

The new 914S is even quicker and more responsive than the quick, responsive 914. Because the Porsche 914S has a fuel-injected 2-liter mid-engine. A bigger engine that the Porsche engineers spent a year and a half developing.

But there's much more to the 914S than a bigger engine.

To begin with, it has all the great features of the 914. Like rack-and-pinion steering, four-wheel disc brakes, a five-speed gearbox and a built-in roll bar. There's also a fiber glass roof that you can take off and store in the rear trunk and still have room for luggage. And if you need more room, there's another trunk in the front.

Now, in addition to all of these features, the 914S has bigger forged alloy wheels, heavy duty radial tires and fog lights.

Between the seats there's a deluxe console, which includes a voltmeter and an oil pressure gauge. There's velour carpeting on the floor and a two-toned horn. And, of course, that brand new fuel injected 2-liter mid-engine.

The Porsche 914S, a brilliantly engineered and beautifully designed car. A car very different from other cars. The Super Porsche.

The Super Porsche 914 S



Neither rain nor sleet nor gloom of night makes one bit of difference when you're in a 914.

Why should it? You've got a mid-engine Porsche under you hugging and cornering as only it can.

You've got rack-and-pinion steering.

The kind of fast-reacting steering system you find in racers.

You've got 4-wheel self-adjusting disc brakes, and independent wheel suspension. Not to mention a 5-speed gearbox, and electronic fuel injection. In other words, you've got confidence.

But you've also got it cozy.

A weatherproof fiberglass roof, removable for when it's sunny. And a flow-through ventilation system, for when it's not.

Bucket seats that hug you like the car hugs the road. That don't just slide back and forth, but tilt up and down, for whatever angle is your angle.

And all that legroom up front where the engine isn't.

And all that luggage room, too, with trunks front and back.

In short, you've got yourself a Porsche 914.

And that's a kick. Anytime.

The Weather Porsche



The 914 is our idea of the perfect ski lift.

It seats two people very comfortably side by side. And it carries enough paraphernalia in its two trunks for a very long weekend.

The mid-engine design gives the car near-perfect balance. That and rack-and-pinion steering make for slalom quick handling.

With four-wheel independent suspension to smooth out the moguls (bumps!).

When the snow comes, you don't have to worry about the radiator freezing or the carburetor icing. The engine is cooled by air. And fed by electronic fuel injection.

And you don't have to worry about yourself freezing. The removable fiberglass roof shuts out the elements like a hardtop. And the heater is just short of a fireplace.

There are five forward speeds for mushing through the slush. And four-wheel disc brakes for surer stopping.

The price should be easy even for a beginner.

The Schuss Porsche



Action is having an electronic fuel-injected 2.0-liter engine take you from 0 to 60 in 11.0 seconds.

Action is stopping on radial tires with 4-wheel disc brakes.

Action is taking a corner with rack-and-pinion steering in a mid-engine car and feeling closer to the road than the white line.

Action is a 5-speed gearbox.

Action is a light, fiberglass roof you can take off in less than a minute.

Action is sporting a built-in roll bar.

Action is 13 of the wildest colors you've ever seen. From Zambezi Green to Signal Orange.

Action is 29 miles to the gallon and a cruising range of more than 400 miles on one tank of gas.

Action is finally stopping for gas and having all the station attendants wanting to wait on you.

Action is what you get every time you step into a mid-engine Porsche 914.

The Action Porsche



There they sat. Like a bomb waiting to go off.

20 of the world's fastest Porsches, McLarens and Lolas ever to meet on the same track.

The Can-Am challenge race at Mosport.

Eighty times around a 2½-mile track of frightening turns and straightaways that would see speeds in excess of 200 mph.

But, right now, the most powerful car on the course was a bright yellow mid-engine Porsche 914. The car that would pace this race for one lap.

Which was fitting. The 914 was designed by the same engineers who designed and built the mid-engine Porsche 917s that were racing that day. They gave it a 2.0-liter engine, 5-speed gearbox, rack-and-pinion steering, and fantastic mid-engine balance.

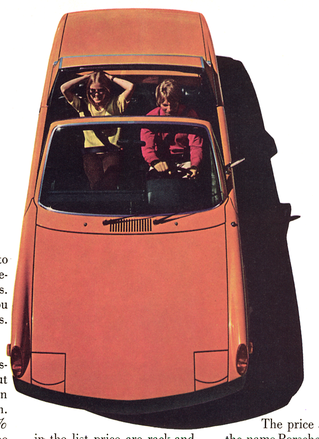
It is, as Mosport puts it, "the ideal pace car.

"It's quick enough to keep out in front of those big Can-Am cars. And it's probably the best looking pace car we've ever had."

The Porsche 914.

A leader of cars.

The Pace Porsche



Unless you were born into it, a Porsche was always something that came with success.

Now there is a Porsche you can afford on the way to success.

The Mid-Engine Porsche.

$3,595.*

It's a two-seater in the classic sports car tradition. But right behind the two seats is an engine in our race car tradition.

Weight distribution is 45% in the front and 55% in the back. Handling is just short of fantastic. The car simply goes where you point it.

With the engine in the middle, other advantages come to light. Tires wear better because each wheel carries almost the same load. Brakes work smoother for the same reason.

Other advantages included in the list price are rack-and-pinion steering, a five-speed all-synchro gearbox, and a built-in roll bar.

There are two trunks. (The removable fiberglass roof stores in the rear trunk.)

The price includes a 1.7-liter, 4-cylinder engine with fuel injection for going and 4-wheel disc brakes for stopping.

The price also includes the name Porsche.

*Suggested retail price East Coast P.O.E. (West Coast P.O.E. slightly higher). Local taxes and other dealer delivery charges, if any, additional. For the nearest dealer that sells Porsches and Audis, call 800-553-9550 free in the Continental U.S. (In Iowa call collect 319-242-1867.)

"I wanted to design a car young people could afford."

Dr. Ferry Porsche.

Porsche Audi: a division of Volkswagen



That lovely vision is not a mirage. It is a very real Porsche 914.

And next to a camel, it's the most practical thing you could put on a desert.

It goes forever without a drink of water. The engine is air-cooled.

It goes far between oases. About 26 miles to the gallon.

And you go in comfort with wide bucket seats and optional air conditioning.

There are two trunks to hold everything you and somebody else might need.

And a fiberglass roof that locks on quickly because the desert gets cold at night.

The 914 has a 5-speed gearbox to make you go like the wind. And 4-wheel disc brakes to stop you on a dinar.

It handles like a thoroughbred, praise be to rack-and-pinion steering and a nearly 50-50 weight distribution. (The engine is in the middle.)

And while it's chic to drive a Porsche, you don't have to be a sheik to afford one.

The Desert Porsche



Our mid-engine car is a fair-weather friend that won't let you down in foul weather.

On sunny days, the top snaps off in thirty-seven seconds, stores under the rear trunk lid and takes up virtually no space.

On rainy days the top locks back on almost as fast. And because it's fiberglass, it won't leak or rip. Unlike fabric.

But a friend is more than a fiberglass top.

First of all, it's a two-seater in the classic sports car tradition. And because two's company.

Right behind the two seats is an engine in our race car tradition. With the engine in the middle, handling must be felt to be believed. The car simply goes where you point it.

Also with the engine in the middle, you get a trunk in the front and the back. A sort of his and hers. Together they give a remarkable 15.0 cubic ft. of luggage space.

For a Porsche, even the price is sunny.

It includes rack-and-pinion steering, and a five-speed gearbox, 4-wheel disc brakes and a built-in roll bar.

So see your friendly dealer and let the sun shine in.

The Sun Porsche

What's a zippy little mid-engine coupe like the Porsche 914 doing in a stop-and-go place like the big city?

Doing what comes naturally, naturally.

Like using its fuel-injected 2.0-liter engine (which means none of the carburetor adjustments you have with most other sporty cars) for plenty of go when the light turns green.

And getting plenty of stop from its 4-wheel disc brakes when the light turns red.

And taking the bump out of potholes and manholes with its front-wheel independent torsion bar suspension.

And not having to look very hard for a place to park. (There's always enough room for a 914.)

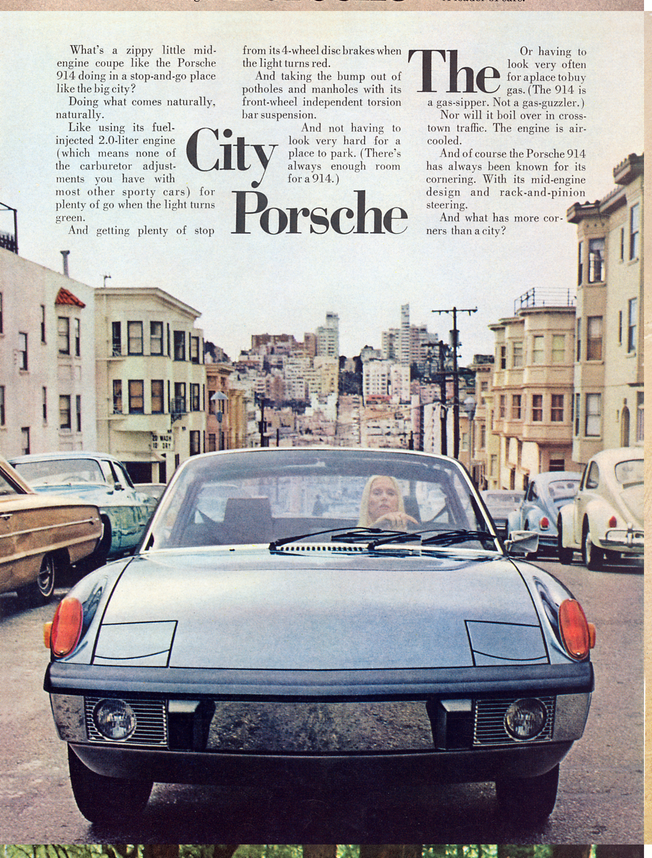
Or having to look very often for a place to buy gas. (The 914 is a gas-sipper. Not a gas-guzzler.)

Nor will it boil over in crosstown traffic. The engine is air-cooled.

And of course the Porsche 914 has always been known for its cornering. With its mid-engine design and rack-and-pinion steering.

And what has more corners than a city?

The City Porsche



It's a good ride.

The Mid-Engine Porsche corners like nothing you've ever driven. Every part of the car works with such incredible harmony that driver and car become almost one.

But along with the thrill of near-perfect handling is the practical side of a mid-engine design.

With no engine up front, you get more leg room for yourself.

Weight distribution is nearly equal front to back. So you corner surer and brake more evenly.

You get two trunks. Fore and aft. (16 cubic feet of storage space.)

The removable fiberglass roof stores in the rear trunk and takes up virtually no space.

We've even included as standard equipment such practical goodies as a five-speed gearbox, four-wheel disc brakes, rack-and-pinion steering and a built-in roll bar.

And the price isn't a wipeout, either: $3,595.*

*Suggested retail price East Coast P.O.E. $3,595. West Coast slightly higher. Local taxes and other dealer delivery charges, if any, additional. Vinyl-covered roll bar, chrome bumpers, special wheels optional at extra cost. Prices subject to change without notice. For the nearest dealer that sells Porsches and Audis see the yellow pages.

The Surf Porsche



The rear trunk of a 914 contains 7 cubic feet of empty space.

That's room enough for three good-size travel bags, a set of golf clubs and a small ray gun.

You can also stow the fiberglass roof back here without disturbing the luggage.

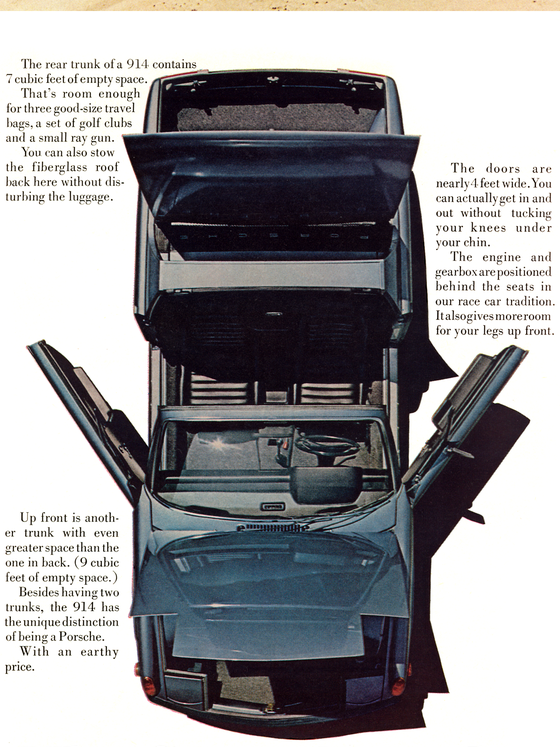
The doors are nearly 4 feet wide. You can actually get in and out without tucking your knees under your chin.

The engine and gearbox are positioned behind the seats in our race car tradition. It also gives more room for your legs up front.

Up front is another trunk with even greater space than the one in back. (9 cubic feet of empty space.)

Besides having two trunks, the 914 has the unique distinction of being a Porsche.

With an earthy price.



The Space Porsche

If you like the idea of having your cake and eating it too, the new 2.0-liter Porsche 914 should be very appealing.

Not only does this superbly engineered sports car get an incredible 29 miles to the gallon, but if you figure in the fuel tank capacity (16.4 gallons) you could conceivably travel from New York to Washington and back on one tank of gas!

And what's more, the gas it uses is regular, not premium.

All this economy while you're driving in style in one of the finest handling cars ever designed.

With its mid-engine balance and rack-and-pinion steering, the Porsche 914 is renowned for its cornering ability and for hugging the road.

And with the big fuel-injected 2.0-liter engine (that Porsche engineers specially developed), the 914 has a built-in feeling of freedom about it.

It has as much legroom as a luxury sedan.

With the engine coupled to a five-speed gearbox, even 50 miles an hour can't take the fun out of driving.

So if you've been thinking the Porsche 914 is the right car at the wrong time, think again.

The 29 mpg Porsche



If you're thinking of getting back to nature, there are some very good reasons for making the trip in a mid-engine Porsche.

First, with the engine in the middle, you're getting a car almost as well-balanced as Nature herself. Something you'll appreciate the first corner you come to.

You're also getting two roomy trunks. Front and rear. So you can bring up to 15 cu. ft. of civilization along with you.

And if you haven't been back to nature in a while, you'll find it's further than you think.

So we provided plenty of legroom and cushioned bucket seats to keep you comfortable.

And a fuel-injected engine that gives you up to 26 mpg, and takes you up to 400 miles without refueling.

Then there's our easily removable roof. Which lets you commune with the sun in less than a minute. And since it's made of reinforced fiberglass it won't tear or leak. In case there's a change in the weather. You'll also find rack-and-pinion steering, a 5-speed gearbox, and 4-wheel disc brakes.

The Porsche 914. We doubt whether Mother Nature could have designed it any better.

The Nature Porsche

Porsche Audi: a division of Volkswagen

Unless you were born into it, a Porsche was always something that came with success.

Now there is a Porsche you can afford on the way to success.

In the classic sports car tradition, the 914 is a two-seater.

In our race car tradition, it's a mid-engine.

Weight distribution is about 45% up front and 55% in back. That and rack-and-pinion steering make for a very quick handling car.

With the engine in the middle, other advantages come to light. Tires wear better because each wheel carries almost the same load. Brakes work smoother for the same reason.

There are two trunks, front and rear. (The removable fiberglass roof stows away in the rear trunk along with a sporting amount of luggage.)

Other standard equipment includes a 5-speed gearbox, 4-wheel disc brakes and a built-in roll bar.

For a Porsche, the price is strictly youth fare.

But you don't have to be under 30 to enjoy it.

Call 800-243-6000, free in Continental United States. In Conn., call 1-800-882-6500 for the nearest dealer that sells Porsches and Audis.

The Young Porsche

The Porsche 914 is as close as we could get to building a mountain goat.

Comparatively speaking, the Porsche runs nicely at the most dizzying of heights. (Thanks to electronic fuel injection.)

It is quite comfortable on rocky places because of independent wheel suspension and body-fitting bucket seats.

And the steepest trail is no problem with its five-speed gearbox.

But what goes up the mountain must come down the mountain.

So the 914 has 4-wheel disc brakes that're with you when you need them. And rack-and-pinion steering that lets you feel the road through the sharpest bends.

There are two trunks to carry your equipment and the fiberglass roof snaps off in seconds so you can enjoy the view from the top.

(The roof stores under the rear trunk lid, and still leaves plenty of storage space.)

The price, however, is down in the valley.

The Mountain Porsche

When you want to fly the coop, the 914 is the coupe to fly with.

It hugs and corners rugged winding roads as only a mid-engine car can.

It has a 5-speed gearbox and rack and pinion steering, so it really reacts.

And the 914 has a built-in feeling of freedom about it.

It has as much legroom as a luxury sedan.

A roof that snaps off in seconds when you want to taste the wind.

Bucket seats that fit to the body.

And 2 roomy trunks, so there's nothing between the two of you but what's between the two of you.

For getting out of the doldrums, there's nothing like getting into a Porsche.

The Getaway Porsche

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