

D A T S U N 5 1 0

BY NISSAN



1981 DATSUN 510. THE FAMILY PERFORMERS.

Nissan's revolutionary NAPS-Z engine actually delivers more performance from less gas than the engine it replaced. Offers your family astonishing mileage* and refreshing quality.

And a new optional sky roof is now available on 4-Door Hatchback (right). It tilts up for soft summer breezes, lifts out for wide-open spaces and makes the Datsun 510 a very desirable member of the family.

*See EPA estimates, page 11







**DATSUN 510.
THE BETTER PART
OF VALUE.**

You get a lot for every dime you invest in a Datsun 510. You get astounding NAPS-Z performance and economy*, plus a fully equipped, richly appointed family car that's sure to fill your needs for many years to come.

You have three 510s to choose from. The Hatchback has full-size room and 4-Door comfort with Hatchback hauling ability.

The 4-Door Wagon is so roomy and comfortable your family will love it. And the 2-Door Sedan gives you a trim, personal size and all the conveniences.

When you add up the economy, features, room, comfort and quality these family cars offer, you'll arrive at the meaning of value.

* See EPA estimates, page 11



The Datsun 510 Wagon, shown with optional woodgrain trim, roof rack and wheel lip moldings.



The 510 Wagon cargo area is finished in rich cut-pile carpeting and has split fold-down rear seats.



Plenty of room plus sporty good looks make Datsun 510 4-Door Hatchback the perfect family fun car.

YOU'LL LOVE YOUR DATSUN 510...LONGER.

Nissan designed and built the Datsun 510 to please you for a long, long time.

Proof: Look at that 510 interior. It comes in rich, sumptuous fabric, or in vinyl as soft and luxurious as kidskin.

Every inch of the floor in the Hatch and Wagon is lavished with thick, rich carpeting.

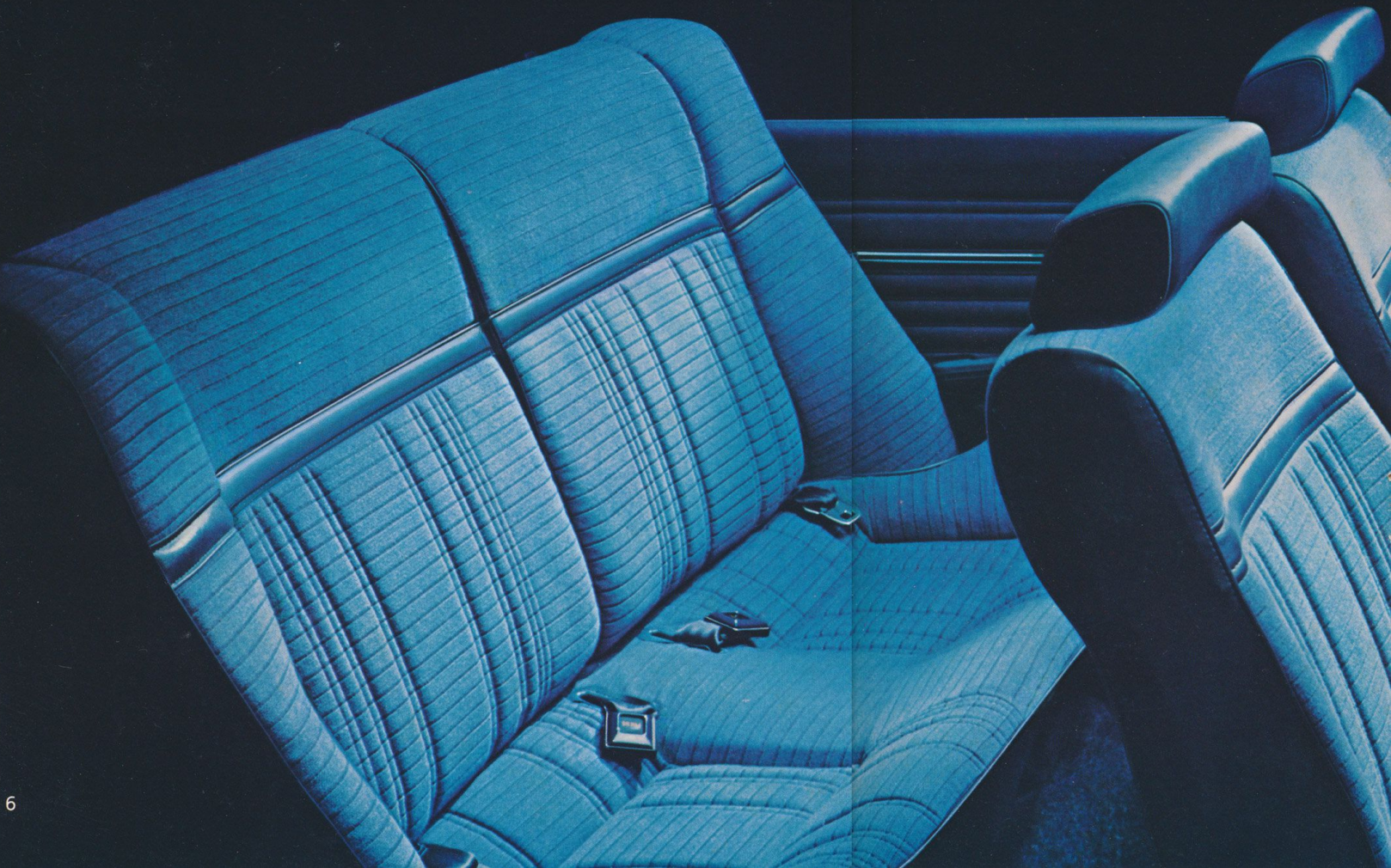
The Hatch and Wagon both offer flexible split fold-down rear seating and child-safety rear door locks.

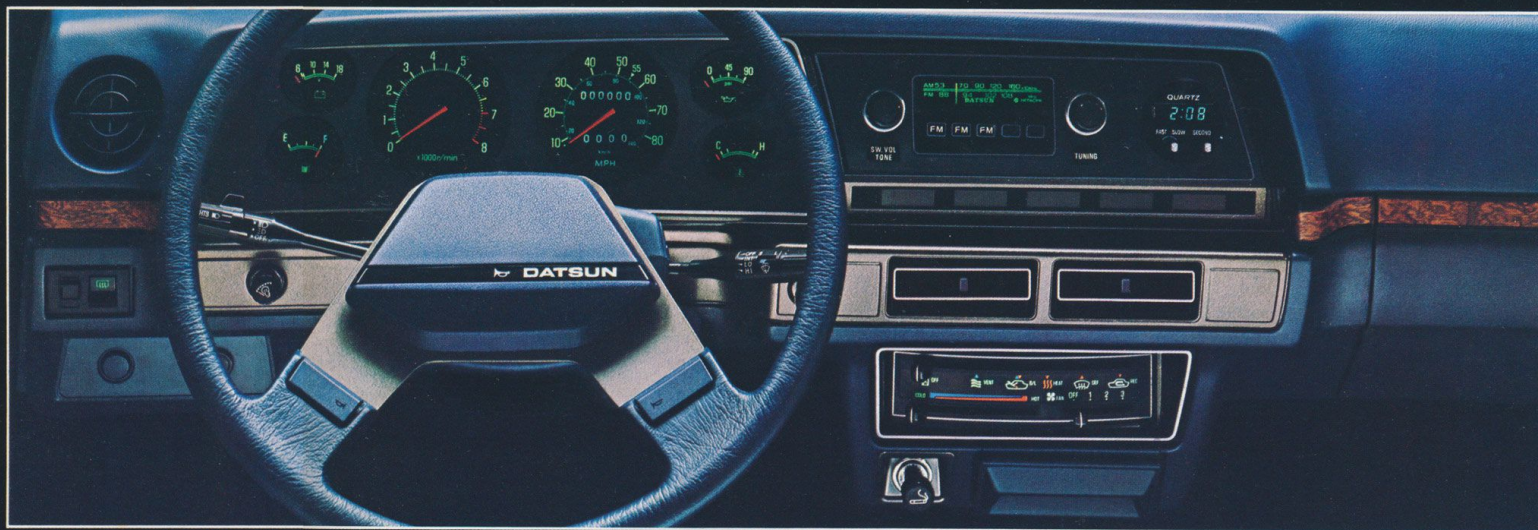
Rear cargo cover in the Hatch also

conceals what you're carrying from prying eyes. The front seats are scientifically molded to conform to your form. They fully recline for your added comfort. The driver's seat has an adjustable lumbar support that's kind to your spine.

The elegant interior is matched by the handsome instrument panel and sports a new low-angle two-spoke steering wheel. Precise gauges measure and display fuel level, engine speed, road speed, oil pressure and coolant temperature. A digital quartz clock tells you the time. A sensor panel signals warnings of burned-out bulbs in headlights, tail-lights or brake lights; low washer fluid level; and unfastened seat belts. Five-speed manual with overdrive is standard on the Hatchback. Automatic transmission and air conditioning are available on all models.

Datsun 510. It's a lot of car to love for a long time to come.





The instrument panel, shown here with optional fully integrated air conditioning and AM/FM monaural radio, is both handsome and informative.



The Datsun 510 interior is upholstered in rich fabric or vinyl and features fully reclining bucket seats.

DATSUN 510 THE RIGHT CAR. THE RIGHT TIME.

Every now and then it happens. A car emerges from the pack that's precisely right for its time.

The Datsun 510 is a case in point: it's emerging as the perfect family car for today. It offers performance, economy, comfort and quality.*

Part of what makes it so appealing are its luxuries. Luxuries that cost extra on other cars are everyday standards on the 510.

For example, the 510 stops on power-assisted front disc brakes and rides on white-sidewall steel-belted radial tires. There's an electric rear-window defroster and side-window defoggers. There are steering-column stalk levers that put control for lights, signals, washers and wipers at your fingertips. There are reclining front bucket seats that offer solid, relaxing comfort.

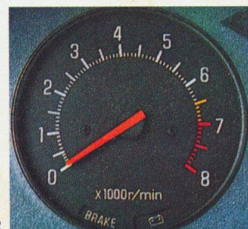
There are many other little things that really add up for people who want extra value in the things they buy: tinted glass, hidden seat-belt retractors, remote-controlled and lockable fuel-filler door, trip odometer, flow-through ventilation, rectangular quadrabeam headlights and a complete package of interior courtesy lights.

Datsun 510. It could be just the right car for your family.

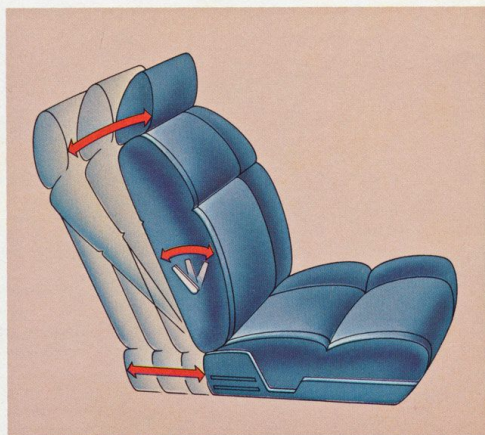
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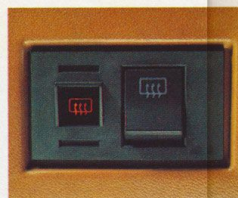
Trip odometer is standard on 510.



Tachometer, a Datsun 510 standard.



A lever in the seat back adjusts the lumbar support on 510 driver's seat.



Rear defroster is a 510 standard.



AM/FM monaural radio is just one of many audio options available.



Quartz digital clock is standard.



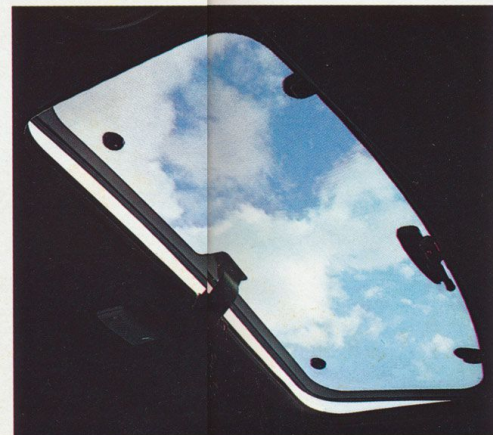
Remote fuel-filler/hatch openers.



Wrapped shift knob is standard.



Color-coordinated removable cargo cover on the 4-Door Hatch conceals what you're carrying.



The optional sky roof tilts up, lifts out and stores in its own bag.



Optional automatic transmission.



The Datsun 510 Deluxe 2-Door Sedan with optional wheel lip moldings and body side moldings.

ENGINEUITY!

THE DATSUN 510'S REVOLUTIONARY NAPS-Z ENGINE SAVES FUEL*, IMPROVES PERFORMANCE AND CUTS EMISSIONS.

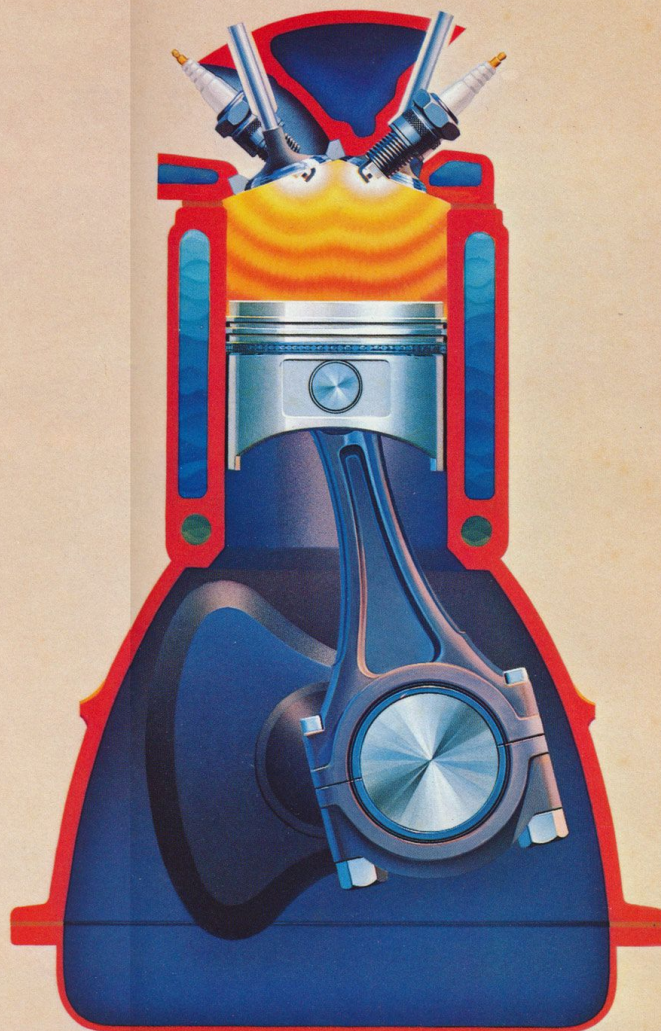
This astounding engine is so revolutionary in concept, so timely in application that it has the potential to save American motorists eight million gallons of gasoline in just one year.

At the same time, it offers dramatically improved performance and startlingly lower emissions, compared with the engine it replaced. It's living proof that high-performance combustion combined with low-emission exhaust is possible. But not by ordinary means. It takes means so extraordinary, in fact, there are more than 250 new patents to protect them.

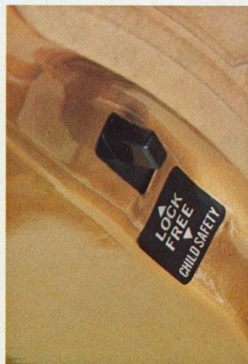
The heart of the NAPS-Z (Nissan Anti-Pollution System) engine is a high-performance "hemi" combustion chamber with two spark plugs per cylinder and a "fast-burn" design. This configuration allows the engine to burn fuel more completely. It gets the most out of every gallon, while leaving fewer unburned wastes in the exhaust. Result: more efficient fuel consumption, fewer emissions and better performance.

It's one more example of Nissan's total commitment to engineering innovation to meet today's most urgent demands.

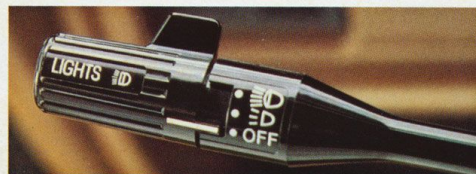
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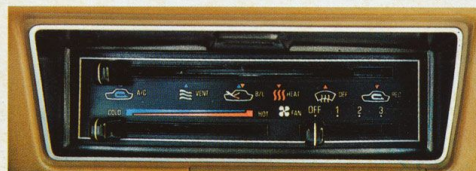
More power from less gas than the engine it replaced: the inner workings of the NAPS-Z engine.



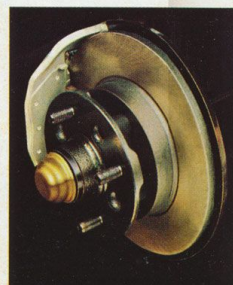
Standard 4-Door child-safety lock.



Handy stalk controls put lights and turn signals a fingertip away.



Optional integrated air conditioning even provides dehumidified air.



Power front disc brakes, standard.



Quad-beam rectangular headlights are smart-looking.

	2-Door Sedan	4-Door Hatch	4-Door Wagon
MECHANICAL FEATURES			
Engine			
2.0-liter (1,952cc) NAPS-Z	STD	STD	STD
2-barrel carburetor with 2-stage automatic choke	STD	STD	STD
Catalytic converter	STD	STD	STD
Electrical			
Transistorized ignition system	STD	STD	STD
Solid-state voltage regulator	STD	STD	STD
Low maintenance battery, 12V, 60AH	STD	STD	STD
Transmission			
4-speed manual all synchromesh with 3.364 final drive ratio	STD	—	STD
5-speed manual all synchromesh overdrive with 3.364 final drive ratio	—	STD	—
3-speed automatic with 3.364 final drive ratio	OPT	OPT	OPT
Brakes, Steering & Suspension			
Power-assist front disc/rear drum brakes	STD	STD	STD
Recirculating ball steering with variable ratio	STD	STD	STD
Independent MacPherson strut front suspension	STD	STD	STD
4-link bar rear suspension	STD	STD	—
Semi-elliptic leaf spring rear suspension with solid axle	—	—	STD
Wheels & Tires			
4½ J13 styled steel wheel	STD	STD	STD
Center cap and trim ring	—	STD	—
Full cover	STD	—	STD
165 SR13 steel-belted radial whitewall tires	STD	STD	STD
EXTERIOR FEATURES			
Mirrors			
Black folding driver-side door mirror	STD	STD	STD
Wipers/Washers			
3-speed windshield wipers with intermittent feature	STD	STD	STD
Windshield washer	STD	STD	STD
Windows			
Roll-down rear windows	—	STD	STD
Flip-out rear windows	STD	—	—
Tinted glass all around	STD	STD	STD
Other			
Quadbeam rectangular headlights	STD	STD	STD
Keyless locking	STD	STD	STD
Child-safety rear door locks	—	STD	STD
Dual horn	STD	STD	STD
Corrosion protection	STD	STD	STD
INTERIOR FEATURES			
Courtesy Lights			
Cigar lighter illumination	STD	STD	STD
Cargo light	—	STD	STD
Instruments			
Speedometer	STD	STD	STD
Trip odometer	STD	STD	STD
Tachometer	STD	STD	STD

	2-Door Sedan	4-Door Hatch	4-Door Wagon
INTERIOR FEATURES (cont'd.)			
Voltmeter	STD	STD	STD
Coolant temperature	STD	STD	STD
Oil pressure	STD	STD	STD
Fuel	STD	STD	STD
Quartz digital clock	STD	STD	STD
Warning Lights			
Charging	STD	STD	STD
Hazard	STD	STD	STD
Low fuel	STD	STD	STD
Rear-window defroster indicator	STD	STD	STD
High beam	STD	STD	STD
Parking brake/brake fluid	STD	STD	STD
Multi warning system: Brake lights, Headlights, Taillights, Low washer fluid, Seat belt	STD	STD	STD
Heating/Ventilation			
Bi-level heater/defroster with 3-speed fan	STD	STD	STD
Flow-through ventilation	STD	STD	STD
Rear-window defroster	STD	STD	STD
Side-window defoggers	STD	STD	STD
Seating			
Fully reclining lowback front bucket seats with adjustable head restraints	STD	STD	STD
Walk-in device and driver's inboard release	STD	—	—
Adjustable lumbar support (driver's seat)	STD	STD	STD
Split fold-down rear seat backs	—	STD	STD
Convenience			
Inside hood release	STD	STD	STD
Remote fuel-filler door opener	STD	STD	STD
Remote trunk/hatch opener	STD	STD	STD
Center console	STD	STD	STD
Lockable glove box	STD	STD	STD
Cargo access from rear seat	—	STD	STD
Detachable color-coordinated cargo cover	—	STD	—
Turn signal with flash-to-pass and lane change	STD	STD	STD
Color-coordinated day/night rear view mirror	STD	STD	STD
Ash trays, front and rear	STD	STD	STD
Cigar lighter	STD	STD	STD
Other			
Color-coordinated wrapped 2-spoke sport steering wheel	STD	STD	STD
Cut-pile carpeting	STD	STD	STD
Cut-pile carpeting in cargo area	—	STD	STD
SAFETY FEATURES			
Energy-absorbing steering column	STD	STD	STD
Seat belts	STD	STD	STD
Front seat-belt warning light	STD	STD	STD
Flame retardant interior materials	STD	STD	STD
Dual brake system	STD	STD	STD
Impact-absorbing bumpers	STD	STD	STD
4-way hazard warning lights	STD	STD	STD

	2-Door Sedan	4-Door Hatch	4-Door Wagon			
SAFETY FEATURES (cont.)						
Steering-column lock	STD	STD	STD			
Padded instrument panel	STD	STD	STD			
Backup lights	STD	STD	STD			
Padded sun visors	STD	STD	STD			
Front and rear side-marker lights	STD	STD	STD			
Safety door locks	STD	STD	STD			
OPTIONAL EQUIPMENT						
Audio						
AM radio	OPT	OPT	OPT			
AM/FM monaural radio	OPT	OPT	OPT			
AM/FM multiplex stereo	OPT	OPT	OPT			
Cassette or 8-track deck	OPT	OPT	OPT			
CB one-hand mike system	OPT	OPT	OPT			
Whip antenna	OPT	OPT	OPT			
Interior						
Fully integrated air conditioning	OPT	OPT	OPT			
Walnut or padded vinyl custom shift knobs (manual transmission)	OPT	OPT	OPT			
Color-coordinated carpeted floor mats or rubber floor mats	OPT	OPT	OPT			
Exterior						
Single lift-off glass sky roof with inner sun screen panel, rear tilt feature, automatic wind deflector and storage bag	—	OPT	—			
Wagon roof luggage rack	—	—	OPT			
Wagon woodgrain trim	—	—	OPT			
Teakwood rear-deck luggage rack	OPT	—	—			
Tailgate wind deflector	—	—	OPT			
Stainless wheel lip moldings	OPT	OPT	OPT			
Sport accent stripes	OPT	OPT	OPT			
Color-coordinated vinyl protective body side moldings	OPT	OPT	OPT			
Mag-style aluminum alloy wheels	OPT	OPT	OPT			
Black passenger-side door mirror	OPT	OPT	OPT			
DIMENSIONS AND WEIGHT						
Wheelbase (in.)	94.5	94.5	94.5			
Length (in.)	169.5	169.5	172.2			
Width (in.)	63.0	63.0	63.0			
Height (in.)	54.7	53.7	55.3			
Turning Diameter (ft.)	32.8	32.8	32.8			
Curb Weight* (lbs.)	2195	2280	2390			
Fuel Capacity (gals.)	13.2	13.2	13.2			
*Vehicles with optional equipment or California emissions equipment will be slightly heavier.						
1981 E.P.A. ESTIMATED 510 MPG						
	2-Door Sedan		4-Door Hatch		Wagon	
	4-speed	Auto	5-speed	Auto	4-speed	Auto
49-States Est/Hwy	29/37	27/33	30/41	27/33	29/37	26/32
California Est/Hwy	28/35	26/33	29/40	26/33	27/36	24/31
1981 E.P.A. estimates. Remember: Compare these estimates to the "estimated MPG" of other cars. You may get different mileage, depending on how fast you drive, weather conditions and trip length. Also remember that your actual highway mileage will probably be less than the EPA estimated highway fuel economy.						
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NISSAN IMPROVES THE QUALITY IN YOUR LIFE.

Nissan Motor Company, Ltd., maker of the Datsun, is one of the world's leading manufacturers of cars and trucks. It's a company with a single-minded devotion to building quality into every Datsun it makes. That's why when you buy a Datsun, you get an engine that has been thoroughly tested and totally proven.

You get a body that has been pelted with seven tons of water to assure its watertightness.

You get a transmission that has been completely inspected. Axle shafts that have been charged with high voltage for added strength. A computer-controlled parts system, backed by 12 warehouses and more than a thousand Datsun dealers nationwide.

And you get one thing more: Dedication. We are driven to offer you a quality Datsun because we're convinced that's the way to add quality to your life.



Datsun 210. Drive it for all it's worth.



Datsun 310. Front-wheel drive at its driven best.



Datsun 200-SX. The drive of your life.



Datsun 810 Maxima and DL. Mastery of the art of motion.



Datsun 280-ZX. Awesome: '81.



Datsun Trucks. New NAPS-Z power in two- and four-wheel drive.

DATSUN WE ARE DRIVEN

