

DATSUN 1000
Family fun car that is New!
with 988 reasons
for superior performance





DATSUN 1000!
The sedan built
with your family in mind!

Before you buy any car, think of yourself first. Think about what you'd really like in a car. Chances are the DATSUN 1000 is what you're after. That's because we put ourselves in your place when we designed this sedan. It's truly the sporty sedan built with friendly families in mind.

The DATSUN 1000 is the sedan everyone's happy with. Dad's happy because the 1000 is more economical than he'd ever imagined a peppy car could be. And because it has the sporty maneuverability that family cars ordinarily just don't have. Then, as head of the family, he feels more secure knowing how reliable the rugged 988cc engine is.

Mother never felt better. Because the trunk held everything she'd wanted to take along. So making a better lunch was easier. And knowing their DATSUN has the latest safety features lets her really enjoy getting out camping. And the kids? Why they've been DATSUN champions since the first day the neighbors' kids looked green with envy at the sharp, racy lines. Plenty of space in back, and plenty of speed to be proud of.

What a car! No wonder everyone's singing its praises! A giant "E" for economy. And the 1000's five famous... "Ss" Speed... Styling... Space... Safety... and Sporty handling! DATSUN 1000: the sedan built with you and your family in mind.





**Some follow Keynes,
some Marx, some mother...
but everyone agrees
DATSUN 1000
is best for economy!**

Whatever your economics, the DATSUN 1000 is triply economical! Triply economical? Right! Economical to own! Economical to drive! Economical to maintain! Economical but there's no debating the 62 Herculean horses that zoom you along at 135km/h! Acceleration is swift enough to beat just about anyone (except premiers in Nissan Presidents) at every light. Such high performance with economy is possible because of the 1000's efficient engineering. That's why, for example, the cooling system features a pellet type thermostat, pressurized radiator and centrifugal pump. And the carburetor is an advanced, dual barrel down-draft type. All this attention to details combines with luxurious interiors. Stunning styling. And a power/weight ratio to shame most sports cars. A turning radius of an amazing 4.0 meters! No wonder more and more leaders on and off campus turn to this motoring marvel!





Here are the happy results of engineering with you in mind

The sleek aerodynamic body is of top grade, heavy gauge steel. And when you sit inside the DATSUN 1000 you're a mighty comfortable man.

A man who has got everything under control. A sure grip wheel with recirculating ball steering. Padded horn bar with fully padded instrument panel. Accurate gauges, arranged so you need never take your eyes off the road to know the condition your car is in.

Perfectly placed is a sporty four-on-the-floor. Fully synchromeshed, of course.

As a free option, there's a three gear column shift available for all right-hand drive models. Either stick or column

Activate 62 rugged horses to zoom you along at 135 km/h. The quality static-free radio is an option. But panoramic visibility is built right in every single DATSUN.

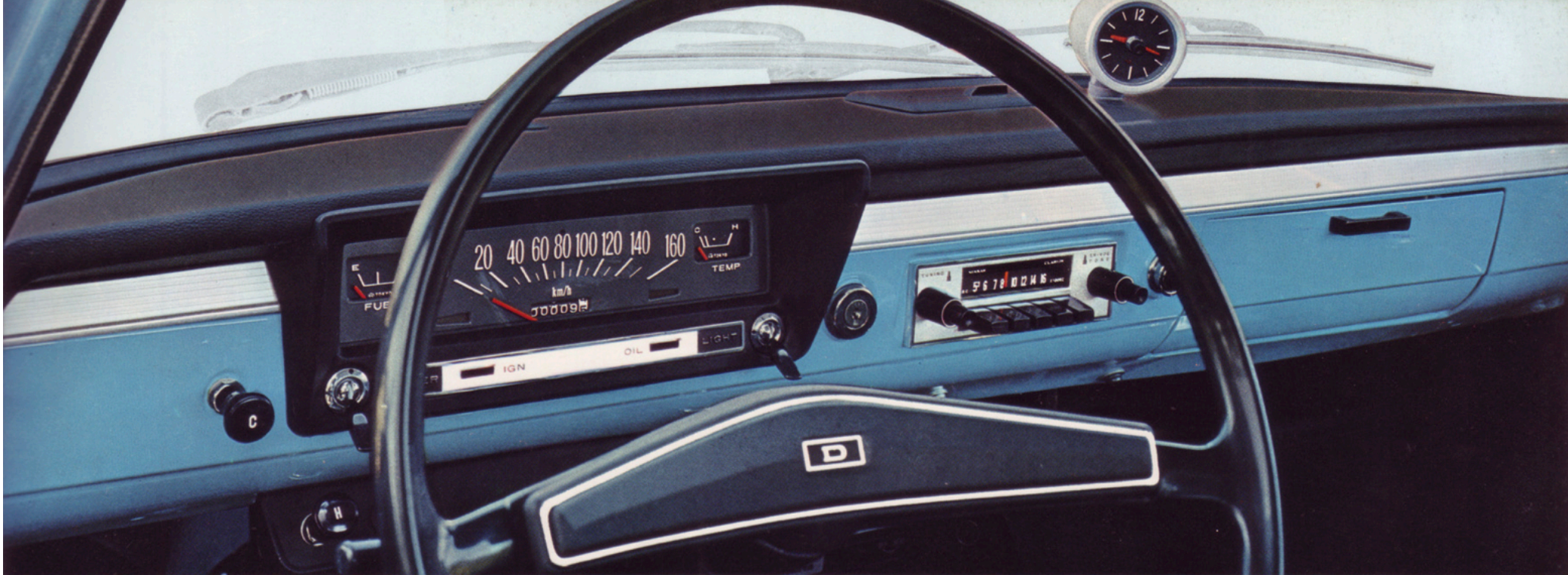
So are tested safety belt anchorages in front and rear.

The newly designed suspensions get you smoothly over the roughest roads.

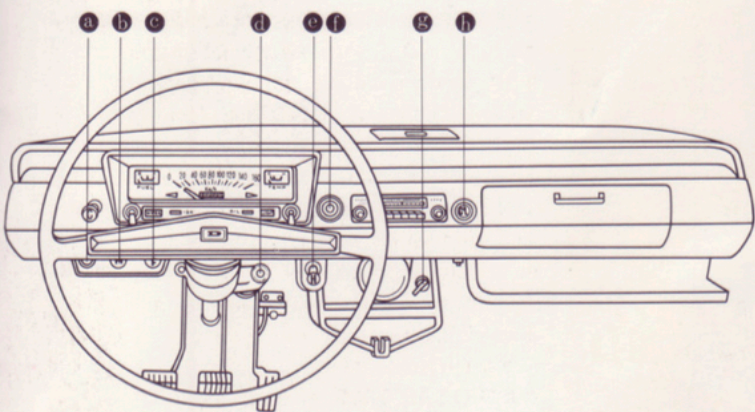
And your windshield is kept clean, even through dust bowls, with 2-speed, tandem type wide sweep wipers and a windshield washer.

Every single part of the DATSUN 1000 was created with you in mind. That's why, for example, the glove compartment opens so easily and is so spacious. Thinking of you is the open secret behind the amazingly rapid acceptance DATSUN 1000 has received.

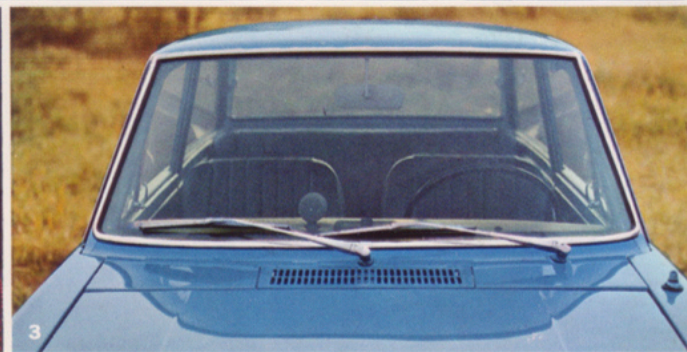




- a Washer switch b Heater fan control switch c Fog lamp switch
 d Combined ignition switch and steering lock e Heater air control knob
 f Passing light switch g Water temperature control switch
 h Cigarette lighter



1. Glove compartment 2. Stick shift 3. Panoramic windshield 4. Column shift
 5. Seat belts 6. Non-glare, 2-speed wipers



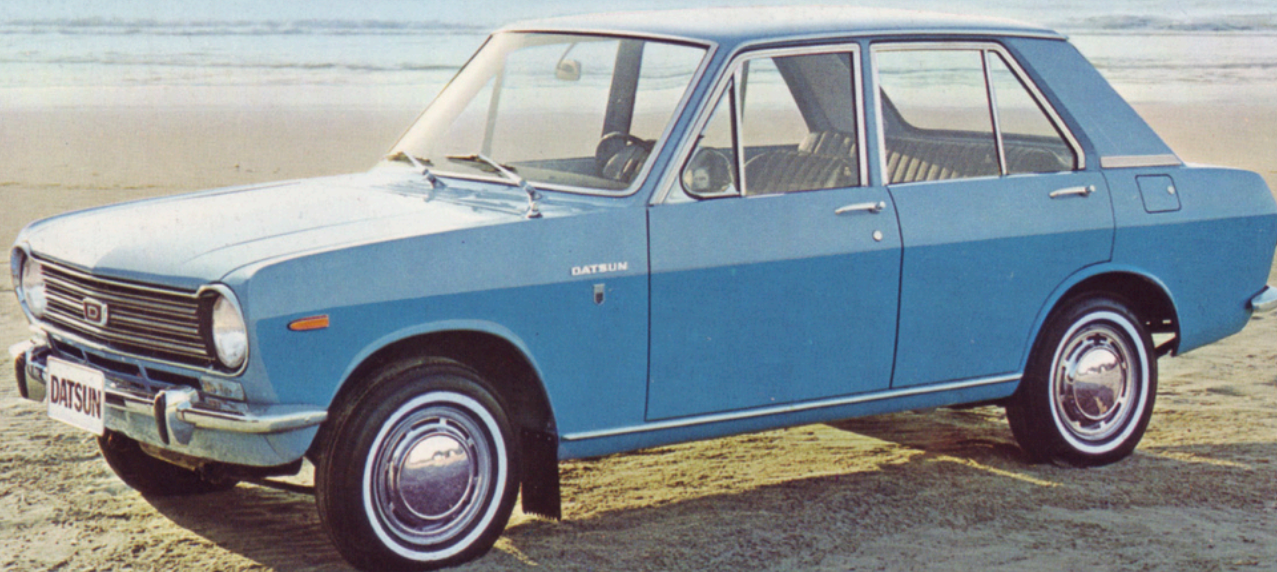


More happy surprises! Pampering and innovation for new standards in comfort!

We believe that you just can't be comfortable if you're cramped. That's why we made the DATSUN 1000 more spacious than anyone had imagined a compact could be. Spacious enough to seat 5 happy people and keep them happy. Foam padded body contoured bucket seats are fully adjustable forward and back. And they recline instantly on the Deluxe whenever you'd like a rest or the wife a nap. Doors open quite wide so you can enter your sedan quickly and graciously. We also tried to be realistic. If you take a weekend trip with the whole family or friends, you're going to want an ample trunk. So we've given you a spacious one. For even more room, the spare can go under the car for a flat trunk floor. And for even more extra space, we've made the rear seat well both deeper and wider than you'll find in many large deluxe cars. You'll be surprised what a nice difference this extra, convenient space makes. Separate back-up and stop lights. Fuel cap security lock. Cozy arm rests, plush carpets and tinted glass on the Deluxe model. Every detail has been planned for eminently practical driving. For comfortable driving. For your driving.

1. 2-door deluxe bucket seats 2. Rear seat
3. Trunk 4. Fuel cap lock 5. Back, stop, and directional lights 6. Hinged rear window
7. Reclining bucket seats 8. Rear seat well
9. Standard bucket seats 10. Rear seat



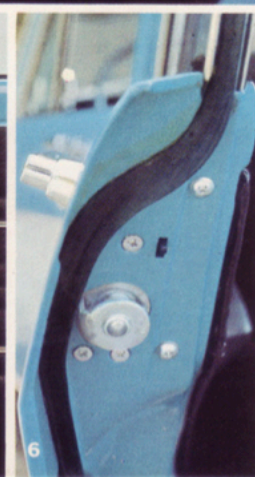
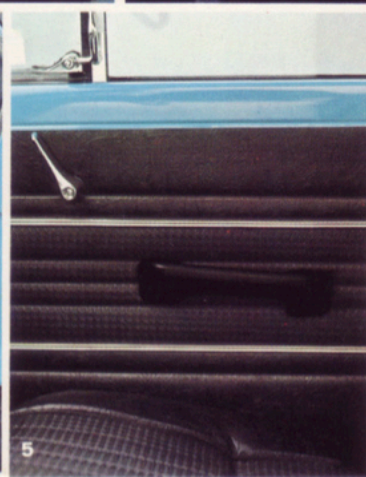


**4-door luxury!
For extra ease and
extra space!**



Some people think the 2-door DATSUN 1000 is neat, sporty and practical. Others, though, prefer and insist on getting even more out of their car with four doors. And for those who put full four-door accessibility first, we've created this model. Naturally you'll find you and your passengers are more comfortable. And when it comes to moving objects, and even when shopping, four doors make a significant difference. The four-door DATSUN 1000 is a bit more expensive because it costs a bit more to build. It is available in both the Standard and Deluxe. Isn't it nice to know that whatever facilities you require, there's just the perfect DATSUN 1000 for you!

1. 4-door deluxe bucket seats 2. Rear seat
3. 4-door standard bucket seats 4. Rear seat
5. Padded arm rests 6. Child-proof locks
7. Full 4-door accessibility

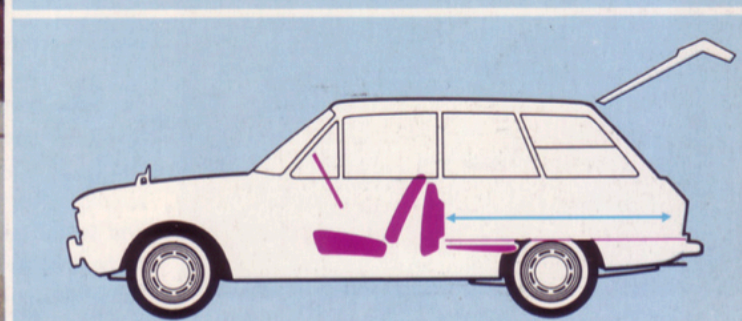
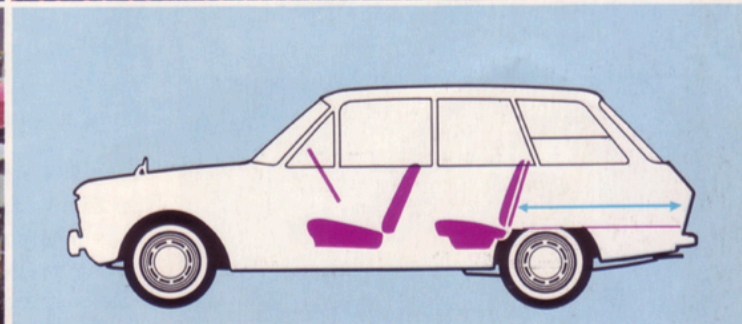


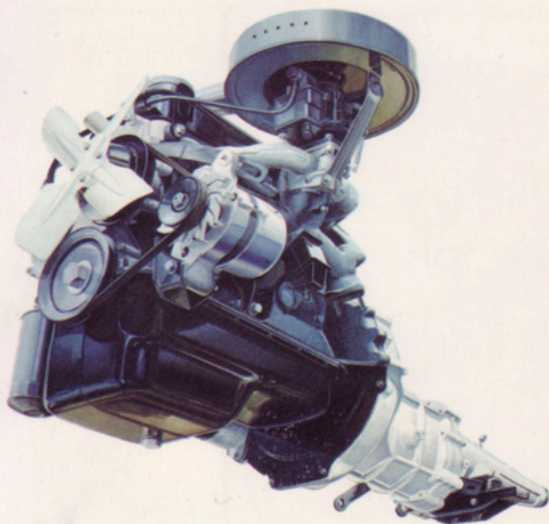


The good looking helper that saves & makes money!

The DATSUN 1000 Van offers all the high performance features of the sedan. All the economy of the sedan. But the van, in addition, offers extensive space and convenient accessibility.

Unlike ordinary vans, the acclaimed maneuverability of the DATSUN 1000 lets you deliver anything anywhere anytime. You get thru heavy traffic more easily. You drive down narrow streets that other vans could never manage. And you can be parked while your competition is still desperately looking around for a space. The back seat is there when you want it. But it can virtually vanish to give you a cargo area of 45.4 cubic feet, and over four feet in length. The suspensions effortlessly manage almost 900 lbs (400 kg.). The tail gate has been designed to swing way up and stay there (it's counter-balanced). That lets you load and unload quickly. Lets you get at any item without unloading everything else. For minimal cost, maximum mobility and maximum profits the DATSUN 1000 Van is ideal.





The finest technology from the auto leader of the Orient!

Powerful Precision-Made Engine!

To get you speeding along at 135 km/h, we designed this engine to churn out 62 HP. And to assure you of exceptional mileage, we developed almost 200 prototypes before selecting this precision-made engine. Bore: 73.0 mm (2.87 in.) Stroke: 59.0 mm (2.32 in.) Displacement: 988 cc. Maximum torque: 8.5 m·kg (61.5 ft·lbs)

Unique Unitary Body Construction

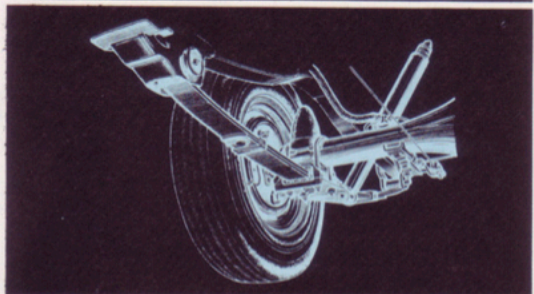
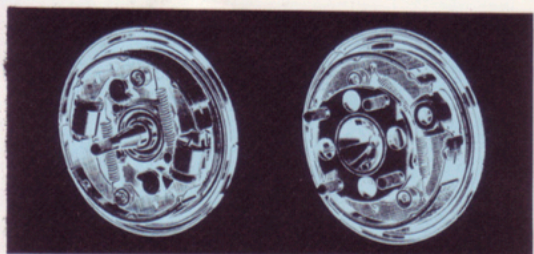
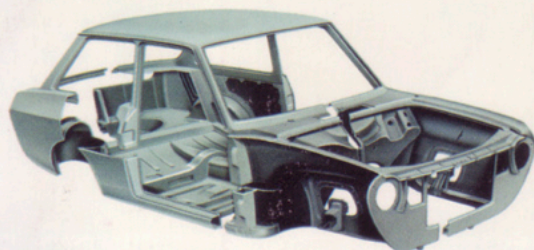
The DATSUN 1000 offers a vital, special safety feature, NUBC—Nissan Unitary Body Construction. This has two important results: a rattlefree, smooth ride. And a rugged safety shield for passengers.

Long Life Hydraulic Brakes

Up front a leading shoe brake system has been incorporated for reliability. In the rear is a leading and trailing shoe system. Together these two tested systems result in swift, sure stops and require minimal adjustments.

Superior Road Holding Suspensions

Specially designed for the DATSUN 1000, the front features independent wishbone suspensions with transverse leaf springs and telescopic shocks. The rear has the same quality shocks and longitudinal semi-elliptic leaf springs.



Wide choice of distinctive colors

Color Code	Body Color	Upholstery Color			
		Sedan		Van	
		Deluxe	Standard		Standard
505					
534					
554					
567					
641					
643					
645					
703					
820					
821					
822					

These colors are subject to change without notice.

Here are the remarkable complete specifications of your DATSUN 1000

MODELS: DATSUN 1000 2-Door/4-Door Sedan (Deluxe & Standard), 2-Door Van (Deluxe & Standard)

ENGINE: 4-cylinder, in-line, water-cooled, 4-cycle, OHV. Bore x Stroke 73.0 x 59.0 mm (2.87 x 2.32 in.). Displacement 988cc (60.3 cu.in.). Max. BHP 62 at 6,000rpm (SAE). Max. torque 8.5 m-kp (61.5 ft.-lbs) at 4,000rpm (SAE). Compression ratio 8.5 to 1.

TRANSMISSION: All-synchromeshed. 4-speed with floor gearshift or 3-speed* with steering column gearshift. Gear ratio: 4-speed; 1st 3.76, 2nd 2.17, 3rd 1.40, Top 1.00, Rev. 3.64. 3-speed; 1st 3.38, 2nd 1.73, Top 1.00, Rev. 3.64. Dry single disc clutch with diaphragm spring.

*Right hand drive model only.

FUEL SYSTEM: Two-barrel, down-draft type carburetor. Mechanical type diaphragm fuel pump. Paper element type air cleaner. Fuel tank capacity: sedan; 35 liters (7.7 U.S. gallons/9.2 Imp. gallons). Van; 30 liters (6.6 U.S. gallons/7.9 Imp. gallons).

COOLING SYSTEM: Pressurized radiator. Belt-driven fan and centrifugal water pump with thermostat.

FRONT SUSPENSION: Independent suspension by transverse leaf springs and wishbones with double-acting telescopic type shock absorbers. Torsion bar type stabilizer.

REAR SUSPENSION & AXLES: Semi-elliptic leaf springs with double-acting telescopic type shock absorbers. Semi-floating rear axle. Hypoid type final gear. Gear ratio: Sedan; 4.111 to 1. Van; 4.375 to 1.

STEERING: Recirculating ball type gear. Gear ratio 15.0 to 1.

WHEELS & TIRES: Steel disc wheels. Tire size: Sedan; 5.50-12-4PR for front and rear. Van; front 5.00-12-4PR ULT, rear 5.00-12-6PR ULT.

BRAKES: Hydraulic service brakes. Front; Two leading shoes. Rear; Leading and trailing shoes. Parking brake mechanically operated on rear wheels.

ELECTRICAL SYSTEM: 12volts, 40 AH battery. 12volts, 250watts alternator generator with regulator. 12volts, 1.0HP magnetic shift starting motor.

BODYWORKS: 2-door/4-door Sedan and 2-door Van. All steel unitary body construction fully upholstered with vinyl leather. Full height single lift gate (Van). Factory undercoating. Safety glass on all windows and doors. Adjustable bucket front seats. Floor vinyl mat. Safety belt anchorages for front and rear seats (Van: front seats only). 2-speed wipers. Ash trays for front and rear. Glove compartment. Interior rearview mirror. Sunvisor. Turn indicator with self-canceling lever. Light selector lever. Backup lamps. Side flasher lamps. Oil pressure warning light. Wheel caps. Fuel filler lid lock. Parcel tray.

DIMENSIONS, WEIGHT & PERFORMANCE

	2-Door Sedan	4-Door Sedan	2-Door Van
Overall Length (Deluxe)	3,820 mm (150.4 in.)		3,800 mm (149.6 in.)
(Standard)	3,800 mm (149.6 in.)		3,800 mm (149.6 in.)
Overall Width	1,445 mm (56.9 in.)		1,445 mm (56.9 in.)
Overall Height	1,345 mm (53.0 in.)		1,385 mm (54.5 in.)
Wheelbase	2,280 mm (89.8 in.)		2,280 mm (89.8 in.)
Tread, Front	1,190 mm (46.9 in.)		1,190 mm (46.9 in.)
Rear	1,180 mm (46.6 in.)		1,180 mm (46.6 in.)
Vehicle Weight (Deluxe)	645 kg (1,422 lbs.)	665 kg (1,466 lbs.)	665 kg (1,466 lbs.)
(Standard)	625 kg (1,378 lbs.)	645 kg (1,422 lbs.)	645 kg (1,422 lbs.)
Seating Capacity	5 persons		
Cargo Capacity	400 kg (822 lbs.)		
Max. Speed	135 km/h (84 mph)	130 km/h (81 mph)	
Min. Ground Clearance	160 mm (6.3 in.)	170 mm (6.7 in.)	
Max. Grade Ability (sinθ)			
(Deluxe) 4-speed T/M	0.422	0.413	0.333
3-speed T/M	0.379	0.370	0.301
(Standard) 4-speed T/M	0.432	0.422	0.338
3-speed T/M	0.387	0.380	0.306

EQUIPMENT APPLICATIONS ACCORDING TO MODELS

	Sedan		Van	
	Standard	Deluxe	Standard	Deluxe
White sidewall tire	Opt.	○	Opt.	○
Wheel cover	Opt.	○	Opt.	○
Overrider	Opt.	○	Opt.	○
Double horn	Opt.	○	Opt.	○
Cigarette lighter	Opt.	○	Opt.	○
Windshield washer	○	○	Opt.	○
Door switch	x	○	x	○
Anti-sun glass	x	○	x	x
Armrest	x	○	x	○
Carpet	Opt.	○	Opt.	○
Trunk mat	Opt.	○	x	x
Luggage floor mat	x	x	x	○
Front reclining seats	x	○	x	○
Fender mirror	Opt.	Opt.	Opt.	Opt.
Door mirror	Opt.	Opt.	Opt.	Opt.
Heater	Opt.	Opt.	Opt.	Opt.
Radio	Opt.	Opt.	Opt.	Opt.
Clock	Opt.	Opt.	Opt.	Opt.
Fog lamp	Opt.	Opt.	Opt.	Opt.
Sunvisor for assistant seat	Opt.	Opt.	Opt.	Opt.
Seat belts	Opt.	Opt.	Opt.	Opt.
Steering lock (only L.H. drive)	Opt.	Opt.	Opt.	Opt.
Passing light (only L.H. drive)	Opt.	Opt.	Opt.	Opt.
Anti wind-lift type wiper blades.	Opt.	Opt.	Opt.	Opt.
45 AH battery	Opt.	Opt.	Opt.	Opt.
Air cleaner with carburetor de-icer	Opt.	Opt.	Opt.	Opt.

Opt. Optional equipment, available at extra cost.

○ Standard equipment, available at no extra cost.

x Not available.

These specifications are subject to change without notice.

What's behind the rally-winning DATSUN?

Very special technology. How else can you explain DATSUN triumphs on 5 continents in the world's leading rallies!



How come DATSUN has such superior technology! Because it's made by Nissan. And who is Nissan? The acknowledged leader of the world's No. 2 producer of cars (right after the U.S.). That's why when the Emperor wanted a deluxe limousine for touring, he asked us to make it. So when you drive a DATSUN, you know it has royal approval. You also know that you get royal service to keep your DATSUN in pristine shape. Wherever you travel throughout the world you're never far from a DATSUN dealer, and a complete stock of genuine DATSUN parts. That's reassuring to know. It's important to know. And it's just one more reason why you'll find enthusiastic DATSUN drivers in over 100 different nations. We invite you to join them.