Padded sun visor
- Passenger restraint system with warning light and buzzer
- Steering column lock

OPTIONAL EQUIPMENT

- 3-speed automatic transmission
- Variable ratio power steering
- Fully integrated factory air conditioning
- Stereo cassette tape system

• Luggage rack.*
* Dealer installed accessories.

GAS MILEAGE INFORMATION

| Model | 49 States | | 49 States | |
|-------|---------------------|------------------------|------------|---------|
| | Manual Transmission | Automatic Transmission | City | Highway |
| Sedan | 17 MPG | 28 MPG | 17 MPG | 22 MPG |
| Wagon | 17 | 28 | 17 | 22 |
| Model | California | | California | |
| | Manual Transmission | Automatic Transmission | City | Highway |
| Sedan | 18 MPG | 26 MPG | 17 MPG | 22 MPG |
| Wagon | 18 | 26 | 17 | 22 |

1977 E.P.A. estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

Li'l Hustlers. Three for the load.

This part of our booklet deals with some pretty rough stuff.

Namely, our trio of Li'l Hustlers.

As you will see, all three are built to take loads of punishment as well as loads of cargo.

You will also see they combine lots of plushness with their toughness.

Fact is, they're so nicely appointed and so easy to handle that they can easily be womanhandled.

That said, let's take a look.

Three tough choices.

There are three ways you can get America's Number One Selling Small Pickup.

One way: Standard model with a 6-ft. box.

Another way: Stretch model with a king-size 7 ft. 5 in. box.

New way: King Cab.TM This is the pickup that has the truck world talking.

So let's talk about it first.

Biggest cab in small pickups.

King Cab contains more stretch-out room than any other small pickup. Even more than some full-size rigs.

There's up to 11.3 cu. ft. of storage space behind the seats. Which is nice for carrying stuff inside when the weather's not so nice outside.

As you'd expect, our extra big cab is extra big on comforts. Like reclining bucket seats (no other pickup has 'em) and full carpeting.

Car-like items such as a console, package tray and cigarette lighter are also standard.

Sound pretty soft?

Well, just remember: Underneath it all, it's still a hard-nosed Li'l Hustler.

Hard stuff.

Here's how all three Li'l Hustlers get tough. Underneath, there's an unbending, non-twisting welded ladder-lattice frame.

Rugged front suspension uses independent torsion bar and tension rods to smooth out roads that have gone to potholes.

In back, semi-elliptic leaf springs won't buckle under loads up to 1,100 lbs.

Punch is delivered by a single overhead cam 2000cc engine.

Torque is transferred to a semi-floating rear axle by a durable 4-speed transmission.

Big drum brakes are power assisted.

And the body and strong boxes are all steel. Oh, yes, there's one more thing that's tough to beat.

Fuel economy.

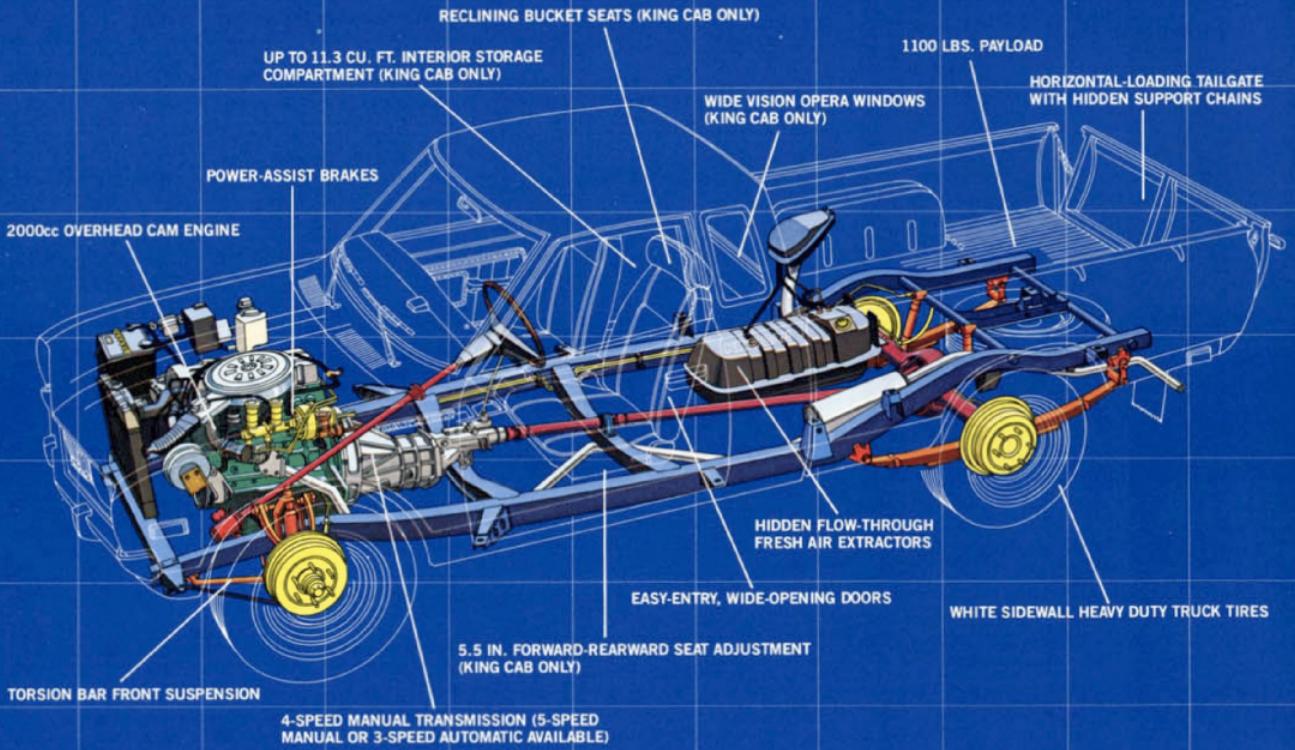
Additional items.

Options include a 3-speed automatic, 5-speed manual transmission, factory air conditioning, radios, stereo, clock, tach and grab handles.

And some other stuff your Datsun dealer will be happy to tell you about.



Built for workloads or loads of fun.



Every Li'l Hustler has a soft spot. Inside.

Optional 5-speed transmission allows engine to run slower at higher speeds. Thus, helping to save gas and wear and tear on engine.



King Cab dashboard with integrated air conditioning and console-mounted radio (optional). Flow-through ventilation, package tray and heater/defroster are standard on all models.



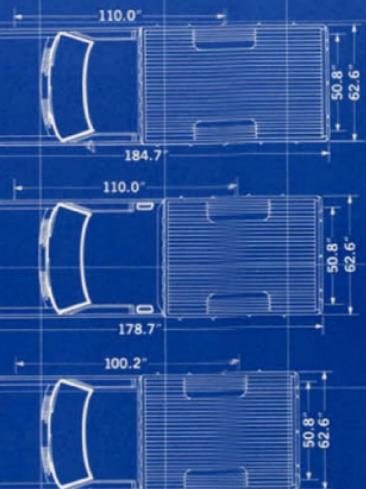
DATSON 620 PICKUP TRUCK SPECIFICATIONS

Engine: 4-cyl. OHC 1952cc (119.1 cu. in.) 8.5:1 compression ratio
Transmission: 4-speed manual all-synchromesh floor-mounted. 4.38:1 rear axle ratio
Suspension: Front— independent torsion bars with stabilizer bar
 Rear— semi-elliptic leaf springs
Tires: 6.00x14 WSW 6-ply rated truck tire
Wheels: 4½x14 steel disc
Brakes: Power-assist 10" drums front and rear
 6.0" vacuum servo
Electrical: Battery— 60 amp/hr
 Alternator— 35 amp. Transistorized ignition standard in California

DIMENSIONS AND WEIGHT

| | Standard | Stretch | King Cab |
|--------------|-----------|-----------|-----------|
| Length | 169.3" | 184.7" | 178.7" |
| Width | 62.6" | 62.6" | 62.6" |
| Height | 60.8" | 60.8" | 60.8" |
| Wheelbase | 100.2" | 110.0" | 110.0" |
| Turning Dia. | 36.8' | 39.4' | 39.4' |
| Curb Weight* | 2395 lbs. | 2460 lbs. | 2495 lbs. |
| Fuel Tank | | | |
| Capacity | 11.9 gal. | 11.9 gal. | 11.9 gal. |
| Bed Length | 73.2" | 88.6" | 73.2" |
| Width | 56.3" | 56.3" | 56.3" |
| Depth | 15.7" | 15.7" | 15.7" |

* Vehicles with optional, high altitude or California equipment will be slightly heavier.



STANDARD EQUIPMENT

- Reclining bucket seats (King Cab)
- Full carpeting (King Cab)
- Power-assist drum brakes
- WSW truck tires
- Dual brake system with warning light
- Flow-through ventilation
- Two-speed electric wipers
- Windshield washers
- Package tray
- Courtesy light
- Engine compartment light
- Cigarette lighter
- Console box

STANDARD SAFETY FEATURES

- Backup lights
- Flame retardant interior materials
- Four-way hazard warning lights
- Dual brake system with warning light
- Chrome outside rear view mirror
- Windshield washers
- Padded sun visors
- Padded instrument panel
- Passenger restraint system with warning light and buzzer

OPTIONAL EQUIPMENT

- 3-speed automatic transmission
- 5-speed manual transmission
- Fully integrated factory air conditioning (Package tray deleted)
- Radio (AM, AM/FM, stereo)*
- Tachometer*
- Clock*
- Rear step bumper*
- Body side tape stripes*

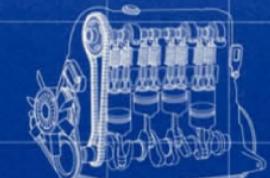
* Dealer installed accessories



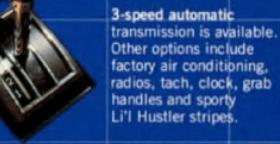
11.3 cu. ft. of storage space behind seats in King Cab. Ideal for stowing tools, groceries or sports gear. Plush carpeting and woodgrain steering wheel are also standard in King Cab.



Reclining bucket seats are standard on only one truck in the world, King Cab. Stretch and Standard models come with contoured bench seat.



Peppy 2000cc engine is of overhead cam design with five main bearings and a double-roller chain cam drive. Thermostatically operated fan clutch lets the fan idle when not needed.



3-speed automatic transmission is available. Other options include factory air conditioning, radios, tach, clock, gear handles and sporty Li'l Hustler stripes.

GAS MILEAGE INFORMATION

| Model | 49 States | | 49 States | |
|----------|---------------------|------------------------|---------------------|------------------------|
| | Manual Transmission | Automatic Transmission | Manual Transmission | Automatic Transmission |
| Standard | 22 MPG | 32 MPG | 22 MPG | 27 MPG |
| Stretch | 22 | 32 | 22 | 27 |
| King Cab | 22 | 32 | 22 | 27 |

| Model | California | | California | |
|----------|---------------------|------------------------|---------------------|------------------------|
| | Manual Transmission | Automatic Transmission | Manual Transmission | Automatic Transmission |
| Standard | 21 MPG | 30 MPG | 22 MPG | 28 MPG |
| Stretch | 21 | 30 | 22 | 28 |
| King Cab | 21 | 30 | 22 | 28 |

1977 E.P.A. estimates. The actual mileage you get will vary depending on the type of driving you do, your driving habits, your car's condition and optional equipment.

3,962 of the people who make Datsuns do nothing but nit-pick.

True. Nearly 7% of our production workers are inspectors.

These eagle-eye checkers inspect everything from bumper to bumper. Including the bumpers.

Every Datsun part is scrutinized on the assembly line.

And every Datsun that rolls off the line is rolled through a battery of exhaustive tests. Everything from engine starting tests to brake stopping tests.

Only after a Datsun has gone through thousands of tests and inspections is it ready to go to a showroom.

Even then, some don't make it.

Because we torture many Datsuns to death. We freeze them. Bake them. Drown them. Blast them in wind tunnels. And smash them against walls.

Why do we break many of our Datsuns up?

Because that's how we learn ways to keep your Datsun from breaking down.



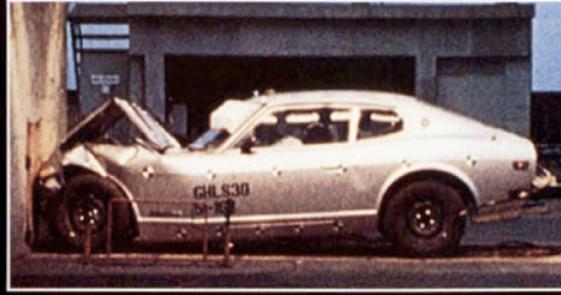
Over three tons of water is splashed on every Datsun to check for leaks.



Every Datsun engine is tested by computer at varying RPM levels.



Welding robots are part of automated and computerized assembly line.



Barrier crash testing helps us determine which parts of Datsun's unibody construction should be rigid and which should incorporate crush zones.



Brakes are tested on dynamometer before vehicle leaves plant. Further brake tests are conducted on test track.

We race to prove one strong point.

And that's the point. Strength.

We race around the tracks to prove we're tough enough to run around the streets.

For instance, we figure a Datsun has to be durable to finish a rally like the brutal 3,800 mile East African Safari.

Our Z-Cars not only finished, they finished first two years in a row.

Our Li'l Hustler took on the punishing Baja 1000 and won. Which proves it can take more than a little punishment.

Datsun B-210, 610 and 280-Z models are the reigning National SCCA Champions in their classes. Which puts them ahead of some tough classes of cars.

Fact is, Datsuns have racked up thousands of victories all over the world. Everything from SCCA Rally Manufacturers' Championships to the 1975 Panama National Drag Racing Championship.

In 1976 alone, Datsuns won over 425 races and rallies just in America.

Suffice to say, we have a strong track record. Thanks to some strong vehicles. And that's the point.

Datsun B-210 is current SCCA National C-Sedan Champ.

Datsun has won the SCCA National Rally Manufacturers' Championship from 1971-1976.

Datsun Li'l Hustler won the teeth-rattling Baja 1000 in 1976 and the Baja 500 in 1974.



Datsun Z-Cars have won everything from seven SCCA National Championships to several East African Safaris.

Meet the largest departments in the Datsun organization. Parts & Service.

When we first thought about selling Datsuns in this country, we kept one thought in mind.

Which was: People wouldn't buy them if parts were hard to get. And service was hard to get to.

With that in mind, we decided to make the Parts and Service Departments of our U.S. operation very big.

So we made them our very biggest.

Computerized parts network.

To make sure all Datsun dealers are well supplied with genuine Datsun parts, we have 10 parts depots in key locations around the country.

All ten are connected by a computer to our huge California-based Master Parts Depot. Where over 55,000 kinds of parts and components are stocked in large quantities.

OK, you're impressed. But what does it mean to you?

Well, let's say you need a part and your dealer doesn't have it. All he has to do is pick up the phone, the computer taps out the order, and the part is shipped within a short time.

What happens if there's not a part available any place? Not even at our Master Parts Depot?

No problem.

Because we have a special air freighting system, too. Which simply means we can fly parts over from Japan.



Datsun trained service.

There are nearly 1,000 Datsun dealers around the country. Which means service is just around the corner.

And you can expect professional service. Because, chances are, the technician who works on your Datsun was trained by Datsun people.

Which is something we insisted upon. For your sake. And for your Datsun's sake.

In addition, these technicians are supplied with special tools.

Special Datsun tools. All of which is to say, Datsuns are not only built with care in Japan, we make sure Datsuns are well taken care of in America.



The image consists of a repeating, abstract pattern of the words "SUNDAY DATSUN". The words are rendered in a bold, white, sans-serif font. They are arranged in a staggered, overlapping grid across the entire page. The background is a solid, dark grey or black. The overall effect is a high-contrast, graphic design that obscures any specific context or meaning.