

NSU Prima V

prima 

*A completely
new
Scooter!*



Introducing the

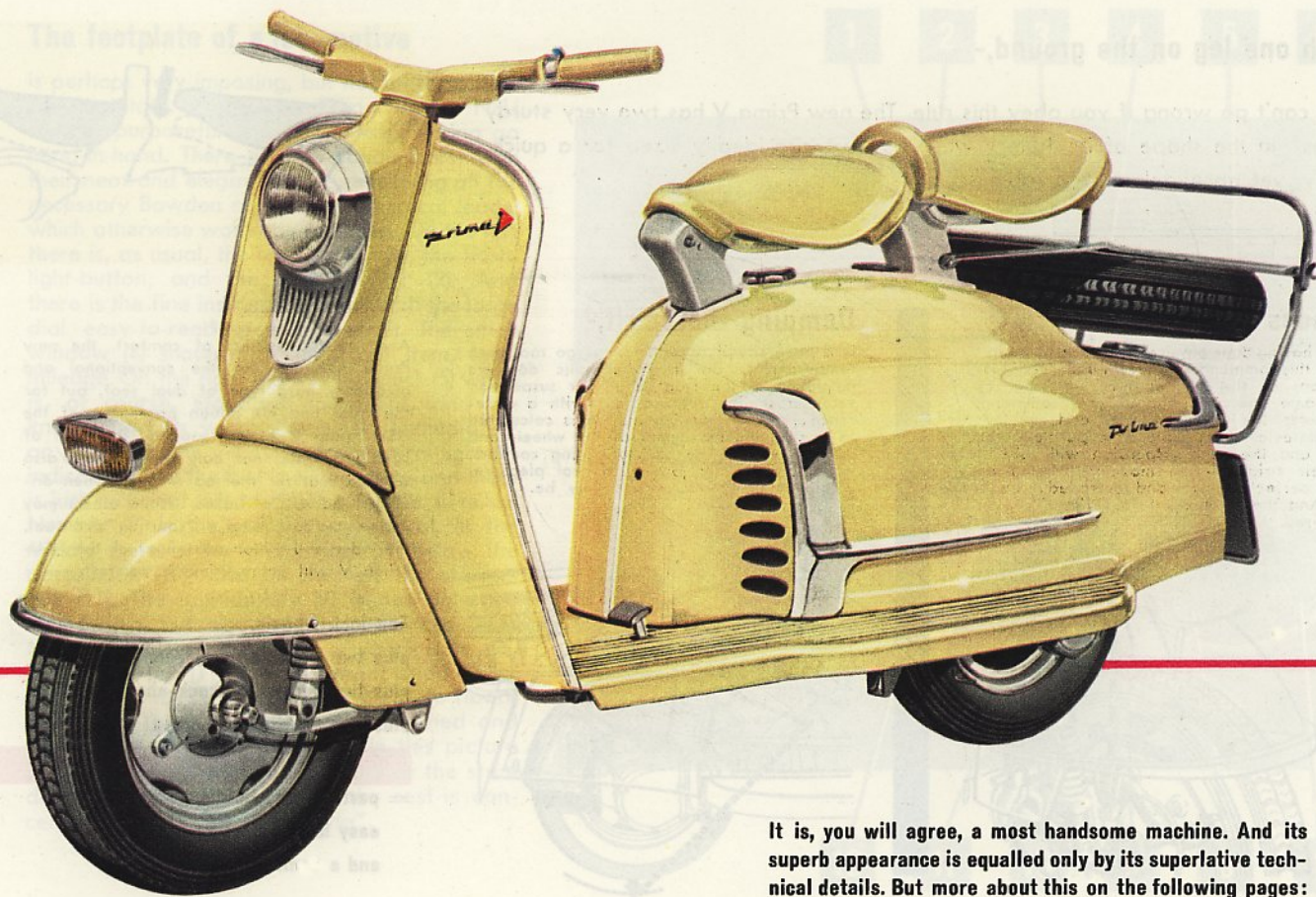
P r i m a V

For many years NSU have produced Germany's most successful motorscooter — successful alike in sales figures and performance. And now, NSU are proud to announce another world-beater — an entirely new scooter, the Prima V. This machine is a new development in scooter design in every detail and incorporates the very latest technical trends.

All parents are naturally proud of their children, — but we think that when you have had the opportunity of studying the technical details outlined in these pages, and when you have had a test-run on this machine, your opinion will be: "This is certainly an outstanding scooter".

The technical specifications of the new Prima V include, for instance, not only an entirely new 175 c. c. engine, developing 9.5 BHP, but also a new frame of absolutely rigid design, and wheel-suspensions which, even on the worst type of road surface, leave little to be desired. On top of all this, the standard equipment of this scooter includes items which will satisfy even the most exacting demands.

**Before examining the
individual technical details,
take a good look
at the scooter as a whole.**



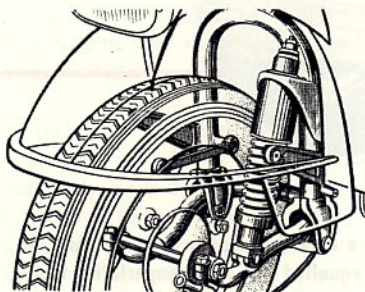
It is, you will agree, a most handsome machine. And its superb appearance is equalled only by its superlative technical details. But more about this on the following pages:

With one leg on the ground,-

You can't go wrong if you obey this rule. The new Prima V has two very sturdy "legs" in the shape of its 10-inch wheels, which are ideally sized for a quick, lively, yet absolutely comfortable scooter.

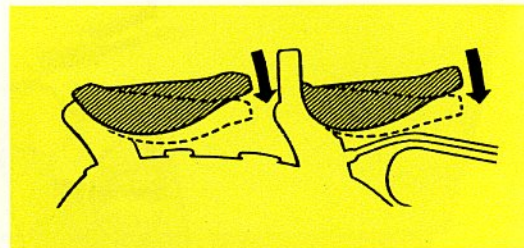
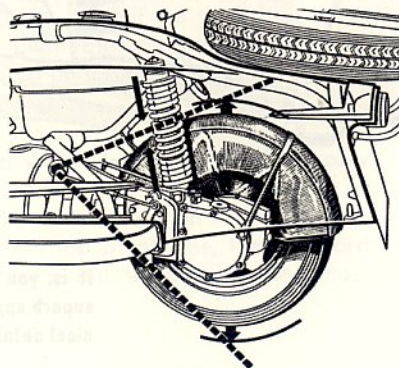
"Knees up"

Who, having done physical exercises, doesn't know this command? The front and rear suspensions of the NSU Prima V do literally the same exercise without any command. Whatever the road surface, and whether the obstacle is a pebble or a pot-hole, the front and the rear suspension will take it in their stride — the movement being always perfectly elastic and controlled throughout. And the "knees" of the Prima V never get tired.



Damping the spirit,-

is a necessity if something has got too much temperament. The two hydraulic dampers employed in the front and rear suspension serve a similar purpose, but with a difference... Their damping motion is calculated to control the movement of the wheels and thereby ensure the sort of riding comfort, which makes any journey a real pleasure, whatever the road surface may be.



And, on the subject of comfort, the new Prima has not got the conventional and invariably hard type of dual seat, but for the rider and his pillion passenger of the NSU Prima V tilever saddles. This sort of saddle provides not only comfort, but also a good seat for the job — even when driving hundreds of miles. While others may endure the torture of a "sporting" dual seat, the rider and pillion passenger of the NSU Prima V will enjoy Prima V comfort.

**Ten-inch wheels,
plus two swing-arm suspensions,
plus two hydraulic shock-absorbers,
plus two cantilever saddles**

**= perfect road holding,
easy handling,
and a comfortable ride.**

The footplate of a locomotive

is perhaps very imposing, but not more so than the footplate of the new Prima. In this NSU scooter purposeful styling and engineering go hand-in-hand. There are the handle-bars, with their neat and elegant sweep, enclosing all the necessary Bowden cables and electrical leads, which otherwise would be exposed. On the left there is, as usual, the horn-button (1), the flash-light-button, and the dipper-switch (2). And there is the fine instrument panel with the large dial easy-to-read speedometer (3). The small window (4) shows that important item, total mileage. On the right there is the clock (5) which is, of course, standard equipment, and the knob (6) which winds the clock. Immediately on the right, the yellow petrol control-light (7) indicates when the fuel is running low and there is just sufficient left to cover a further 40 miles. Number (8) is the red battery-control. In the middle there is the ignition-key (9), below the parcelhook (10), and on the left the starter-pull (11). The ignition-key (9) is not only the light-switch, but also the starter-switch. Insert the key and turn it - that's all there is to do. The starter-pull (11) is really meant to do a job, for the Prima V has no carburettor to flood, neither is there a choke to be opened and closed. The logbook (12) shown in this picture is the only item which is not part of the standard accessories. As far as the rest is concerned, Prima "has everything".



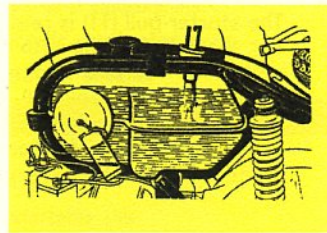
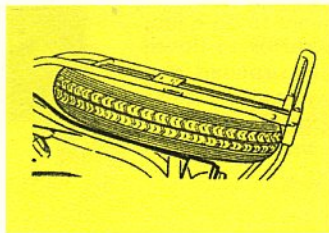


A fog-lamp on a scooter?

Yes, and furthermore it is standard equipment. And another new and unique item, also standard equipment, is the flash-signal. This kind of signal has, until now, been incorporated only on the more expensive continental cars, yet the rider of the Prima V will enjoy its advantages, — a clear and unmistakable signal when overtaking by day or by night. And, more important, oncoming traffic cannot fail to notice the signal which the rider of the Prima V gives. This is certainly unique on a scooter!

But that's by no means all. There is the anti-theft lock, which will defy any thief. There is the large luggage-carrier above the spare-wheel, a boon to campers, longweek-enders, or even for just taking the mother-in-law's luggage to the railway station.

And — what a miracle of space utilisation! There is the fuel tank with over 2½ Imp. gal. (3.1 U. S. gal.) capacity, sufficient to cover a distance of almost 250 miles without re-fuelling. This is sufficient for touring in even the most out-of-the-way places, and a real joy for those who dislike wasting time at service stations.

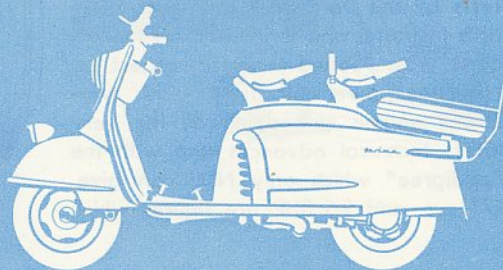




"All-over" styling

Here, indeed, is a really well-styled scooter with comfortable seats and with the utmost protection from dust and rain for the rider and the pillion passenger. No need to dress up like a space-man on the new Prima! There is a rubber-covered floor area of over 255 sq. in., (— sufficient for the rider wearing size 13 shoes! —) and yet plenty of foot-space for the pillion passenger. And, because of the shape of the leg-shield, this foot-space remains dry always. Sitting in the rider's seat for the first time is an experience in itself, for the seating position, plus the leg-space, give the sort of comfort which one doesn't normally associate with a motor-scooter. Women drivers or pillion passengers need have no fear of damaging even their most precious nylons, for there are no rough edges or wicked little screws to harm them.

Yes, careful thought has been given to the styling of this scooter. Smart from every angle and purposeful in every respect, with chromium-plated parts carefully blended into the design, the new Prima V is a winner in every respect.

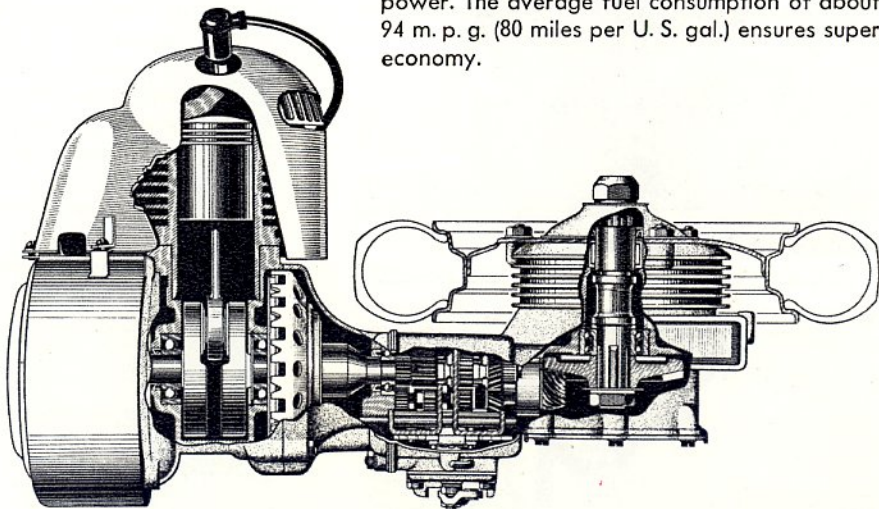


The "innards"

Now look at the "innards" of this wonder-scooter! Just slacken the knurled handscrew under the rider's seat and the one below the spare-wheel and you'll find that both side covers can be easily removed. See how all the important components are easily accessible... the sparking plug, the carburettor, the two 6-volt batteries located "amidships" (where they are least subject to vibration) the fuse-box and the spacious tool container. And everything shielded by the side covers so that it always remains clean and with the mud splashing rear-wheel fully shrouded by an extra-special deeply valanced mudguard.

See the "backbone" of this peerless scooter - a tubular frame made of seamless drawn steel tubing. This frame has been subjected to the most stringent tests by the Darmstadt Industrial Research Institute, and the verdict of the experts was: "Sound in every respect". Now the power-unit itself, - this two-stroke engine embodying all the very latest technical advances and with the "pedigree" which only NSU can give. 175 c.c. and 9.5 BHP are figures which

reveal to the expert that here is something which has really got good performance without being too highly rated for continuous operation. In the development of this power-unit, attention was devoted towards obtaining good acceleration and torque characteristics instead of going all out for high maximum speeds. The power-unit of the new Prima has the liveliest performance at every speed, - even at the lowest. And there is always a good reserve of power. The average fuel consumption of about 94 m. p. g. (80 miles per U. S. gal.) ensures super economy.

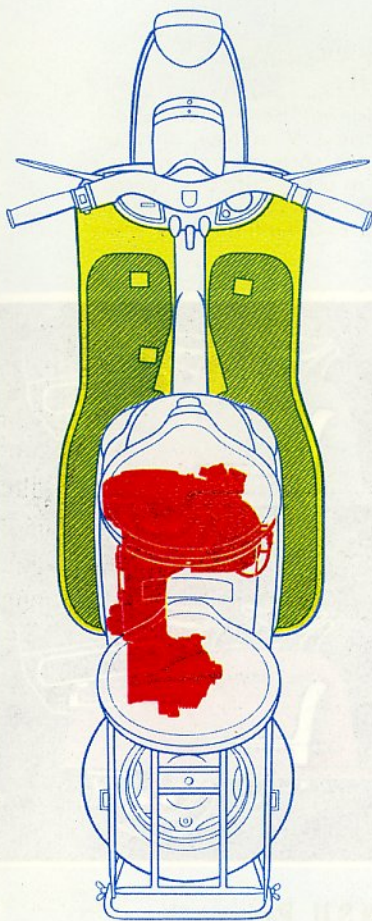
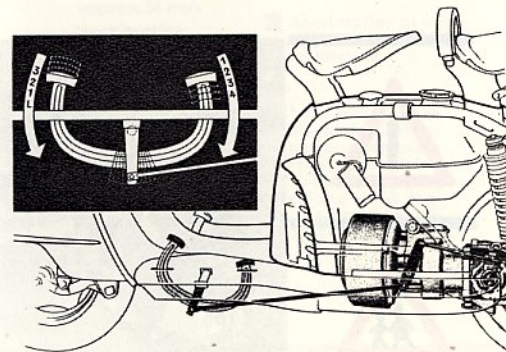
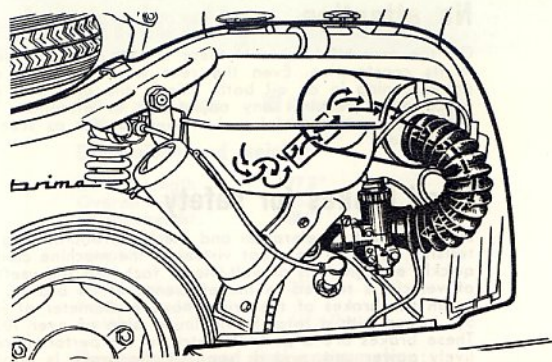


Acceleration instead of high speeds,

that is the demand of modern traffic conditions. The Prima V has a horizontal engine positioned exactly in the centre - and this in itself is a most important feature at this scooter. Engine, gearbox, shaft-drive, rear-axle, and wheel work as one single unit. The complete power unit, located on a single pivot, swings with the rear suspension. The carburettor takes the air from a large chamber in which the air is "silenced" and "calmed", a principle long employed by NSU. This 'silenced' and 'calmed' air, plus the large air intake chamber mean vastly improved engine life and better performance. A new type diagonal jet carburettor ensures easy starting, even in arctic weather conditions. On the other hand, whether riding the new Prima V in North Africa or for hours on end over alpine passes, there is never any problem with cooling. For the Prima V does not depend on ordinary air currents for cooling. It is blower cooled, similar to the wellknown Volkswagen and the fast Porsche sports-car.

There is not a single mountain pass, which this scooter will not take with ease. Even in top gear it will climb a gradient of 6%, in third gear a gradient of 11,5%, in second gear a gradient of 18% and in bottom-gear a gradient of 30%. And, in every case, with a pillion passenger.

This new Prima has a four-speed gearbox. Gear-changing is not by twist-grip, but with a foot-operated rocking lever. The left hand has nothing else to do but operate the clutch, the horn and the dipper-switch. To change gear, a slight movement of the foot is all that is required.



No attention

On the new NSU-Prima V there is not a single chain used in its construction. Even the rear wheel drive is a shaft-drive running in an oil bath. This is the only sort of drive which never requires any adjustment or attention. There is nothing more purposeful and efficient as far as scooters are concerned.

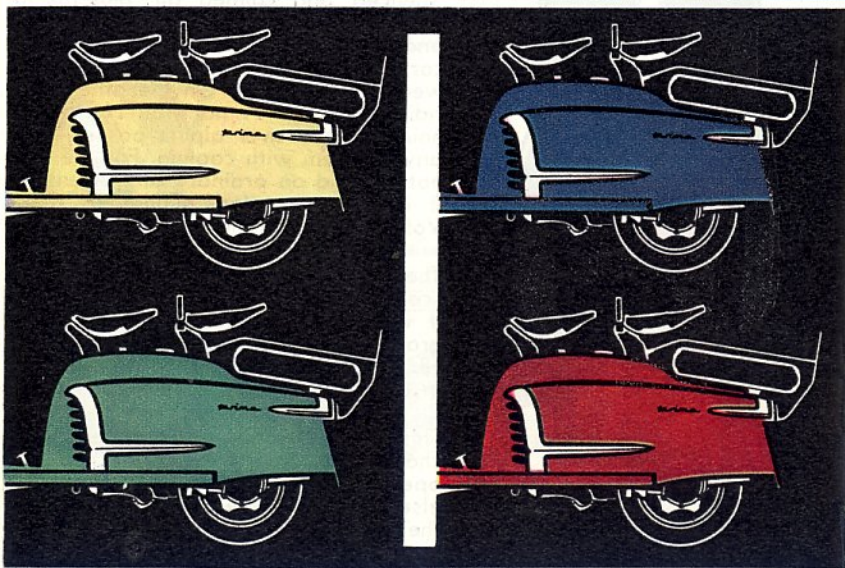
Good brakes for safety

Even the best acceleration and the best road-holding characteristics cease to be great virtues if the machine cannot stop quickly enough. It is a well-known fact that the useful speed of vehicle is related to the efficiency of its brakes. The full width hub-brakes of the Prima have a diameter of just over 5½ inches with a total frictionlining area of over 10.8 sq. in. These brakes are a perfect match to the performance of the lively power unit, and as soon as the brake is applied, the stop light comes on. These powerful brakes make every traffic situation safe.



The new Prima - as you like it:

Tastes, of course, differ and should not be argued about. That is why NSU offers the new Prima V in four different colours. These colours are not only just sprayed on; they are synthetic high-gloss finishes, applied in a scientifically controlled manner and treated by an infra-red process to retain their durable hard-gloss surface. This excellent finish is really wearresistant.



Ride better — Ride NSU Prima V

To be exact...

Engine:

NSU single-cylinder
175 ccm

Stroke: 2.27"
Bore: 2.44"

Compression
ratio 1:6.35
Turbine cooling

Bing single-slide
starting carburettor
Quiet air (wet-air
cleaner with intake
noise silencers)

12V battery ignition
Four-speed
transmission
Rocker-type
foot shifter

Power transmission
through gears
and cardan shaft
Single-disc,
dry clutch

Chassis:

Central-tube frame

Coil spring with
telescopic, hydraulic
shock absorber
for front and rear
wheel suspension

- two stroke engine
- Short-stroke engine!
- No super fuel required
- As in Volkswagen and Porsche cars
- Efficient filter action, little intake noise
- 3rd and 4th speed close together. Principal driving speeds!
- No chain!

- Important for good road-holding!
- This assembly ensures good road holding and driving comfort

Spring travel:

Front: 2.29/32"

Rear: 2.43/64"

3.50x10" tyres on
front and rear wheel

Brake drum diameter: 5 33/64"
Effective braking
surface: 10 3/4" x 2

Equipped with:

Electric

12V starter

Tank holds
2.64 Imp. gal.
= 3.17 US gal.

Instrument panel
with speedometer,
mile counter, operating
buttons for starting carburettor,
ignition, starter, light, pilot
lamps for ignition,
fuel level, clock
35w headlight with
ignition lamp, fog
light, brake light,
tail light
Loud horn
Light horn

Oscillating saddle
with 2.95"
spring travel

- Same as on NSU racing cycles

- One filling lasts for approx. 250 miles

- With wide-angle effect

- For the first time on a motor scooter
- Comfortable, non-floating-seating

Manufacturers reserve the right to alter specifications without prior notice

The rear-view mirror to be seen on some illustrations is supplied as standard equipment for Germany only, as it is a requirement of the German Traffic Law.

Some facts for the technically - minded

Pillion seat, baggage rack

- Room for large suitcase

Dimensions and weight:

Overall length: 77.8"
Overall width: 25.6"
Overall height: 38"
Weight (dead weight, ready to drive, tank filled up): 303.6 lbs.
Permissible total weight: 661.4 lbs.

Performance and fuel consumption:

9.5 hp engine
Top speed:
approx. 56 mph

Acceleration
from 0 to 30 mph
7.8 sec.
from 36 to 48 mph
9.0 sec.

Climbing capacity: *
1st speed 30 %
2nd speed 18 %
3rd speed 11.5 %
4th speed 6 %

Fuel consumption:
approx. 94 to 113
miles per Imp. gal.
= 88 to 94 miles per
US gal.

- Acceleration as with a 250 ccm motorcycle

- * The values of the mountain climbing performance were reduced to sea level values with the Hg column at 760, the total weight being 300 kg (660 lbs.)

The NSU Autoscooter - Germany's most successful scooter for years!

A few added refinements

to round up the picture. There is, for instance, the unique side stand for parking the scooter. This is easy to operate that, if necessary, one could even bring this stand into use barefooted. There is a special stand for changing the wheel.

Then there is the fuel filler-cap. No troublesome twisting or dirty fingers. A simple flick with the thumb and the filler-lid is open — and, equally easily, closed.

This magnificent new Prima has a real headlamp, giving a 35 watt light, making night driving a real pleasure. And then there is the splendid fog-lamp, and a combined rear- and stop-light to complete the arrangement. And the 12-volt twin-battery never tires, even when the starter is used frequently.



And this is important:

By acquiring the new Prima V you will not only own a first-class scooter, but will have, too, the advantages of a world-wide service organisation. NSU-dealers are appointed for their reputation and their ability to offer service and expert advice. They maintain a stock of genuine NSU-spares and there is always trained personnel available for any assistance.

NSU (Great Britain) Ltd.

7, Chesterfield Gardens
Curzon Street
LONDON, W. 1
(Tel. Grosvenor 4446)

NSU WERKE AKTIENGESELLSCHAFT NECKARSULM

Printed in Germany engl.

DW 2040 250 7733
DW 2058 17 9833

