

FROM: Tom McDonald
Porsche Audi Public Relations
Volkswagen of America, Inc.
Englewood Cliffs, N. J. 07632
Phone: (201) 567-7600
(212) 524-8881

1974 PORSCHE AT A GLANCE

911 (all models**),

- * Heavy duty aluminum bumpers, front and rear
- * Redesigned dash control knobs
- * Redesigned steering wheel
- * Sports-type bucket seats with integrated headrest
- * 2.7-liter, twin overhead-cam engine
- * Front spoiler standard
- * One-piece removable top on Targa models
- * Bosch CIS fuel injection
- * Fuel tank increased to 21 gallons
- * Collapsible emergency tire
- * Quartz clock
- * Redesigned clutch mechanism
- ** 911E model deleted

911 Carrera

- * Rear spoiler
- * "Carrera" side lettering
- * 215 VR X 15 tires mounted on 7-inch wheels (rear only)
- * Flared rear fenders
- * Electric windows standard on Coupe models

page two --

911 Carrera (contd.)

- * Push-out rear windows (Coupe model)
- * Black anodized window trim
- * Forged alloy wheels
- * Stabilizer bars, front and rear

914 (all models)

- * Sport steel rims
- * Redesigned symbols on interior control knobs
- * Heavy duty rear bumper guards
- * 1.8-liter engine (2.0 liter optional)

#

10/15/73

SUGGESTED RETAIL LIST PRICES FOR 1974 PORSCHE VEHICLES
AT U. S. PORTS OF ENTRY

	<u>EAST COAST*</u>
914, 1.8, 5-Speed	\$ 5,400.00
914, 1.8, w. App. Group, 5-Speed	5,700.00
914, 2.0, 5-Speed	6,050.00
914, 2.0, w. App. Group, 5-Speed	6,350.00
911 Coupe, 4-Speed	9,950.00
911 Coupe, 5-Speed	10,200.00
911 Coupe, Sportomatic	10,375.00
911 Targa, 4-Speed	10,800.00
911 Targa, 5-Speed	11,050.00
911 Targa, Sportomatic	11,225.00
911 S Coupe, 4-Speed	11,875.00
911 S Coupe, 5-Speed	12,125.00
911 S Coupe, Sportomatic	12,300.00
911 S Targa, 4-Speed	12,725.00
911 S Targa, 5-Speed	12,975.00
911 S Targa, Sportomatic	13,150.00
911 Carrera Coupe, 4-Speed	13,575.00
911 Carrera Coupe, 5-Speed	13,825.00
911 Carrera Coupe, Sportomatic	14,000.00
911 Carrera Targa, 4-Speed	14,425.00
911 Carrera Targa, 5-Speed	14,675.00
911 Carrera Targa, Sportomatic	14,850.00

*West Coast P.O.E. prices add \$100

10/15/73