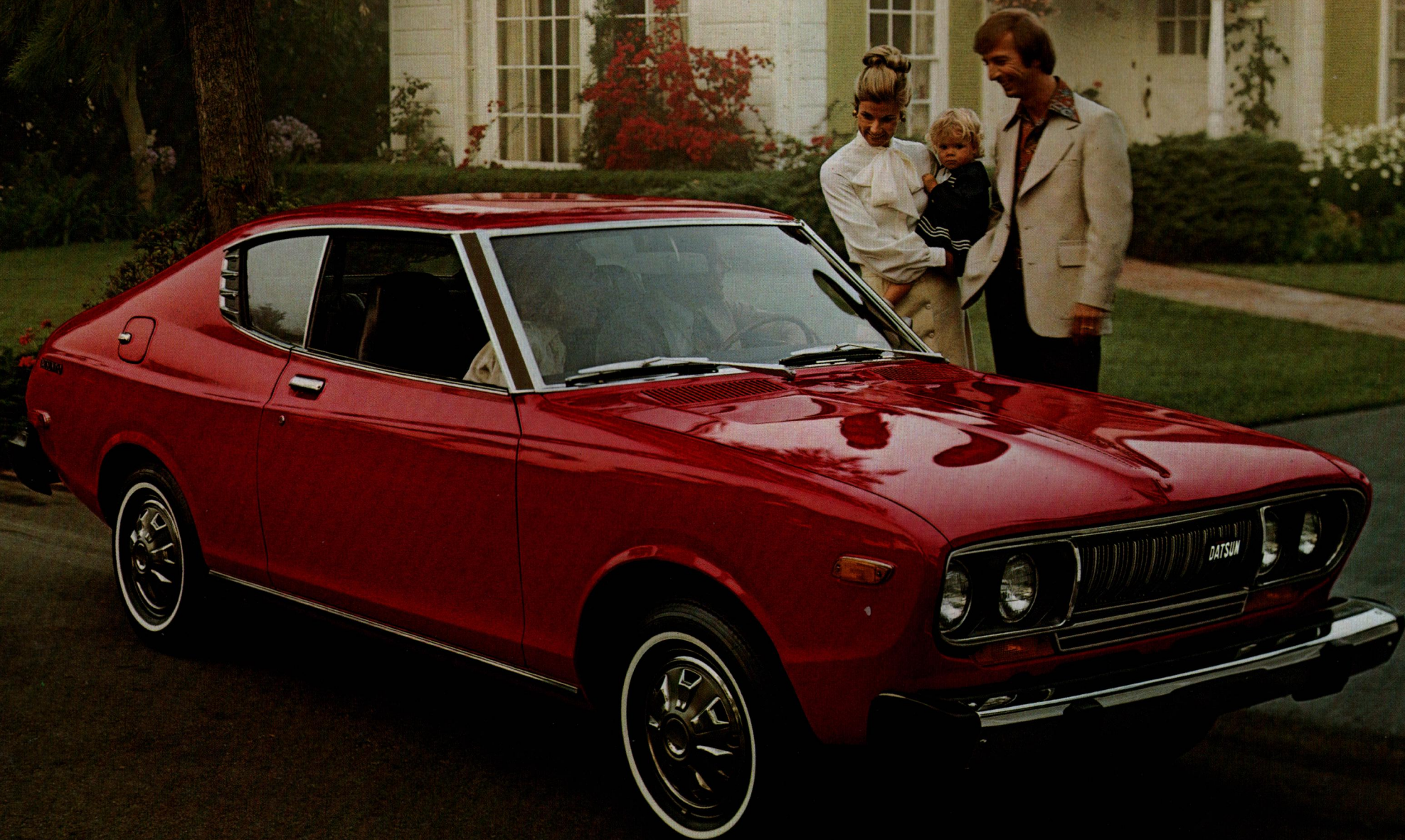


DATSUN 710



A handsome way to save.

The car that's the Sports Car Club of America's National B-Sedan racing champ. The workhorse of Bob Bondurant's famous school of high performance driving. The machine that Datsun uses in country-wide demonstrations to its own technical and sales personnel. The rugged performer that shows how well built all Datsuns are.

The sleek 710 Hardtop is all of these things. What does it mean to you? Just amazing maneuverability and a special brand of durability (bullet-proof, the racers call it). Along with excellent highway and city gas mileage, it adds up to Datsun savings that go on and on.

Thrifty reliability's designed into the proven 2-liter engine. It hums on five main bearings down on the crankshaft rather than just

three. Even the overhead cam rolls on four bearings. The cam drive is by a double roller chain, protected from the elements and bathed in oil. (Not a partially exposed cog belt.) With no pushrods it has 43% fewer moving parts than many engines.

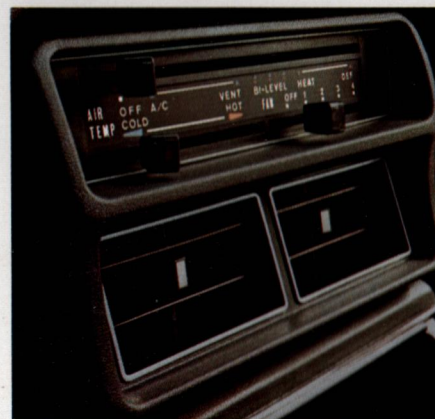
Beneath the rigid unibody lies a long list of other engineering extras. Power assisted front disc brakes. Big 9.7 in. steel discs deliver over 80% of the braking force. A front stabilizer bar eases cornering. A deep strut front suspension cradles the car's center of gravity and helps alleviate body rock and roll.

Interior surroundings match the sleek exterior lines with full carpeting, multi-level flow-through fresh air and tinted glass. Fully reclining bucket seats trimmed in tooled vinyl. And thoughtful Datsun extras like electric rear window defogger, electric clock and a resettable trip odometer. A glove box and console. Plus a package tray.

It's the fantastic array of no-cost extras that make the options affordable. Automatic transmission, factory air conditioning, side stripes, and a wide choice of radios and stereos. Just ask your dealer.

A neat super-coupe that drives easily and economically for miles and miles. It's a true car for the times. Prove it with a test drive.

For complete gas mileage information see specifications page.



710 HARDTOP





Economy that doesn't look it.

Tired of boxes on wheels, the frumpy rolling stock that bucks the breeze instead of knifing clean through?

The 710 2-Door gives you room for four adults and their luggage with more than a touch of class. Efficient lines and sensible weight permitted by the welded unibody actually help gas mileage at cruising speeds. You can have your economy and drive it, too.

Nor is the interior anything but elegant. All-vinyl upholstery is tooled for looks, made tough for hard use. Comfortable bucket seats adjust to your needs, recline fully. Tinted glass surrounds you. Multi-level flow-through ventilation, a 3-speed heater/defroster and electric rear window defogger handle most anything the weatherman decrees.

The fabulous list of inside extras also includes an electric clock, trip odometer, glove box. Plus a package tray. Note, too, how nicely everything is detailed and finished — something lacking in many cars today.

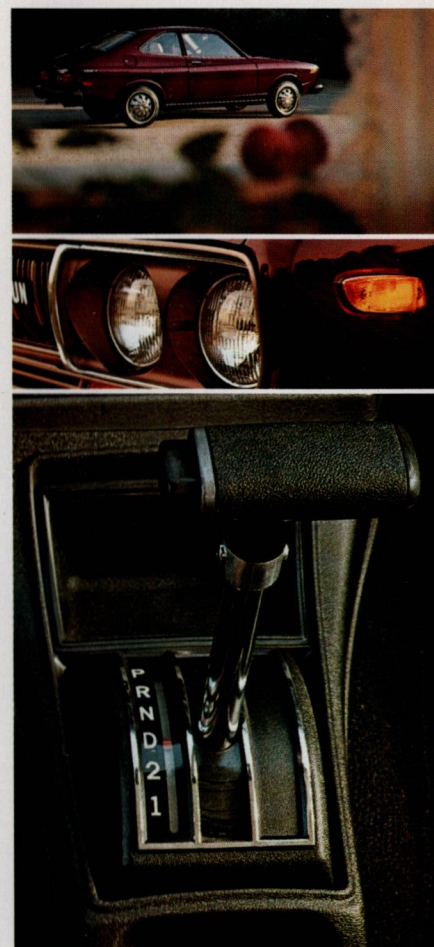
With Datsun's famed 2-liter single overhead cam engine, you also get economy that doesn't act it. There's plenty of poke to power you out of tight spots. Plenty of miles per gallon, too, to pare your running costs. Reliability and durability bred by race and rally wins are also part of the 710 action.

Agility and driving fun are abetted by an efficient braking system. Big discs in front, drums in back are power assisted. For emergencies there's a tandem master cylinder, plus the Nissan brake proportioning (NP) valve that limits rear wheel lockup and skids.

Add optional 3-speed automatic transmission, factory or dealer-installed air conditioning, radio, stereo and other dealer options to taste.

The friendly 710 2-Door. A car for the times that makes economy a pleasure. The proof is in the driving.

For complete gas mileage information see specifications page.



710 2-DOOR SEDAN





Introducing the usable rear seat.

Not all compacts come with four doors. And the extra ease in entry and exit may be just what your family needs.

The functional 710 design incorporates this 4-way accessibility in a sturdy all-steel unibody. It's welded, not bolted, so it won't squeak. And it also makes room for four passengers, plus space for their luggage. (The spare is happily hidden out of the way under the trunk floor.)

In this quiet body you ride smooth on a rubber insulated leaf spring rear suspension. A deep strut front suspension actually cradles the car between two spring towers. Stability is enhanced by a front stabilizer bar, which proves how much we've learned from winning international race and rally championships in Datsun sedans.

Datsun economy doesn't mean you can't live it up a little. Great gas mileage, for example, comes with potent performance. The tough 119 cu. in. engine actuates the valve gear by an overhead cam, without power-wasting push-rods. You won't find an exposed cam belt. We drive the cam with an enclosed double roller chain. Five main bearings on the crankshaft mean smooth running and a long, long time between overhauls.

Brakes? Datsun's big front discs resist moisture and fading. Front discs and rear drums have a tandem, vacuum assisted hydraulic system to maintain braking on two wheels in case of failure. Datsun performance starts where it should: with stopping power.

Comforts are not forgotten. They are featured. All seats are upholstered in tooled vinyl. Front buckets recline all the way. There's tinted glass, an electric rear window defogger, electric clock, glove box and other refinements, too.

Factory air conditioning, automatic transmission, radios, stereos and other options from your dealer make your 710 even more sensational. The right time for such a timely machine is right now. Test-drive one at your dealer.

For complete gas mileage information see specifications page.



710 4-DOOR SEDAN





Two extra doors help you get more out of it.

With just three doors, a lot of compact wagons are shy on accessibility. They don't have Datsun's tough, space-making unibody. It has the rigidity for full five-door access. A 46.2 cu. ft. carpeted deck. The rear seat folds down to accommodate those things you buy a wagon for. Folds up for four passengers and caboose-full of luggage.

Fully trimmed doors and seats are upholstered in handsome, easy-to-clean vinyl. Front buckets are deep padded, contoured to fit. They recline fully for cat naps and contemplation.

The interior is a traveler's paradise with tinted glass, full carpets, multi-level flow-through fresh air. Plus glove box, package tray and console box. Like the electric

clock and resettable trip odometer, the electric rear window defogger is a typical 710 luxury.

Over good roads and bad you'll appreciate the rugged rear leaf and deep strut front suspension. There's a front stabilizer bar for sure handling, and, of course, Datsun's power assisted brakes, with large front discs. A special NP valve helps prevent skid causing rear wheel lockup.

A lot of miles per gallon, a lot of performance and reliability; darn little maintenance. That's the Wagon's 4-cylinder overhead cam engine. It's designed tough from its five main bearings up. There are no pushrods, just a chain driven cam that actuates the valve gear through easily adjusted cam followers. The aluminum head dissipates heat. The whole gutsy unit lives in an uncluttered engine bay that facilitates maintenance and cuts upkeep costs.

Automatic transmission, factory air conditioning, radio, stereo, roof rack, simulated wood-grain side trim are all available options. Your dealer can help tailor your Wagon to your needs.

Don't settle for less. And don't pay more for it. Test-drive Datsun's Wagon for the times now.

For complete gas mileage information see specifications page.



710 5-DOOR WAGON





So many features are standard you may add the options with your savings.

Driver's Dash. All controls are driver-centered for operability. Functional, handsome instruments have controllable lighting. Resettable trip odometer and electric clock, too.

Three-Spoke Steering Wheel. Wood-grain on Hardtop (two-spoke molded on Sedans and Wagon). Handy thumb-buttons for horn. Matching shift knob.

Flow-Through Fresh Air. Directional, controllable dash and console vents for outside air. Automatic exhaust. Windows-up comfort on all but the warmest days.

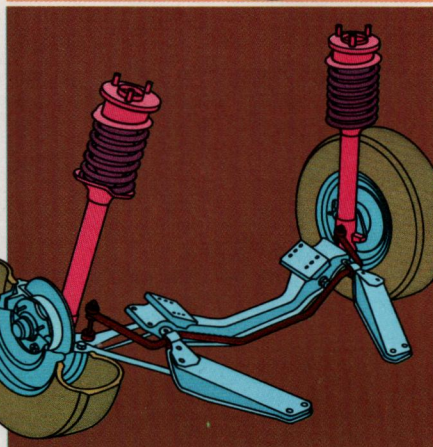
Fully Reclining Bucket Seats. Contoured to fit all size bodies. Adjustable for maximum comfort. Vinyl upholstered for long wear, easy care. Fully upholstered inside door trim, too.

Optional Automatic Transmission. Ultimate driving ease plus good economy. All-synchromesh 4-speed stick is standard.

Rear Window Defogger. Tiny electric heating elements on the glass dissipate fog and mist. Nice and useful at no extra cost.

For complete gas mileage information see specifications page.





Engine: 4-cylinder, in-line SOHC, water-cooled.
Bore and Stroke.....3.35 in. x 3.39 in.
Displacement(1952cc) 119.1 cu. in.
Compression Ratio.....8.5:1
CarburetionHitachi DCH 340,
automatic choke
Exhaust Gas Recirculation System (EGR).
Air Injection System (AIS).
(Catalytic converter - California)

Dimensions & Weight	2-Door Sedan	4-Door Sedan	Hardtop	Wagon
Length	171.1 in.	171.1 in.	171.1 in.	173.2 in.
Width	62.2 in.	62.2 in.	62.2 in.	62.2 in.
Height	55.3 in.	55.3 in.	54.5 in.	56.1 in.
Wheelbase	96.5 in.	96.5 in.	96.5 in.	96.5 in.
Tread, front	51.6 in.	51.6 in.	51.6 in.	51.6 in.
rear	52.4 in.	52.4 in.	52.4 in.	52.4 in.
Min. road clearance	6.7 in.	6.7 in.	6.7 in.	6.7 in.
Curb Weight:				
4-speed	2,377 lb.	2,399 lb.	2,396 lb.	2,509 lb.
Automatic	2,403 lb.	2,426 lb.	2,423 lb.	2,535 lb.
*California weights:				
Curb Weight:				
4-speed	2,421 lb.	2,443 lb.	2,441 lb.	2,597 lb.
Automatic	2,449 lb.	2,471 lb.	2,469 lb.	2,623 lb.
Seating capacity	4	4	4	4
Min. turning diameter	36.8 ft.	36.8 ft.	36.8 ft.	36.8 ft.

*California weights:

*Catalytic converter and related emission control components account for slightly heavier curb weight of models sold in California.

Cooling System: Pressurized radiator with centrifugal water pump. Pellet type thermostat. Belt-driven 7-blade fan. 7.3 quart capacity. (8-bladed fan on air conditioned cars.)

Fuel System: Two-barrel, downdraft carburetor. Mechanical diaphragm fuel pump. Paper element air cleaner. Fuel tank capacity 13.2 gal. (11.9 gallon on Wagon.) (13.2 gallon on California Wagons.)

Electrical System: 12V, 60 Amp/Hr. battery, 50A alternator, coil and distributor ignition with mechanical/vacuum control. (Transistorized ignition system – California.)

Lubrication System: Full pressure feed, full flow cartridge type oil filter and trochoid gear type oil pump. Oil capacity 4.5 quarts.

Clutch: Dry single plate. Hydraulic control.
Transmission: Manual: All-synchromesh on forward gears. 4 speeds with floor gearshift. Automatic: Fully automatic 3-speed transmission with torque converter 6-position floor selector.

Gear Ratios:	Manual 4-speed	Automatic 3-speed
1st	3.38.....	2.46.....
2nd.....	2.01.....	1.46.....
3rd.....	1.31.....	1.00.....
4th.....	1.00.....	—
Rev.....	3.37.....	2.18.....
Final gear: Hypoid type. Ratio 3.7:1.		

Suspension and Axle: Front: Independent strut type with coil springs, tension rods, telescopic shock absorbers and stabilizer bar.

Rear: Semi-elliptic leaf springs with shock absorbers. Semi-floating rear axle.

Wheels & Tires: 4½J-13 steel disc wheels. 6.45-13 tubeless whitewall tires. 165-SR13 radial tires optional.

Steering: Safety padded two-spoke steering wheel with horn buttons. (Three-spoke woodgrain on Hardtop.) Recirculating ball type steering gear. Gear ratio 16.5:1. Locking, collapsible steering column.

Brakes: All four wheels hydraulically operated. Front: Disc brake 9.7 in. Rear: Drum brake (Leading and trailing shoes.) 9.0 in. Mechanical parking brake.

Body: All steel unibody construction with crush zones, front and rear. Full vinyl upholstery. Laminated anti-glare windshield. Anti-glare tempered sidewindows. Energy-absorbing chrome-plated bumpers with rubber overrides.

Instruments and Controls: Variable illumination for instruments and controls. Temperature gauge and fuel gauge. Alternator, engine oil pressure, parking and brake system warning lights. Seat belt warning light. High beam warning light. Speedometer/odometer and resettable trip odometer. Dual side air vents with directional controls. EGR system warning light. (Floor temperature warning light—California.)

Standard Equipment: 4-cylinder SOHC, 1952cc engine. Power-assist front disc brakes. White sidewall tires. Fully reclining front bucket seats. Rear bench seat. Electric rear window defogger. Tinted glass. Full wheel covers. Flow-through ventilation. Electric clock. Woodgrain 3-spoke steering wheel (Hardtop). Full carpeting. Cargo area carpet (Wagon). Console box (except 2-Door). Glove box. Package tray. Fold down rear seat (Wagon). Courtesy dome light. Cargo area light (Wagon). 3-speed heater/defroster. (4-speed with factory air conditioning.)

Safety Features: Electric rear window defogger. Large padded sun visor. Padded instrument panel. Steering wheel lock. Parking and brake system warning light. Inside hood release. Power assisted tandem master cylinder. NP valve. Rear view mirror.

Optional Equipment: Fully automatic 3-speed transmission. Factory air conditioning, or factory approved air conditioning installed by dealer. AM/FM radio. Stereo tuner combination. Luggage rack. Wood-grain side trim (Wagon). Chrome-plated front bumper guard. Side stripes. Tonneau cover (Wagon cargo area).

Ask your dealer for full list of options.
Specifications and prices subject to change
without notice.

Gas Mileage Information—Datsun 710

Model	49 States Manual Transmission		49 States Automatic Transmission	
	City MPG	Hwy MPG	City MPG	Hwy MPG
SEDANS	23	33	23	29
WAGON	23	33	23	29

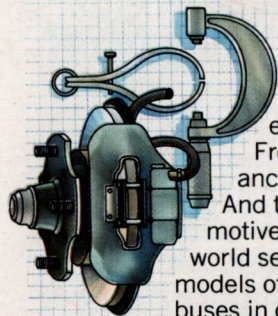
Model	California Manual Transmission		California Automatic Transmission	
	City MPG	Hwy MPG	City MPG	Hwy MPG
SEDANS	22	33	23	28
WAGON	21	30	23	30

The figures quoted give an estimated fuel consumption and are the result of E.P.A. dynamometer tests. Depending on driving habits and the condition of your vehicle, your mileage may be more or less. California vehicles differ due to the use of different exhaust emission equipment to meet the more stringent regulations of that State.

710 SPECIFICATIONS

A tradition of doing things right.

A tradition of engineering.



From the beginning in 1932, Nissan engineering has been the essential ingredient. From it grew performance, durability, value. And the 4th largest automotive manufacturer in the world selling a great many models of cars, trucks and buses in over 120 countries.

By 1959 Nissan engineering had produced for the American market a revolutionary sedan, the Datsun 310.

Proven on a world of roads Datsun Li'l Hustlers followed, bringing a new brand of trucking to the U.S. in 1962. Beginning in 1965, Datsun 1600 and 2000 sport cars won hearts on the highway, victories on the race track.

The 310 and 410 Sedans and

in its class and one of "The 10 Best Cars For a Changing World." Inherent in all: engineering excellence and a tradition of reliability, economy and comfort.

A tradition of value.

Datsun is designed to pay off immediately in fuel economy and maintenance savings. When trade-in time comes, it commands a respectable price.

Dollar stretching is a Datsun specialty. For instance, minimizing body weight increases tire life and cuts gas consumption. Datsun no-cost extras are legendary saving devices. What you don't pay extra for makes the travel dollar count for more. Then there's the careful craftsmanship that fights wear and tear way down the road. That's miles and miles of value.

What all this adds up to is one of the better warranties around, 12 months or 12,500 miles. A warranty



Datsun 710 SCCA B-Sedan National Champion

national sedan champs in their day (with two Trans-Am championships for the 510s). Datsun 1600 and 2000 sport cars took top honors in their SCCA Production classes. Now, 710s and B-210s have won national SCCA sedan championships in their classes and the spirited Pickup hustled to a hard-won victory in the 1974 Baja 500.

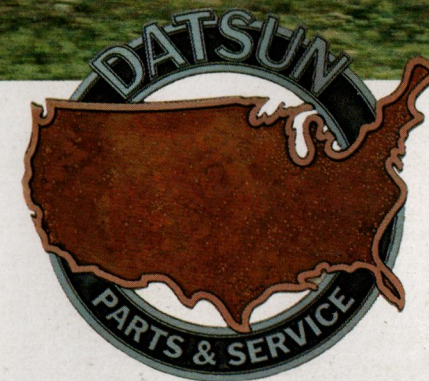
Datsun races out of pride. And to prove the product. Down the line racing knowledge translates directly into better overall economy and performance in the Datsuns you buy.

A tradition of service.

We never let production and sales outpace parts and service. Keeping your Datsun in top shape has top priority, with Nissan Motor Corporation.

Here's how we do it. There are nearly 1,000 Datsun dealers throughout the U.S. These dealers are served by 10 strategically located regional depots. Each depot is connected by computer to the huge Master Parts Depot where over 50,000 different parts and components are stocked. If your dealer doesn't have a part you need, he picks up the phone, the computer taps out the order, and your part is shipped that same day.

Dealer mechanics are trained in regional schools. They install the



right part in minimum time to keep your utility up, your costs down.

Datsun traditions produce tough cars that are fun to drive and economical to own. That's what doing things right is all about.

DATDUN DAVES

Nissan Motor Corporation in U.S.A.



Wagons were supplanted in 1967 by the innovative 510s. This roomy series of passenger cars had such sophisticated features as an efficient single overhead cam engine with a double roller chain cam drive. Front disc brakes and fully independent suspension previously available only on cars costing much more.

Four years of research produced the award-winning 240-Z in 1970. Datsun 1200, 610 and 710 sedan and wagon series were introduced. In 1974 came the 260-Z. And in 1975 the fuel injected 280-Z selected by *Road & Track Magazine* as the best GT car

that may seldom be taken advantage of because Datsuns are built to run trouble-free.

A tradition of winning.

Datsun virtues translate easily into racing victories. In production classes of the Sports Car Club of America, Datsun Z-Cars have won national championships five years running. Plus two East African Safaris, and four straight ('71 thru '74) SCCA Rally Manufacturers' Championships in the United States.

Datsun 1200s and 510s were