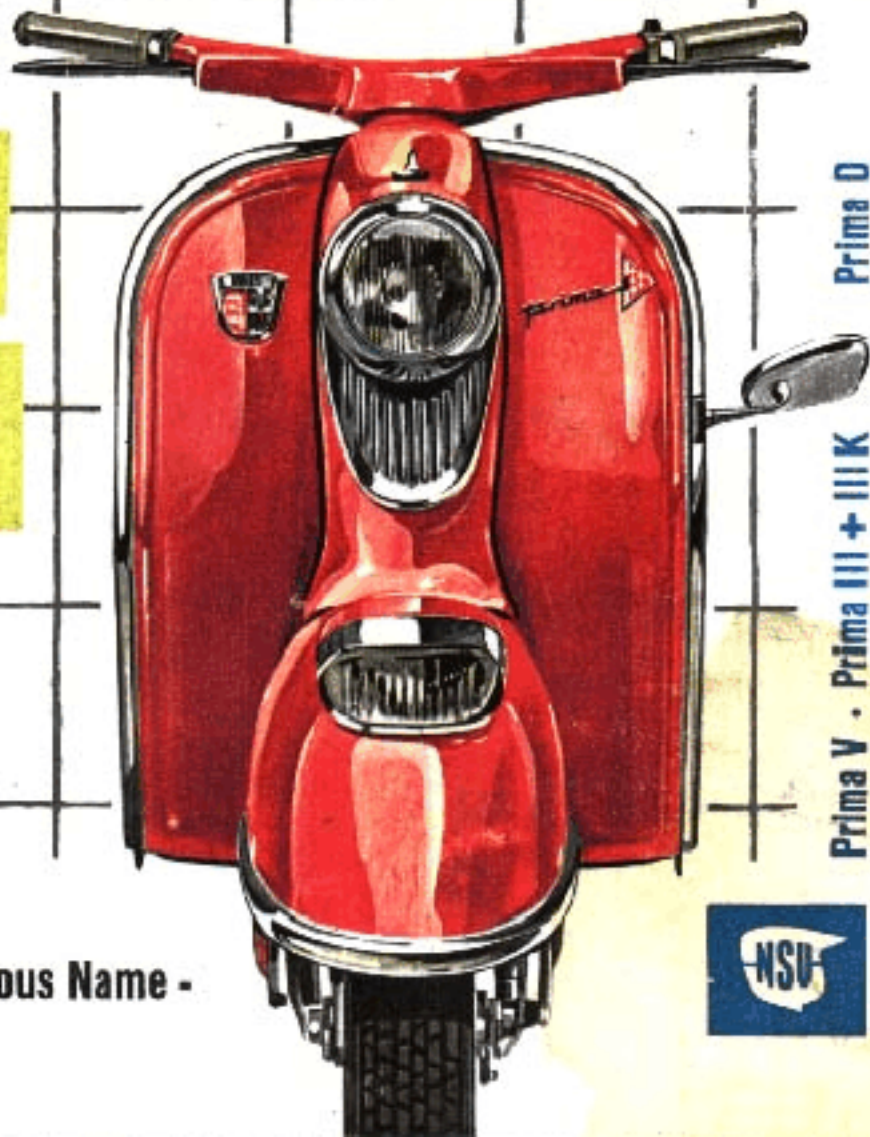


Drive better -

Drive Prima



Prima D

Prima V · Prima III + IIIK



Machines with a World-Famous Name -

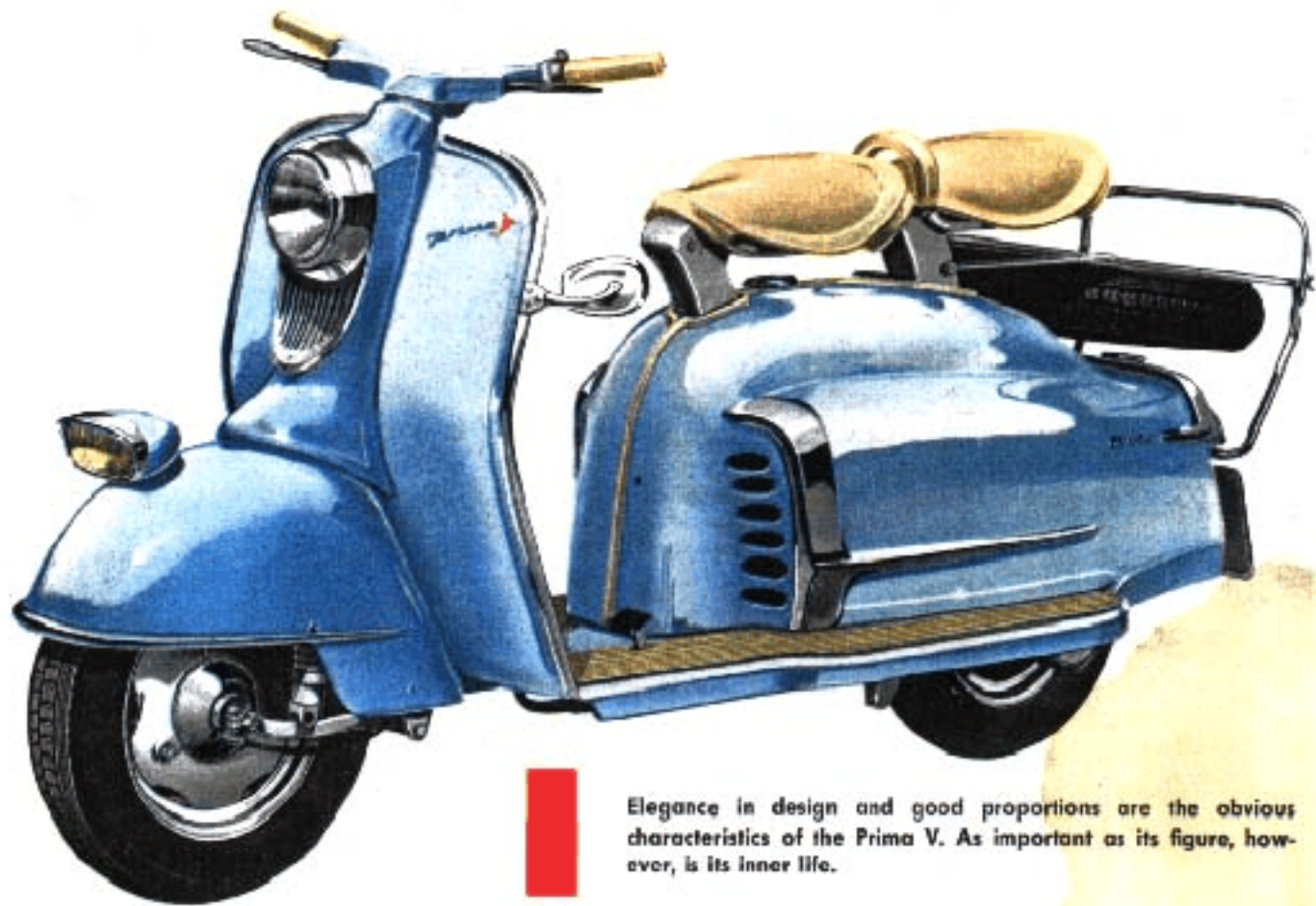
The Prima V



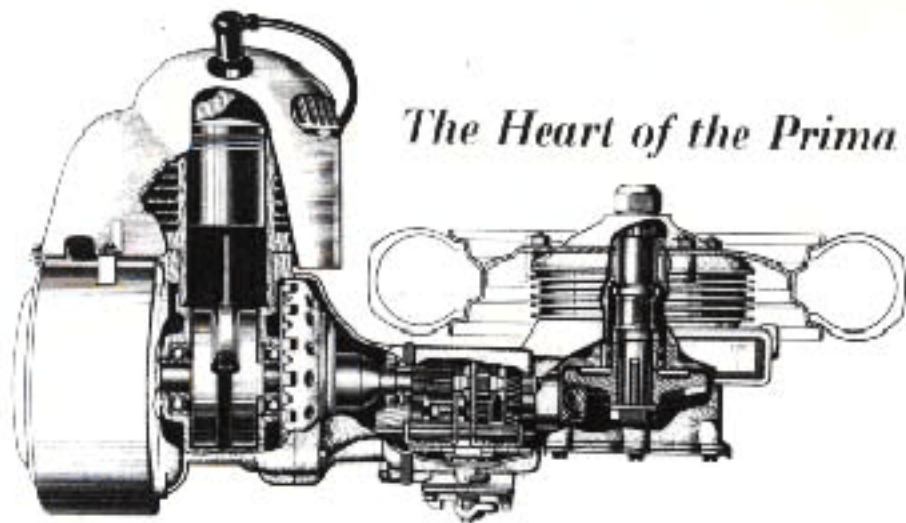
NSU have built outstanding motor scooters for many years. From the early NSU Lambretta to the modern, streamlined Prima range, the name has been associated with machines of the highest standard — in performance, design and finish. On these pages we introduce to you the members of the Prima family: The 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.



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



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 cooled 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.

