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DATSUN

**DATSUN**  
**260c Custom de Luxe**



DATSUN

260C

— SALOON —



## Your private world of Power and Elegance

The Datsun 260C is not just another car with a load of extras. It was designed from the outset as a completely equipped, safe and comfortable car for the executive market. Every aspect has been thoroughly tested — not just the basic engineering, but each detail of the car.

No executive car can be slow. The 260C is not the fastest car in the world, but the six-cylinder engine enables it to move faster than most without strain. The engine itself is a development of the famous 2.4-litre engine which has won many rallies in Datsun cars.

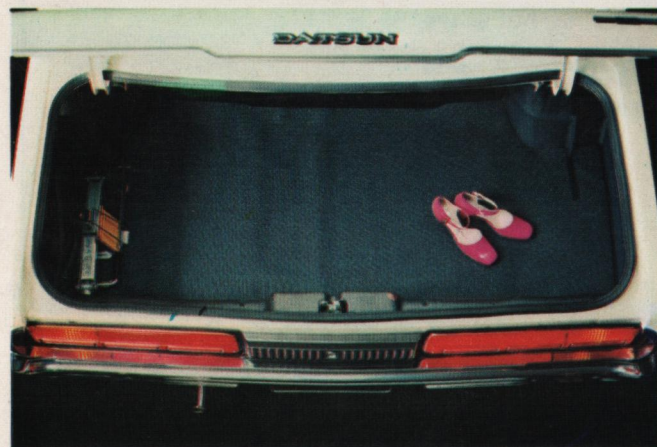
No executive car can be anything but well-equipped. The 260C's designed-in luxuries include door-to-door carpeting, tinted glass, centre armrests, specially-designed seats, and much more. In itself, the list of standard equipment is

impressive — but so also is the finish, the way it is all installed.

No executive car can be anything but safe. The 260C meets all current safety regulations — plus some made up by Datsun's own one-jump-ahead engineers. It has collapsible, energy-absorbing steering, wide radial-ply tyres, big front disc brakes with power assistance, and dual brake circuits. Other standard safety items include an electrically heated rear window.

No executive car can look anything but impressive. Judge the 260C for yourself. It's big, but not too big. Datsun don't believe in gaining prestige at the expense of difficult parking and appalling fuel bills. You will never see most of their engineering, but when your guests express their pleasure and admiration of the private world of your 260C, you'll know it's there.





### Surrounding Luxury — That's The Interior Concept of The 260 C Custom Deluxe

The moment you enter the Datsun 260C, you are surrounded by luxury. The front seats are carefully shaped

to support the body, and have adjustable backrests and safety head restraints. Upholstery is luxurious, but practical and long-lasting as well — the theme of the whole car. High-backed rear seats are standard.

For the driver, there is a choice of four-speed manual or three-speed automatic transmission.

The transmission selector, like the manual gear lever, is mounted on the centre console.

All the controls are easy to reach. And Datsun's powerful heater and through-flow ventilation system keep you comfortable whatever the weather.

Silence is a golden feature of any executive car, and the 260C has plenty of soundproofing above and around its occupants.

The whole floor is covered, with long-lasting, deep-pile carpet, with an inset heel mat for the driver. There is storage for small items in a centre con-

sole locker and beneath the dashboard in a full-width parcels shelf.

Equipment includes tinted glass to keep down interior temperatures during hot weather, and for the British market, a laminated screen is standard.

There are lights wherever you need them — step lamps, reading lights, map light, lights in the glove compartment, in the boot and under the bonnet.

The boot is big: you don't have to climb in to reach the rear-most bag, but you should never need to use valuable passenger space for overflow luggage. The spare wheel lies flush beneath the boot floor, and the lid is released from within the car.

The surrounding luxury of the 260C is only part of the story. Beneath the luxury lies good, solid engineering backed by many months and miles of development work. Because luxury, for Datsun, must go hand in hand with strength and reliability.





**The 260C: a lesson in educated engineering compromise**

Just because the 260C is fast, comfortable and superbly equipped, don't expect it to be a prima donna. For

Datsun, reliability and low operating cost are always vital parts of the design equation.

For instance, don't look for all-independent suspension on the 260C, because it has a rigid rear axle. Datsun engineers decided the gain in handling wasn't worth the possible

problems in noise, ride, stability and reliability — especially at extra cost. Don't look for all-disc brakes, because those same engineers thought it better to have a good handbrake, and achieve a balance by putting big discs at the front, where the brakes do most work. Don't look for fuel injection, because

simplicity and ease of maintenance outweighed the extra power that might have resulted.

Look instead for advanced engineering where it really matters — the kind that keeps you moving in luxury, starting first time, never missing a beat through years of ownership.



### Ease and Safety

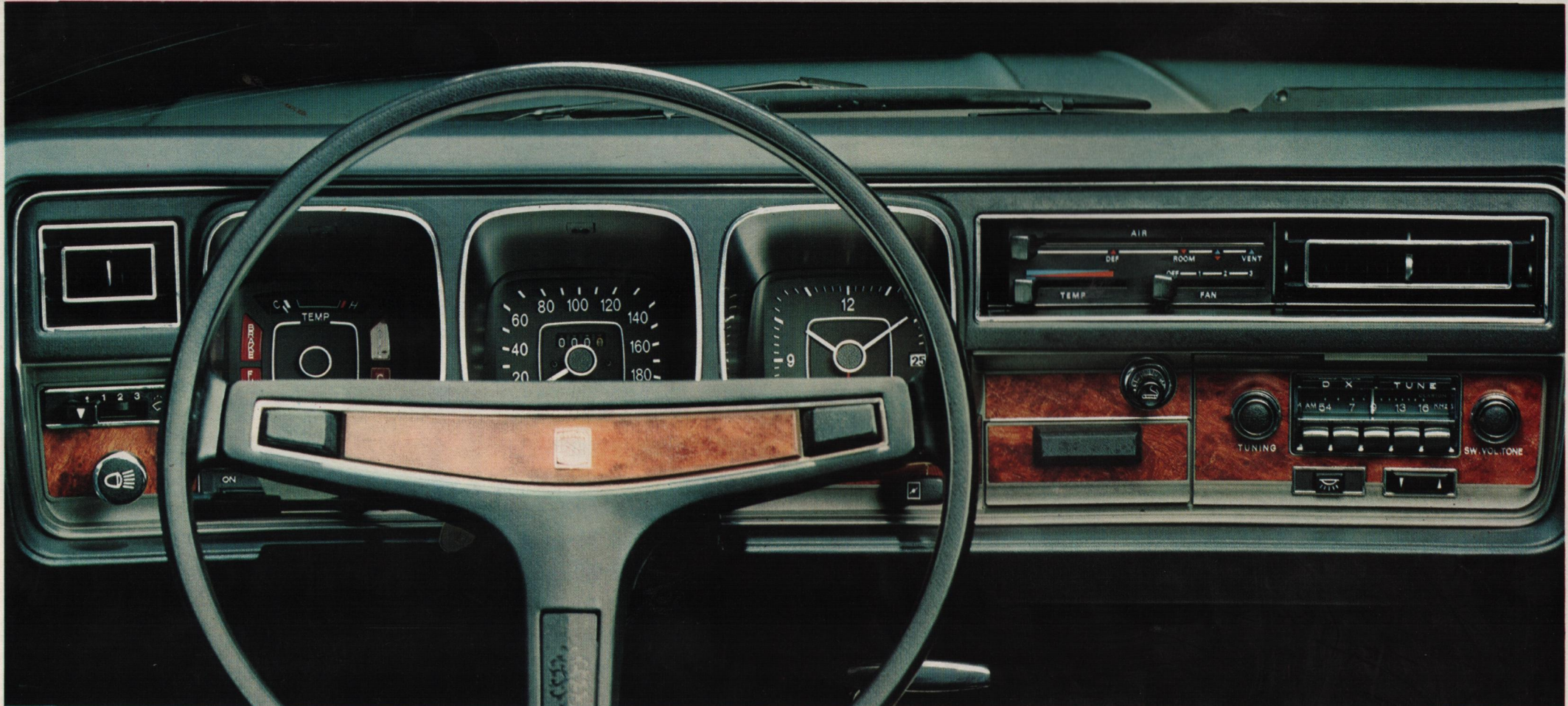
In the 260C, everything possible is done to make the driver's job easier. The dashboard features Datsun's "split-curve" design principle, so that all the instruments face the driver directly, while angled glass in the instrument recesses cuts down reflected glare. The instruments

comprise speedometer with trip mileage recorder, clock with sweep second hand, fuel contents and water temperature gauges. They are supplemented by warning lights, including those for low brake fluid or low fuel. The minor controls, though easily reached by a strapped-in driver, are recessed for safety; the dash panel

edges are padded; and the interior mirror is of the break-away safety type.

There is more to safety than tucking the controls out of harm's way. The driver must be able to see; hence the slender roof pillars, the lack of obstructive quarter-lights, the powerful demister, heated rear window

(protected by a timeswitch), and efficient windscreen wipers and washers. Roadholding is assured by the massive 175-14 radial-ply tyres, stopping by the big 10½-inch front discs with servo assistance. The recirculating-ball steering system incorporates a collapsible, energy-absorbing steering column.



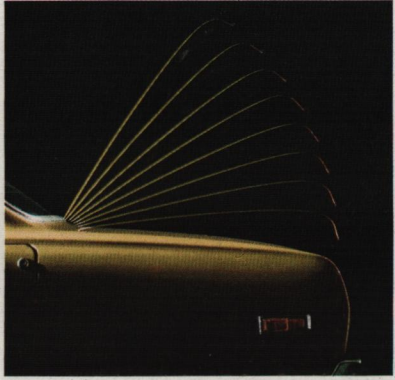
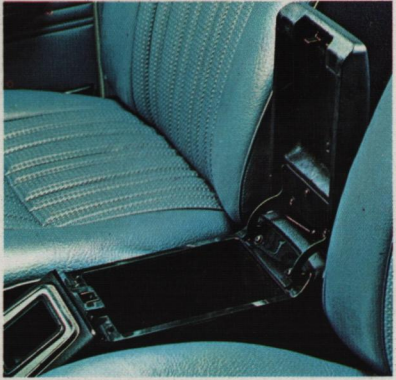
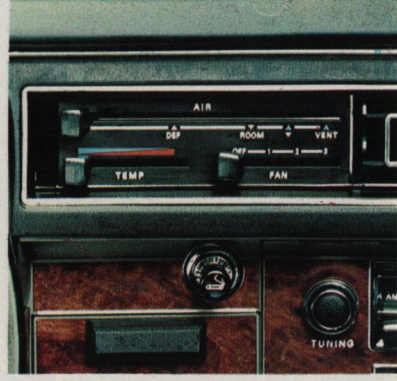
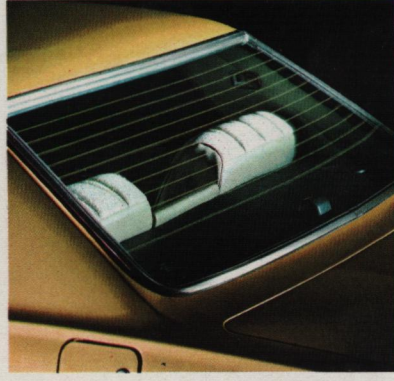
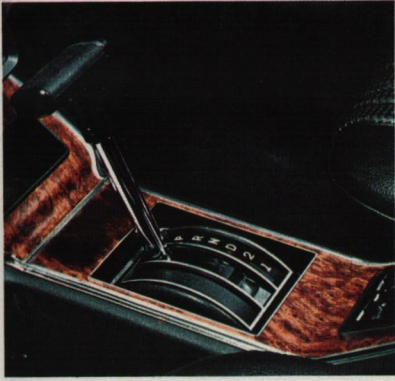
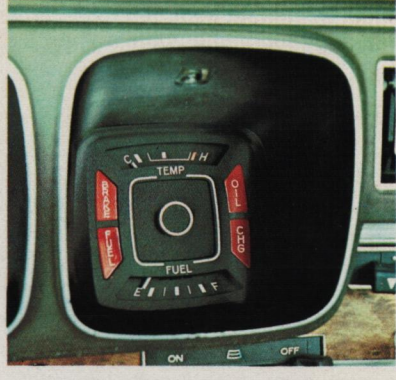
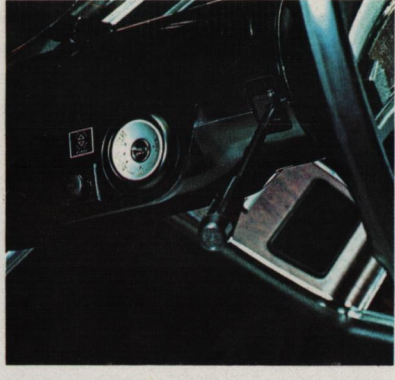
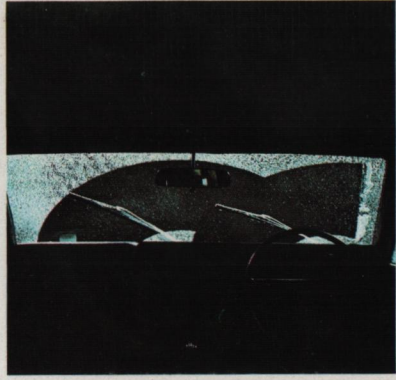


Adequate performance is part of safety, too. The 260C has a six-cylinder, seven-bearing, 2,535 c.c. overhead-camshaft engine developing 138 bhp (SAE), driving through a four-speed all-synchromesh manual gearbox with the extra-cost option of a three-speed Nissan automatic transmission. The design aim was low-speed punch for quick overtaking and smooth city driving, rather than sheer high-speed power. But at 70 mph on a motorway, the 260C is using less than half its total power.

**The Luxury Touches**

Comfort is ensured by the powerful heater system with its three-speed fan, and the through-flow ventilation system with three adjustable face-level fresh air inlets. The lower fascia and centre console are wood-finished to add a touch of distinction. A self-seeking AM radio with electric aerial is standard, and can be controlled from the back seat as well as by the driver.

Naturally, a cigar lighter is standard. So is a dashboard switch for the interior lights. And a four-way hazard warning flasher. And all the other "extras" you expect to find on an executive car. The 260C does everything it can to make your motoring life complete.





## Datsun 260 C Custom de Luxe Specifications:

**Engine:** 6-cylinder in-line water cooled. Overhead camshaft. 83mm bore x 79mm stroke. Cubic capacity 2565cc bhp. 138 at 5,200 rpm. (SAE). Torque 154ft/lbs. at 4,000 rpm. (SAE). Compression ratio 8.6:1.

**Cooling System:** Pressurized system with engine-driven water pump and fan.

**Fuel System:** 2-barrel down-draft carburettor. Mechanical fuel pump. Fuel tank 14.50 gallons.

**Electrical System:** 12v 50 amp. battery 12v alternator — magnetic shift starter motor.

**Clutch:** Single dry plate diaphragm spring.

**Gear Box:** Fully automatic — with central floor shift lever. Gear ratios: 1st 2.458, 2nd 1.458, 3rd 1.000. Reverse 2.182.

Manual — 4 forward speeds, all synchromesh and reverse, with floor gear change lever. Gear ratios: 1st 3.592, 2nd 2.246, 3rd 1.415, Top 1.000. Reverse 3.657.

**Brakes:** Service brake — Hydraulic, Tandem master cylinder, with power master vacuum assistance — Hydraulic Fluid warning device. Front — Discs. Rear — drums, with leading and trailing shoes. Hand brake — central pull-up lever operating on rear wheels.

**Suspension:** Front — Independent, coil springs and gas filled type double acting shock absorbers. Torsion bar stabilizer. Rear — Semi-elliptic, laminated leaf springs with gas filled type double acting shock absorbers.

**Wheels and Tyres:** Pressed steel disc wheels with 175-14in. radial tyres.

**Steering:** Recirculating ball nut and worm with collapsible type steering column shaft. Ratio 19.8:1.

**Body:** Five seater, four door saloon of all steel unitary construction. Boot contains spare tyre beneath floor.

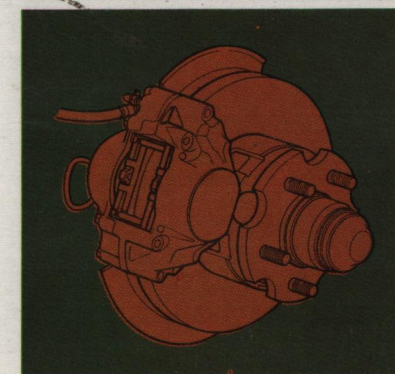
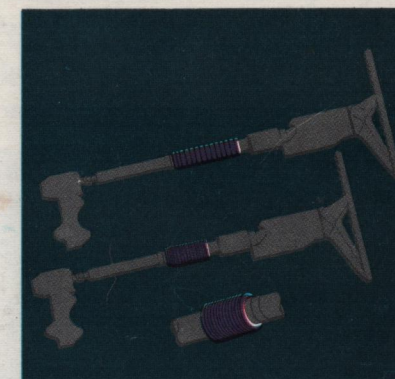
Automatic Transmission optional extra available.

## Equipment fitted as standard at no extra cost includes:

- \* Metallic Colours
- \* Steering lock
- \* Map lamp
- \* Glove box lamp
- \* Four-lamp sealed-beam headlight system
- \* Wheel covers
- \* Laminated windscreen
- \* Assist grips
- \* Passing light and four-way flasher
- \* Radial tyres
- \* Outside rear mirrors
- \* Fully reclining and adjustable front seats
- \* Adjustable head rests
- \* Centre console box
- \* Rear window electric defroster
- \* Full width package tray
- \* Breakaway non-glare interior rear mirror
- \* Electric screen-wash coupled electrically to wipers
- \* Three speed wipers (one speed for auto-pause action)
- \* Screen demister
- \* Heater/Ventilator with air duct for rear seats
- \* Self-seeking radio with electric antenna and controls for rear as well as front passengers
- \* Adjustable flow through ventilation with face level and floor level controls
- \* Safety step lights on rear doors
- \* Safety tinted window glass all round
- \* Fully upholstered with vinyl leatherette and knit fabric
- \* Door sash moulding
- \* Clock with sweep hand and calendar
- \* Fully carpeted throughout
- \* Remote control boot opening device
- \* Under-bonnet light
- \* Boot interior light
- \* Brake/rear light warning light visible to driver
- \* Centre arm rest for rear seats
- \* Instrument light dimmer (rheostat)
- \* Interior courtesy light
- \* Two reading lights for rear passengers
- \* Low fuel warning light (switches on when only three gallons remaining)
- \* Hand brake warning light
- \* Low brake fluid warning light
- \* Ashtrays
- \* Cigar lighter (front and rear)
- \* Trip meter

## Dimension and Performance:

Overall length 184.6 inches  
Overall width 66.5 inches  
Overall height 57.3 inches  
Wheelbase 105.9 inches  
Track 54.1 inches  
Ground clearance 7.3 inches  
Weight: Manual 2910 lbs.  
Automatic 2943 lbs.  
Maximum speed 106 mph  
Seating capacity five to six persons



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