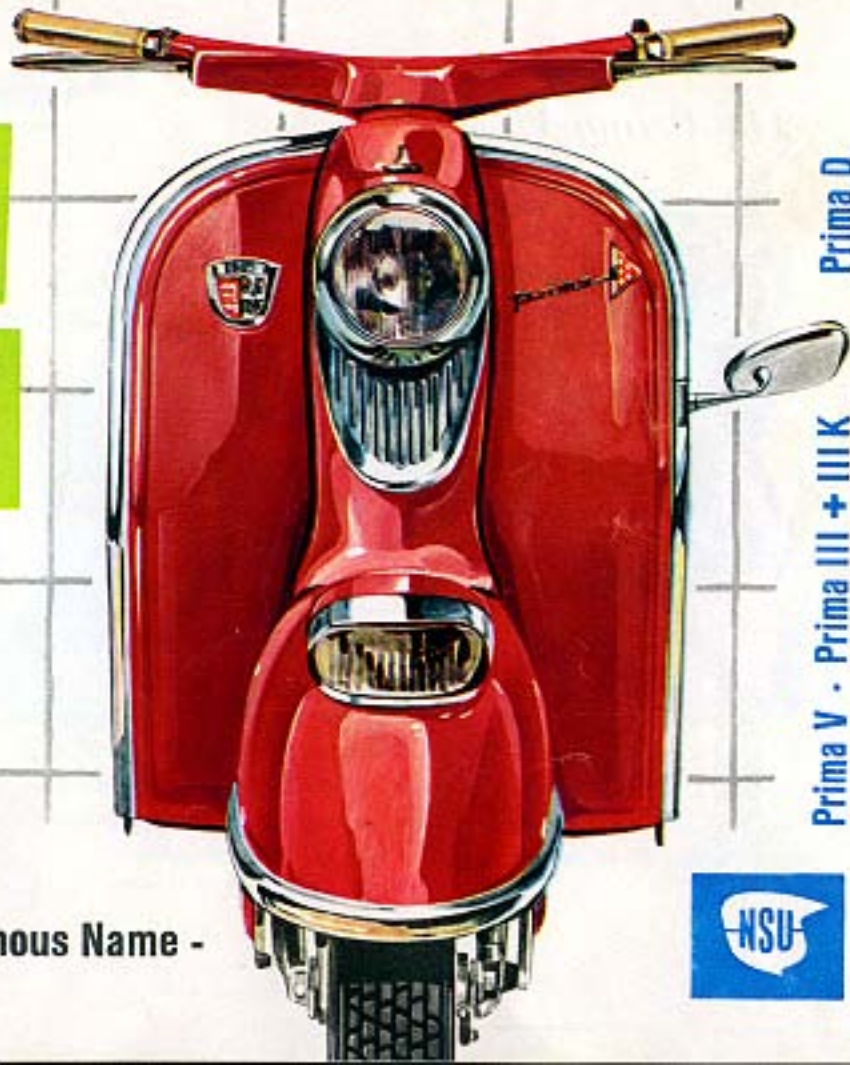


Drive better -

Drive Prima



Prima D

Prima V - Prima III + III K

Machines with a World-Famous Name -



The Prima V



NSU have built outstanding motor scooters for many years. From the early NSU Lambretta to the modern, streamlined Prima range, the name has been associated with machines of the highest standard — in performance, design and finish. On these pages we introduce to you the members of the Prima family: The Prima V, elegant and equipped like a car, her smaller 150 cc sister the Prima D and the youngest Prima model the III KL which, in addition to many other qualities, has the advantage of an especially low price because of its kick starter.



Before we go into details, however, you should have a look at the whole. It is often said that the first impression is right.

As You Like It

Some riders and pillion passengers have absolute confidence in the spring-suspension saddles which are soft but offer firm hold. A well upholstered dual seat, which enables you to sit just as you like, is an extra you can buy for the Prima.



Room to Dance



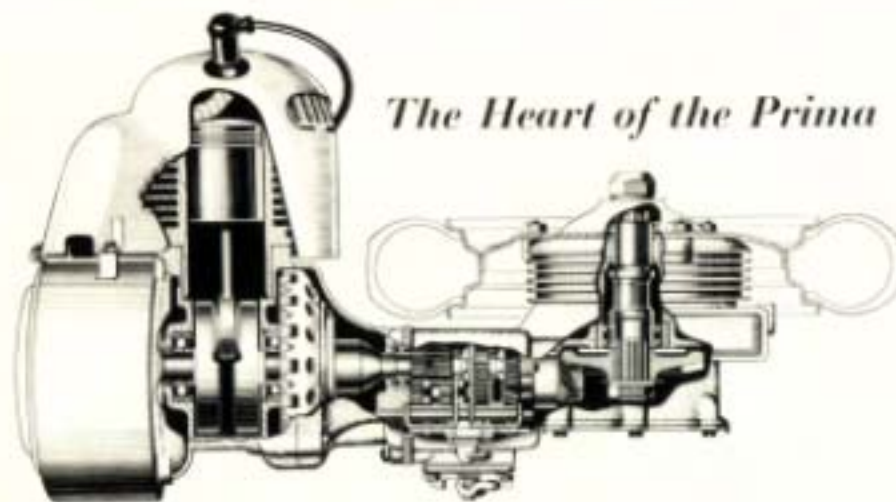
The Prima foot boards give plenty of room to your feet. The vaulted front of the frame is rubber covered and stays dry and free of draught. NSU have thought of the pillion rider too. His feet find a pleasant and unfiring rest on the exceptionally broad foot boards.

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From the Factory

With the fog lamp and horn the equipment of the Prima V has reached the limit of luxury in scooter production. You press the button and the engine starts, turn the switch and the headlamp flashes.

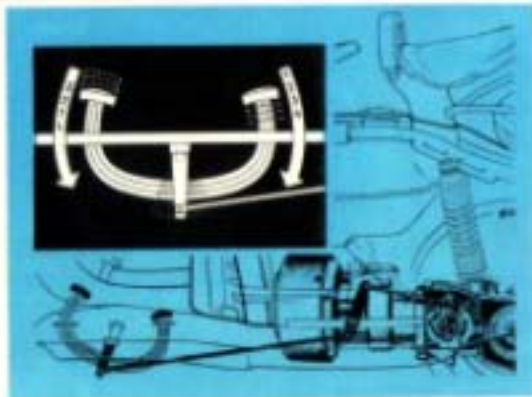


The Heart of the Prima

In the Prima engine the latest engineering knowledge is reinforced by old, proven NSU-traditions. 175 cc and 9.5 BHP — these are the figures which tell the expert that this is a highly efficient engine, with performance **plus** long endurance. NSU kept down the top speed in order to provide strong getaway power and minimum engine wear. With the new Prima you have got the necessary power reserves at all revolutions, even the lower ones. And look at the low fuel consumption — 85 or more miles to the gallon.

The engine-transmission unit lies horizontally in the frame so that the engine pivots. The air comes into the engine cleaned and calmed by an air filter. It saves wear and tear and increases the performance. The down draught carburettor ensures a good start, even in the coldest winter; at the other end of the scale you can quietly travel to North Africa or drive up passes in the Alps for hours, the turbine cooling always provides the right quantity of cool air. And there is not a hill that the Prima will not take in its stride.

The new Prima has a four-speed-gearbox and you change gears with a foot-pedal. If you want to change gear, just touch the pedal gently — and the gear is changed. From the gear box the power goes to the rear wheel by way of the drive shaft which is running in an oil bath.





It is, you will agree, a most handsome machine. And its superb appearance is equalled only by its superlative technical details. But more about this on the following pages:

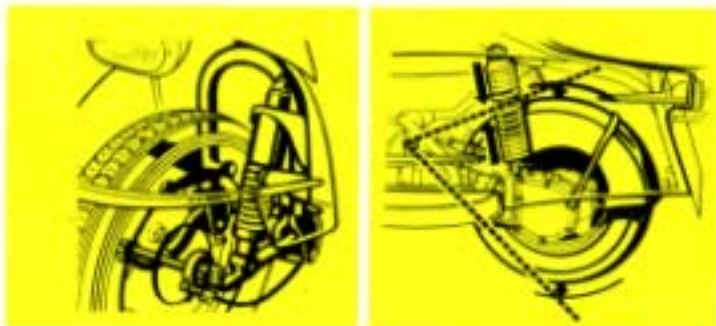
Attractive to look at

To the Prima III and V models is added the Prima III KL which is supplied at an exceptionally low price. It is constructed like the Prima III, with swinging fork front suspension, with the powerful 150 cc two-stroke engine, a four-speed gearbox and swinging arm at the rear. Acceleration and performance on hills are the same as the Prima III, the top speed is 50 miles. The main difference is the use of a kickstarter instead of an electric starter. Luggage rack and spare wheel are not standard equipment on the Prima III KL.



What is the use of fast acceleration and the best road holding if you cannot stop quickly enough? A vehicle is as fast as its brakes. The new Prima has a brake drum diameter of 140 mm and a friction surface of 70 sq. cms. So that you always have good control over the scooter. And you can take advantage of the enormous power of the engine. You can quite easily brake suddenly, the following car will be warned by a red stop light.





Riding on Air

Every unevenness is taken up by the Prima front and rear suspension which is oil damped.

Two hydraulic shock absorbers have been fitted to the Prima, one in front and one at the back. This means that the wheel suspension absorbs the shocks quickly and completely.

- + 10-inches-wheels
- + 2 long swinging arms
- + 2 hydraulic shock absorbers
- + fully swinging saddle or well upholstered single cross seat

= comfortable driving optimum road holding security in all conditions

A Feast for the Eyes

A special attraction of the Prima is the instrument panel. Attractive in its design and practical in its arrangement. Here, in a single, well-planned panel is everything you need to know. It starts with the handlebars. They cover all electric and bowden cables. There is a button on the left hand side for the horn, for the light signal and the switch for the dimmed light. There is a large speedometer with mileage recorder, a clock and, right next to it, the yellow fuel control light and the red light for the ignition control. Now to the centre: there is the ignition key, right underneath the luggage hook and at the left the choke control. The button at the left of the luggage hook saves the use of a tickler and the opening and closing of the air filter.





Elegance in design and good proportions are the obvious characteristics of the Prima V. As important as its figure, however, is its inner life.

Elegant and good value - NSU Prima III KL



NSU-Prima D

For drivers who are not keen on the foot operated gear-shift, NSU built the Prima D, the Prima with twist grip gear change control! Our picture shows the Prima D, smart, solidly constructed, wellfinished and easy to drive.

These are the details of the Prima D:

Standard Equipment: Large diameter speedometer, streamlined handlebars, strong 35 W headlamps, stop light, starter light, ignition switch with button for choke and tickler, security lock, luggage hook, swinging saddles, luggage carrier.

Engine and Frame: 150 cc, two-stroke engine, fan cooling, electric starter, air intake silencer, three-speed gearbox, twist

grip throttle control; power transmission through shaft; swinging arm suspension in front and rear hydraulically damped; 4 x 8" over dimension low pressure tyres; tank capacity 2 1/2 galls.

Performance and Consumption: Top speed 48 mph, normal consumption 120 mpg; hill-climbing ability 1 : 3 with two persons; overall length 6' 3", overall width 27". Colours: polar blue, alfa red.



This, too, is Important for You

With the NSU-Prima you do not only buy a first class vehicle but first class service, also.



NSU WERKE AKTIENGESELLSCHAFT NECKARSULM

Taken in Detail

Engine:

NSU single-cylinder,
two-stroke engine
Stroke
Bore
Compression ratio

Performance and Consumption

Engine performance
Top speed
Hill-climbing
ability

Consumption

PRIMA V

175 cc
57.6 mm
62 mm
1 : 4.35

9.5 hp
about 56 mph
1st gear 1 : 3
2nd gear 1 : 5
3rd gear 1 : 9
4th gear 1 : 16

The values for hill-climbing ability have been taken at an altitude of 760 mm Hg at a total weight of 300 kg. — with driver and pillion rider.

approx. 86 mpg

PRIMA III

190 cc
57.6 mm
57 mm
1 : 4.5

7.4 hp
about 52 mph
1st gear 1 : 3
2nd gear 1 : 5
3rd gear 1 : 10
4th gear 1 : 16

approx. 110 mpg

PRIMA III K/KL

190 cc
57.6 mm
57 mm
1 : 4.5

7.4 hp
about 52 mph
1st gear 1 : 3
2nd gear 1 : 5
3rd gear 1 : 10
4th gear 1 : 16

approx. 110 mpg

Consumption at an average speed of 50 mph.

Electric starter 12 volt
2 1/2 gallon tank, 3/4 pint reserve
Instrument panel with speedometer, mileage recorder,
buttons for starter, carburettor, ignition, lights,
control lamps for ignition and tank contents, clock.
Main headlamp 35 W with ignition light, rear
light, stop light.

Strong horn
Fog lamp, light signal

Strong horn

—

Spring saddles with 75 mm spring travel, alternatively dual seat

Pillion seat, spare wheel, luggage rack and profile
handlebars are standard equipment and included
in the price.

6 volt, flywheel magnets
2 1/2 gallon tank
reserve switch
Speedometer with
mileage recorder
Main headlamp 35 W
with ignition light,
rear light, stop light

Strong horn

—

Pillion seat and profile
handlebars are standard
equipment.

Prima-scooters have following in common:

Frame

Central tube frame,
front and rear swing
arm each with
hydraulic shock
absorber, spring
travel front 74 mm,
rear 68 mm, tyres front
and rear 3.50—10",
brake drum diameter
140 mm, effective brake
surface 75 sq. cm on
each wheel.

Engine

Turbine cooling,
oblique jet starter
carburettor,
Calmed air (wet air filter with air
intake silencer) 12 volt battery ignition,
four-speed gearbox,
foot gear shifting by pedals,
power transmission by cog wheels
and propeller shaft,
single-plate dry clutch.

Measurements and Weight

Overall length 75 1/2 ins. (1920 mm)
Overall width 25 1/2 ins. (650 mm)
Overall height 38 ins. (965 mm)
Weight (unladen weight ready to start
tank filled) 304 lbs (138 Kg).
Prima (I) KL 289 lbs (131 Kg)
Admissible total weight 461 lbs
(209 Kg)

We reserve the right to alter design and equipment



Nowadays security is the first requirement in a vehicle. The most important factors governing the security of a scooter are – besides the brakes – faultless road-holding and good acceleration. The large 10-inches-wheels of the Prima and the position of the engine in the centre of the scooter provide good balance and road holding. As to the acceleration the NSU engine provides an enormous getaway power and good power reserves at all revolutions. The town driver knows how important it is that engine has power to spare – in all gears.



The tone makes the music

We do not mean the tone of the exhaust noise, but the pleasant shades of the paintwork which make the Prima V, III and III KL so popular among people who expect good appearance as well as performance in the vehicle they buy. You can choose between two attractive colours, or colour combinations, for the Prima. Do not forget that this high finish paintwork has not only been sprayed on, but burnt in, in an infra-red cabin, so that it is free of bubbles or dust. Such a coat will endure for a long time and will retain its freshness.

Prima V	polar-blue alfa-red
Prima III	polar-blue alfa-red
Prima III KL	polar-blue

