

DATSUN 260C



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**Purpose - designed for
executive use**

No executive car can afford to fall down on its job, because its owner looks for reliability as well as prestige. The 260C sets out to fulfil every aspect of its task with economy, but without fuss. Sheer pleasure of ownership it may give you, but it can equally be looked upon as an efficient tool — though it is without doubt an attractive one too. Drive the 260C. Ride in it. Ask yourself if any other car could do the job as well.

The 260C is top car in Datsun's wide saloon range. It 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. And every aspect of its design has been tested — not just the basic engineering, but each detail of the car.



The engineering excellence behind a private world of power and elegance

No executive car can look anything but impressive. Judge the 260C for yourself. It is big, but not too big. Datsun don't believe in gaining prestige at the expense of difficult parking and appalling fuel bills. What they do believe in is high-quality engineering, much of it hidden, some of it unappreciated except by experts who know the contribution it makes to the quality of the car.

The 260C is not the fastest car in the world but it is fast enough. Its six-cylinder, overhead-camshaft engine will take it well beyond 100mph — or give relaxed 70mph cruising. An all-synchromesh, four-speed manual transmission is standard, with the option of a three-speed automatic. Safety features are high on Datsun's list of priorities. The 260C braking system features separate front and rear hydraulic circuits, front discs and a servo. A collapsible, energy-absorbing steering column is fitted. The car meets all current safety regulations.

Concern for engineering excellence does not mean Datsun include every possible advanced feature regardless of need or cost. The 260C is a lesson in educated engineering compromise. Reliability and low operating cost are just as vital as an exciting specification. For instance, don't look for all-independent suspension on the 260C, because it has a rigid rear axle. The gain in handling wasn't worth the expense of noise and reliability problems — especially at extra cost. Don't look for all-disc brakes, because Datsun thought it

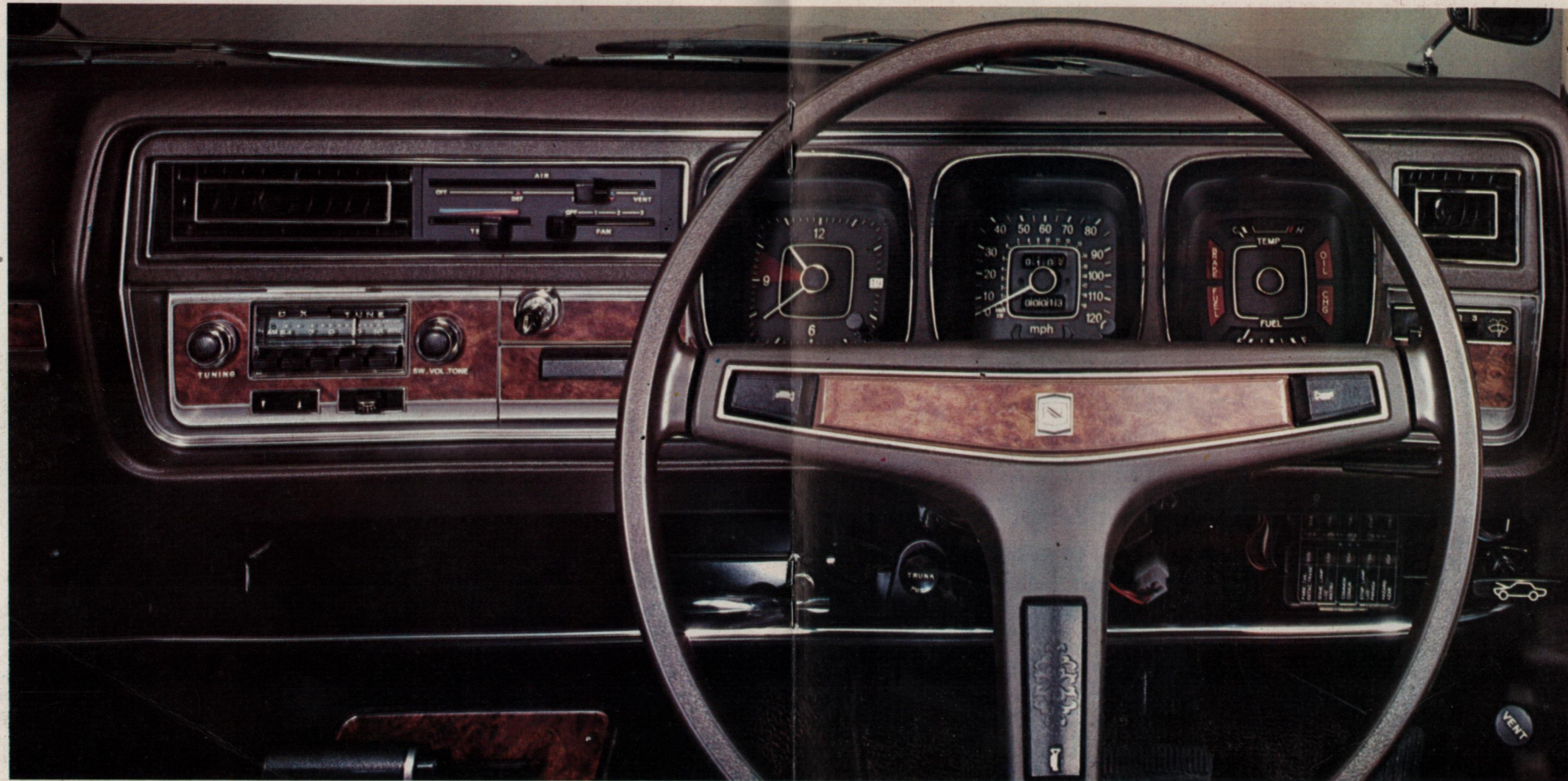


better to have a good handbrake, and achieve a balance by putting big discs at the front, where they do most good. And don't look for fuel injection, because the extra power would not have been worth the cost and complication. Look instead for advanced engineering where it really matters — the kind that keeps you moving in luxury, starting first time, never missing a beat through years of ownership.

Taking care of the driver...

If the driver's job is made easier, the passengers are that much more comfortable. That is Datsun's philosophy, and the result is seen in the care which has gone into the design of the controls, the instruments and indeed the driver's whole environment. Whether you drive the 260C yourself or your chauffeur does it for you, the benefit is still considerable.

The dashboard features Datsun's "split-curve" design principle, so that all the instruments face the driver directly. Angled glass in the instrument recesses cuts down reflected glare, while the instruments themselves comprise a speedometer with a trip mileage recorder, a large clock with a sweep second hand and date display, and fuel contents and water temperature gauges. They are supplemented by warning lights, including those for low brake fluid and 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



...and of everyone else

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 properly; hence the slender roof pillars, the lack of obstructive quarter-lights, the powerful demister heated rear window (with a time switch for protection) and efficient windscreen wipers and electric washers. A powerful four-lamp lighting system is standard, and reversing lights are naturally part of the specification. So is a four-way hazard warning flasher.

The heater is strong enough to cope with the coldest British weather, helped by a three-speed fan, while the car's interior is kept fresh by a through-flow ventilation system with three face-level inlets. The lower fascia and the centre console are wood-finished to add a touch of distinction, and the console includes a combined elbow rest and oddments locker.

For those in the back, space and comfort, equipment and quiet

Since the 260C was designed as an executive car, it takes care of those in the back as well as the driver. The back doors open wide to give easy access to the spacious seat with its folding centre armrest. Comfortably angled, the high seat backs afford extra safety if the car is struck from behind.

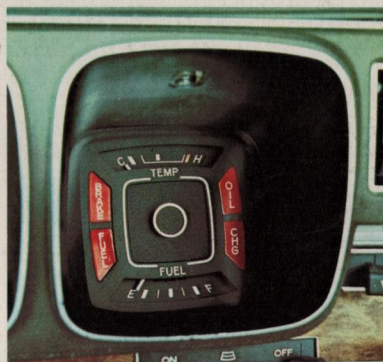
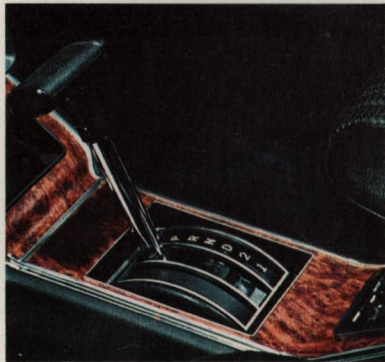
Each back seat passenger has his own pillar-mounted reading light, and the 260C's self-seeking radio can be controlled from the back seat as well as by those in front, via a remote-control system.

The careful engineering of the 260C shows up, for back seat passengers, in a smooth and quiet ride. Rubber insulation of the suspension, and careful sealing of the body, helps to suppress wind and road noise, and keep vibrations from disturbing the car's occupants. Tinted glass helps the through-flow ventilation keep the car cool in high summer, just as the heater ensures warmth in winter. Wherever you look, you will find evidence of care in design.

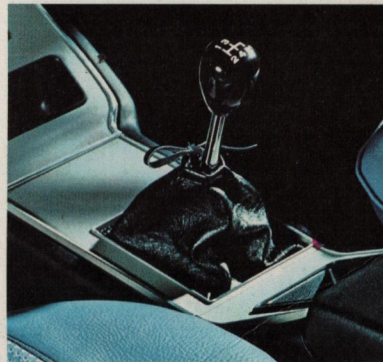




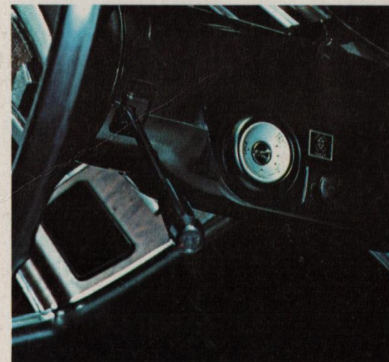
Above: Easily-adjusted heater controls are illuminated at night. Three-speed fan is standard
Below: Automatic transmission with console selector is optional extra



Above: Large combined instrument and warning light dials keep driver well informed
Below: Short-throw gear lever forms part of centre console, forward of oddments locker



Above: Self-seeking radio is standard, can be controlled from front or back seat, has electric automatic aerial
Below: Steering column lock and hazard warning are standard



Engine: 6-cylinder in-line water cooled. Overhead camshaft. 83mm bore x 79mm stroke. Cubic capacity 2565cc bhp. 138 at 200 rpm. (SAE). Torque 154ft/lbs. at 2000 rpm. (SAE). Compression ratio 8:1.

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 door shift lever. Gear ratios: 1st 2.458, 2nd 4.58, 3rd 1.000. Reverse 2.182.

Transmission: Manual — 4 forward speeds, all synchro-

SPECIFICATIONS

mesh 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.

Dimensions 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

STANDARD EQUIPMENT

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

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