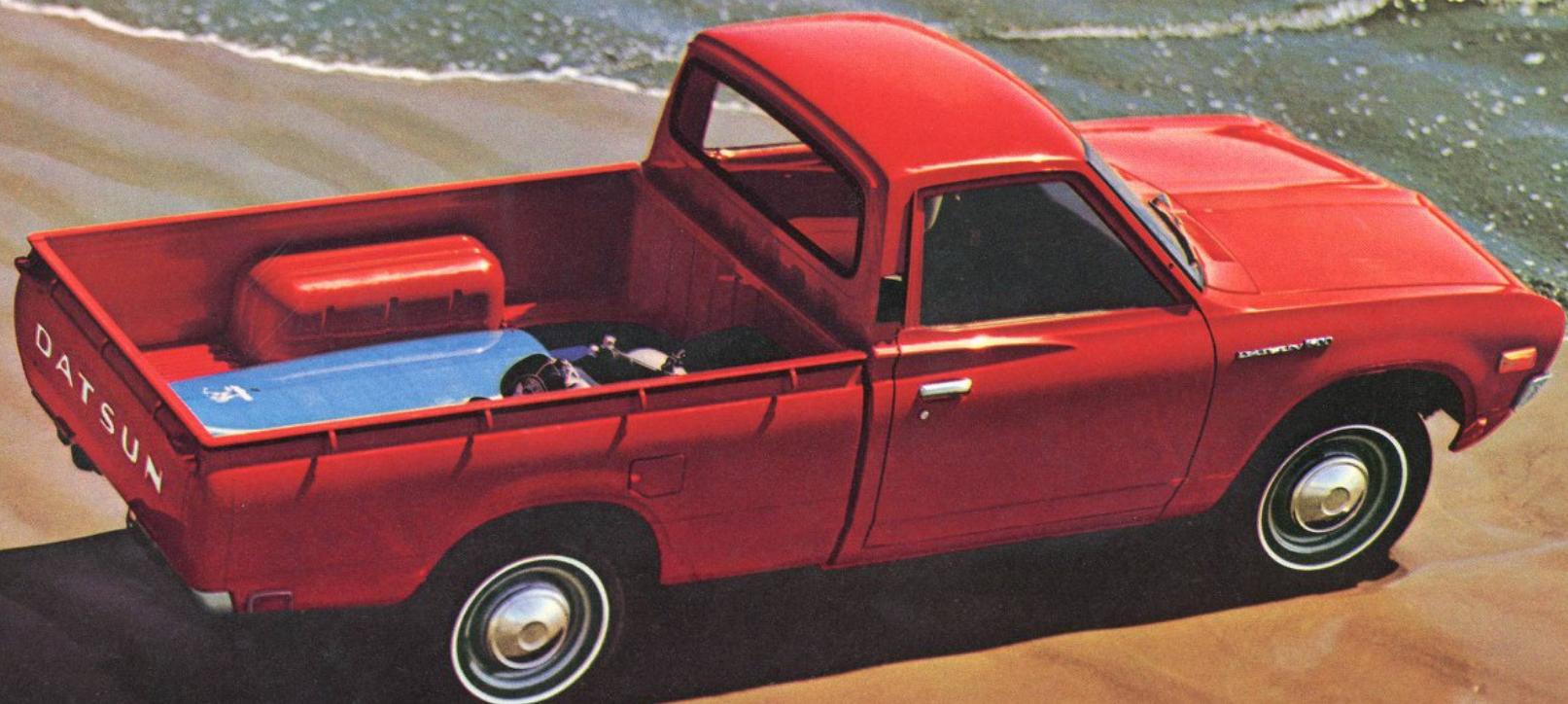


The new Datsun Pickup

A famous Datsun Original made better than ever





The biggest little worker you ever saw.

Pound for pound, nobody builds tougher haulers than our all-new Li'l Hustler Pickup. It sneaks in and out of tight situations and packs as much freeway punch as it does cargo. Like the big boys, it's built to last—even when it works all day and plays all night.

If you want to haul friends and freight and run the show relaxed in a passenger car kind of cab, the Li'l

Hustler's for you.

It's backed by 40 years of small car and truck building. And by a procession of Li'l Hustler models that for 13 years have been taming American turnpikes and terrain. Plus a sales record that has made Datsun the top selling import truck nationwide.

The all-new Li'l Hustler—everything that made us No. 1... and more.



Minding most everybody's business.

Florist, antique dealer, carpenter, painter, plumber, rancher, farmer...if your business takes a set of economical, happy haulin'wheels, the versatile Li'l Hustler is ready to roll up profits for you.

It's a worker—a busybody. And the variety of loads that fit into its 6 foot long, 4½ foot wide bed would boggle a computer. It has plenty of muscle for the daily bustle of business. Proven reliability, too.

Now it has some other advantages to match. New cold weather protection, for instance, includes low temperature grease for the door lock and windshield wiper motor. Tougher seat materials that resist splitting at freezing temperatures. An alkyd resin ignition coil that resists cracking in cold weather. Give it the works. You'll mind your own business better with a Datsun Pickup.

The sea. The sand. The open road.

Li'l Hustler is kind of a magic machine, opening doors to new activities, new experiences.

You get tough traction on truck tires. (They're whitewalls. Good looking wherever you haul.) There's power to pull out of sand and up hills in the overhead cam engine. (It won the Trans-Am and East African Safari in Datsun Sedans.)

Whatever recreational hauling you do,

you've got Datsun "do-tility." Freedom to do your thing economically with low initial cost and minimum maintenance proved in over 200,000 Datsun Pickups on American roads.

And, unlike other small trucks, Li'l Hustler sales and service is not limited to certain "truck" dealers, or to small geographical areas. It's nationwide at every one of nearly 1,000 Datsun dealers all across the country.



Li'l Hustler Package.

Li'l Hustler lovers do wild and wonderful things to their machines. They paint, adorn and modify. For starters we're making it easier for you to stamp your own personality on the willing hide of your Li'l Hustler. We're doing it with a special package of accessories that can be added at your dealership.

Walnut or Vinyl Shift knob. Handy and handsome with a nice fat feel. A potent poker to stir up the horses with the precise 4-speed transmission.

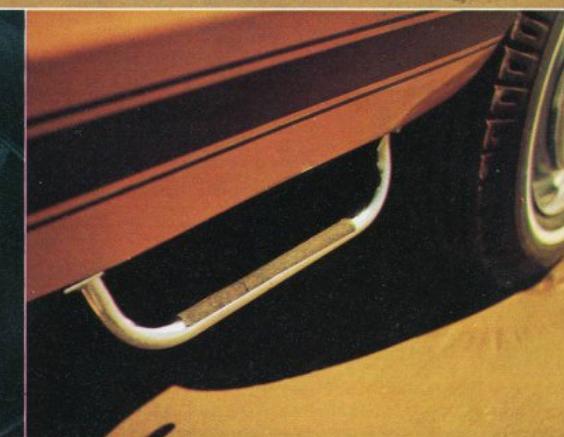
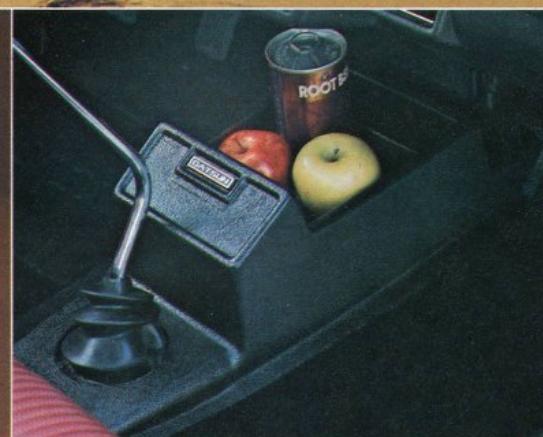
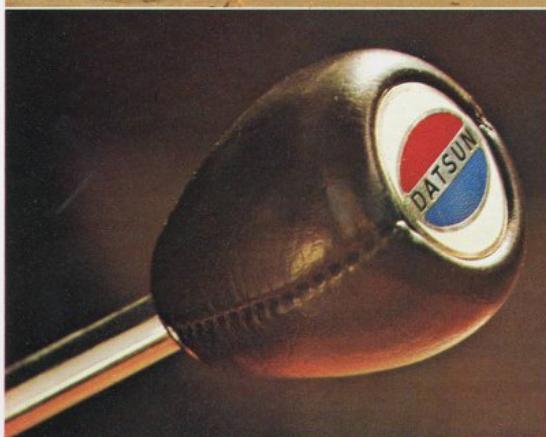
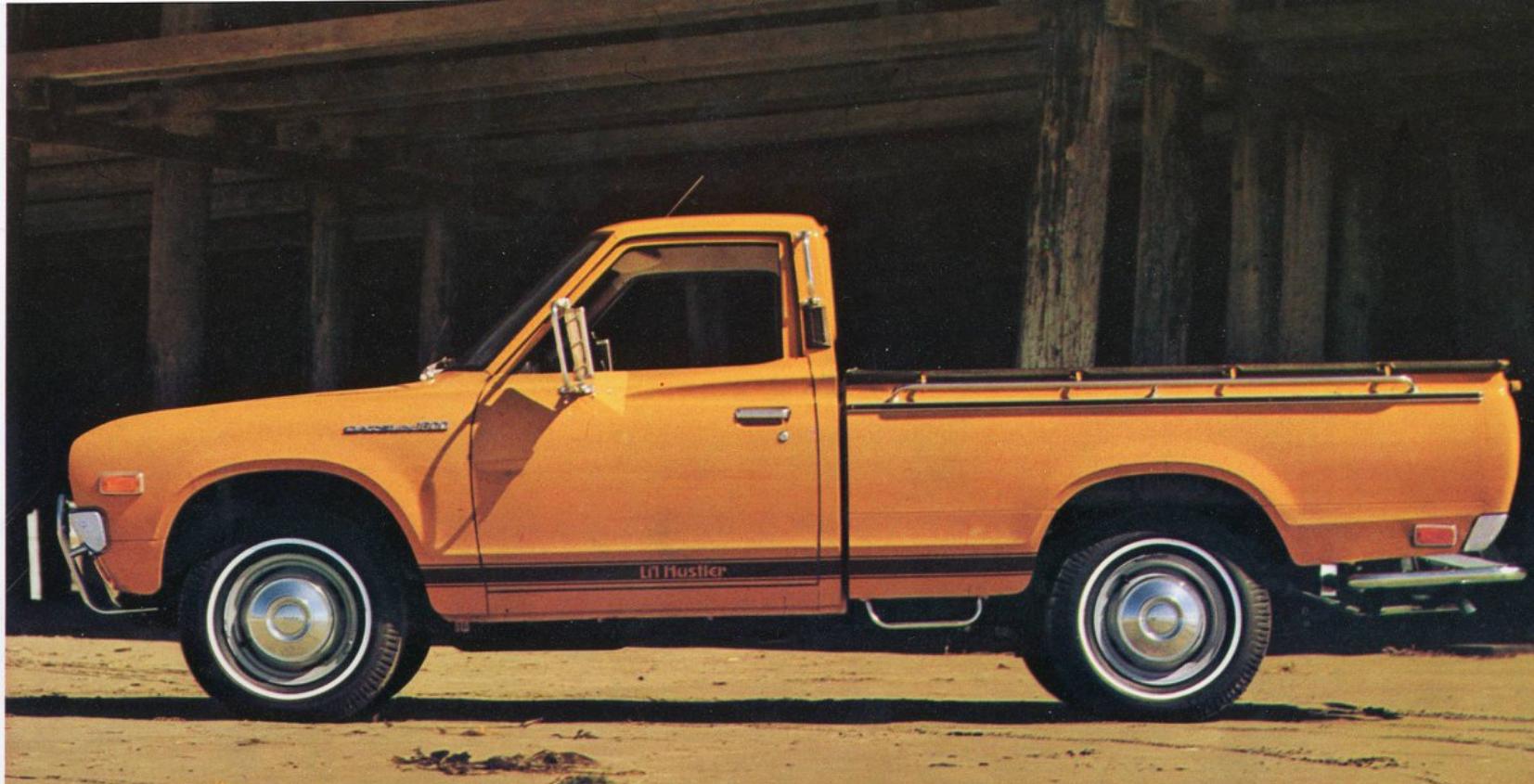
Console. A handy receptacle at your elbow. For little things—cigarettes and pocketbooks. A little extra stowage when you don't want to use the glove box or package tray.

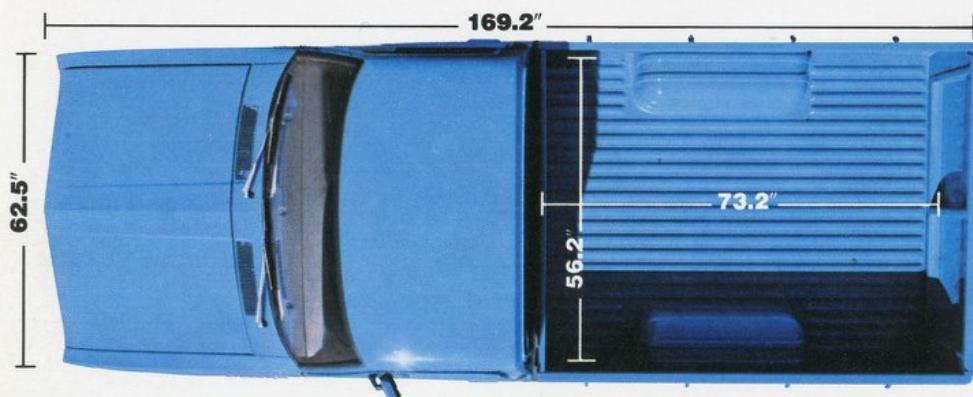
Side step set. Handy for quick loading. Increases accessibility to the load bed. A groovy addition to the Li'l Hustler look.

Exhaust extension. Bright chrome, neat appearance. "Spitter" image. Suits the Hustler to a flair-thee-well.

Stripes. (Hustler white or black.) Slick tape stripes that run along lower body and spell out—"Li'l Hustler." Sets off the machine's "macho" lines and sleek paint.

Front bumper guard. Protection plus. Wards off knicks and dents from careless parkers. Looks great.





With all this anything is possible.

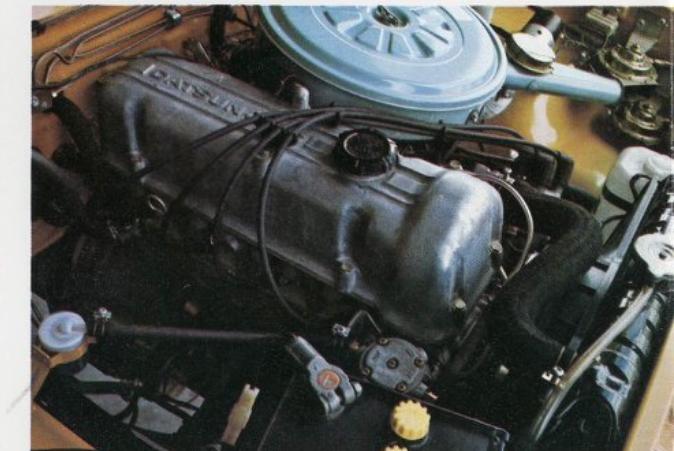
Shape up your truckin' Under those sleek lines—a load of road-goin' goodies. Power-assist brakes. Front torsion bar suspension ride. Heavy-duty rear suspension that adjusts to the load. Quiet, rugged, two piece propeller shaft. Big 11.9 gallon gas tank. (At up to 25 miles per gallon, fewer gas stops.) Wide-flared wheel wells for rough going. Engine modified to meet all current emissions standards.

A car kind of comfort. Curved window glass for extra shoulder room. Contoured bench seat (adjustable backward and forward) for comfort and leg space.

Power-flow ventilation. Heater/defroster, with an extra 35% capacity. Handsome, readable instrument cluster, big glove compartment plus a package tray. Handy controls. Smooth load-gearred 4-speed stick shift. Optional automatic.

New features. Wiper/washer switch and heater/defroster control plate that illuminate when lights are on. Seats, head lining, sun visor and door finish are made of fire-retardant materials.

Hauling space. There's an all-steel load bed with 11 tie-down hooks, easy-loading tailgate with disappearing support chain. Heavy-duty two-stage suspension for safe, easy riding. Smoother, quieter.



Nobody knows small trucks like Datsun.

Matched power-train. The efficient 5-main bearing 97.3 cu. in. overhead cam engine has some equally rugged working buddies. The full-synchromesh 4-speed transmission transmits the torque through special truck ratios geared to the engine's power curve. A triple jointed drive line takes the horses to the rear wheels with minimum vibration and noise. The result—optimum output for maximum loads. And quick trips on the turnpike. Lively performance is matched in turn by hefty power-assisted brakes.



Specifications

General Dimensions

Length, overall.....	169.3 in.
Width, overall.....	62.6 in.
Height, overall	60.8 in.
Wheelbase	100.2 in.
Box length (at floor).....	73.2 in.
Box width (at floor).....	56.3 in.
Box height	15.7 in.
Weight	
Std. 4-speed transmission.....	2290 lbs.
Automatic transmission.....	2320 lbs.
Road clearance.....	7.9 in.
Curb Weight.....	2290 lbs.
Gross Vehicle Weight.....	3760 lbs.
Gross Axle Weight Rating	
front.....	1445 lbs.
rear.....	2315 lbs.
Seating Capacity.....	2 persons
Minimum turning diameter	34.1 ft.
Engine:	SOHC in-line 4-cylinder
Displacement.....	97.3 cu. in. (1595 cc)
Compression ratio	8.5 to 1
Bore and stroke	3.27 in. x 2.90 in.
Carburetion.....	Dual-barrel, down draft type

Transmission: All-synchromesh 4-speed floor-shift. Gear ratios: 1st, 3.66; 2nd, 2.18; 3rd, 1.42; 4th, 1.00; Reverse, 3.64.

Automatic Transmission: 3-speed console lever. Gear ratios: 1st 2.46, 2nd 1.46, 3rd 1.00, Reverse 2.18.

Clutch: Single dry disc with cushioning spring.

Differential: 4.38. Automatic: 4.62.

Maximum speed: 87 mph

Capacities:

Fuel tank

11.9 U.S. gallons

Oil (engine)

4.5 quarts (with filter)

Water.....

6.5 quarts

Cold Weather and Salt Damage Protection:

Low temperature grease for door lock and windshield wiper motor. Split-resistant seat materials. Crack-resistant alkyd resin ignition coil.

Ignition and Electrical System: Coil and distributor ignition—12 volts; electrical system with 35 amp./hr. alternator

Front suspension: Independent torsion bar with tension rods, telescopic shocks and anti-roll stabilizer.

Rear suspension: Longitudinal semi-elliptic leaf springs with telescopic shock absorbers.

Steering: Recirculating ball type; gear ratio 19.8 to 1.

Brakes: Hydraulic power-assist drum type front and rear with vacuum servo (Master-Vac) tandem master cylinder. Parking brakes mechanically operated on rear wheels.

Wheels and Tires: Steel disc wheels; 6.00-14 in. heavy-duty whitewall tires.

Frame: Welded ladder-lattice construction.

Body: Two-piece; cab and rear body.

Standard Equipment: Fully synchromesh four-speed transmission; adjustable vinyl upholstered bench seat; laminated safety glass windshield; two-speed wipers with electric washers; jute and rubber floor mats; dual sun visors; heater and defroster; package tray; ash tray and cigaret lighter; three-point seat belts; white sidewall truck tires; hazard warning lamp; front parking lamps, turning signal, rear combination stop, backup and directional lamps; engine compartment lamp; side marker lamps. Wiper/washer switch and heater/defroster control plate—illuminated

whenever headlights are on. Fire-retardant material for seats, head lining, sun visors, door finish and gear box (automatic only).

Optional Equipment: Radio; big truck mirrors; custom tonneau cover; air conditioning; custom floor mats; rear step bumper; Li'l Hustler Kit; and lots more. Ask your dealer.

Forty years of Datsun Originals

The Datsun Pickup epitomizes Datsun's tradition of innovative economy cars and trucks; everything craftsmanship and modern automated plants provide. Nearly 1000 Datsun dealers keep you on the road with parts and service. A huge master parts depot and 10 regional depots back them with a steady flow of components and complete service training programs.

Continuing advances in Datsun design and engineering technology require that specifications and prices be subject to change without notice.

DATSON
FROM NISSAN WITH PRIDE