

# Rider's Own

A journal for all  
who enjoy  
the open road



Our photographer's camera caught World Champion runner Emil Zatopek on a Quickly. May be Emil Zatopek is also faced with the question, whether it is not better to ride than to run.



# Dear Reader!

Let us mention here and then, that the Journal „Rider's Own“ is published by NSU, a company with a proud reputation in the cycle and motorcycle field. Established in 1873, we commenced manufacturing cycles in 1889 with only 60 employees. In 1892 we produced our first motorcycle and we now employ over 7000 people.

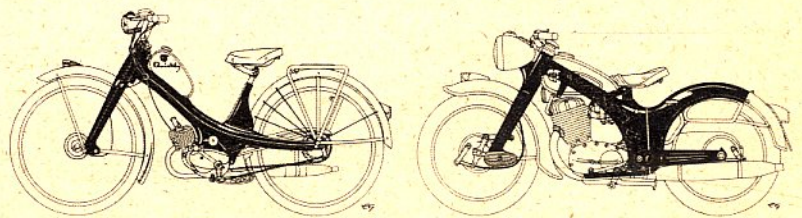
What you find printed in this Journal are those things which we at NSU think, you and your friends will find of interest. We present a review of our complete 1956 production programme with features of general interest and sport.

No doubt you are interested in personal transport, — in a vehicle which is economic and reliable. A vehicle which will not only take you to work, but will also enable you to make the most of your leisure. In this Journal we try to help you to make the right choice.

## Those are *typical*

In those two pages we want to outline some of those interesting technical NSU-features, and also giving you the reasons, why our designers have chosen same.

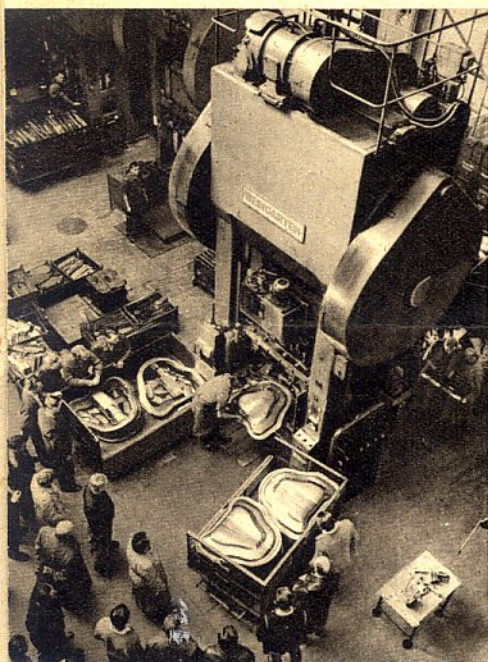
### Pressed-steel beam frame



First of all the pressed-steel beam frame. Literally the spine of the vehicle, starting at the steering head and terminating at the rear-wheel. This is the most essential part of the vehicle, which after all carries every single component, including the engine, fuel-tank and wheel suspension. A pressed-steel beam frame is more rigid and robust than the most expensive tubular frame could ever be. Good road holding can only be achieved by a perfectly rigid frame. A pressed-steel frame has also the advantage of smooth surfaces, easy to keep clean, and furthermore gives NSU machines

always that stylish appearance. Of course the production costs of a pressed-steel frame are exceedingly expensive. It necessitates huge and powerful presses, special and highly complicated welding machines, which only a well-established and large manufacturer can afford.

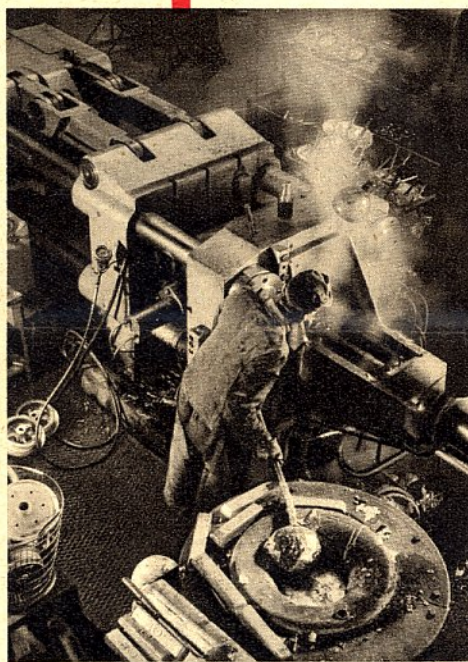
You may know by now, that a few other manufacturers have decided to adopt pressed-steel frames, some have not hesitated to copy NSU-designs, but this is not as simple as it seems, for a lot of research has perfected NSU-frames to ensure absolute rigidity and robustness.



1

1 This is power behind a punch. A sheet of metal placed in this huge press is shaped by a single impact of 600 tons into the side panels of a NSU-scooter. So powerful is the impact, that the floor around this huge press vibrates, — an impressive occurrence for the many visitors who come to NSU. Similar huge presses produce the parts from which the NSU pressed-steel frames are made.

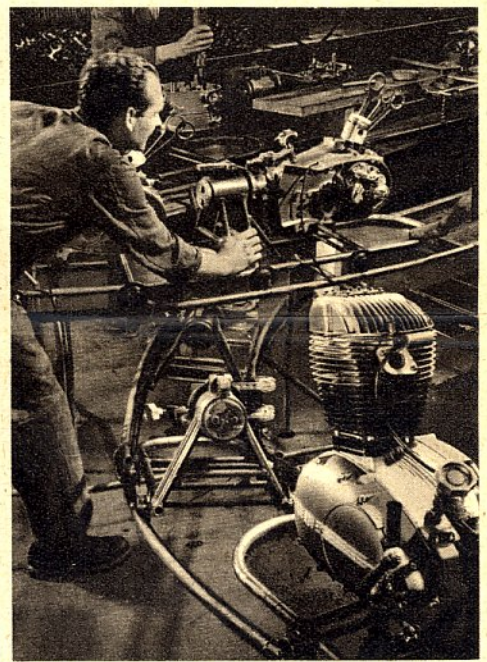
2 It is hot in the foundry. Ladle after ladle of molten light-alloy is poured into the die-caster. Working at a pressure of 14 250 lbs per



2

square inch the molten alloy is pressed into the die and within a few seconds, after chilling has taken place there emerges a casting, which eventually will be the wheel-hub of a Superlux or Max motorcycle.

3 At the right moment, — at the right place. Finished components flow in a never seizing stream to the production line. Skill and craftsmanship goes into the assembly of engines, ensuring high performance, reliability and long life. Another Max engine is completed and is on the way to the test-bed for final test and inspection.



3



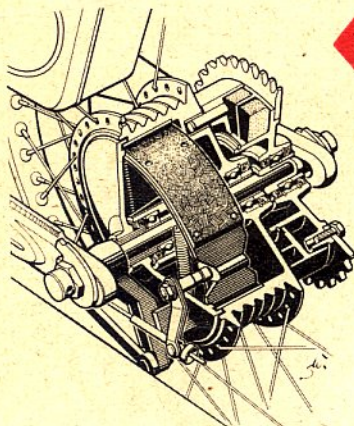
# NSU-Features

## Interesting details of NSU-Designs

### "Calmed" Air

NSU engines breathe "calmed" air. This is made only possible by an air-intake system, exclusively employed on NSU-machines. NSU-designers, who themselves are enthusiastic motorcyclists, realized that perfect intake-air filtration reduces engine wear to a minimum. How is "calmed" air obtained? The air still whirling around and containing the "natural" dust enters, the pressed-steel

frame, this calming the air currents and disposing effectively of a large percentage of harmful dust, prior to passing into the filter and air-silencer at a constant speed. The air therefore drawn into the carburettor is "calmed" and clean. Tests with this air-intake system have proved that the wear of the cylinder and piston-rings is reduced by 70—75 per cent. NSU-machines have a long life.



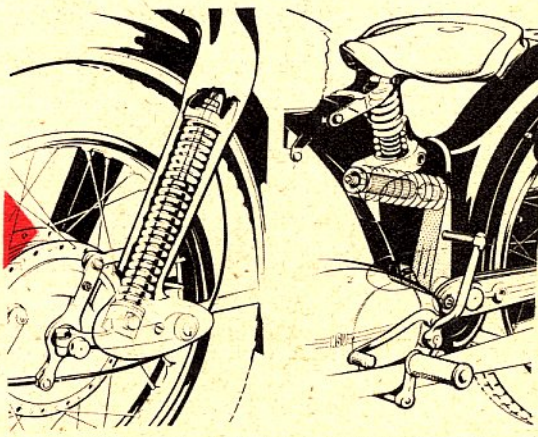
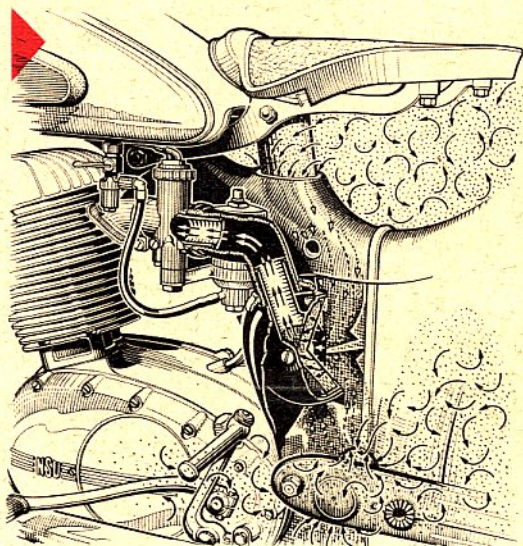
### Full-Width racing hubs

The Superfox, the Superlux and the Max are equipped front and rear with genuine full-width racing hubs. The designation "full-width hubs" is often used to cover up what contains in fact only a very ordinary and narrow brake. The full-width racing hubs employed by NSU in all production motorcycles are similar to those used in the NSU- World Championship racing motorcycles. The Superlux and Max have 7 inch brakes, and a total brake lining area of 44.9 square inches, — this is a lot. A real powerful smooth brake is important. NSU-riders can enjoy speed with safety and even the Quickly-Moped has a motorcycle brake.

### Front- and Rear-suspension

NSU have always been regarded as one of the pioneers of wheel suspensions and telescopic springing was conventional until NSU introduced bottom-link front fork and swinging fork rear suspension. Several well-

known makes, which hitherto have been faithful to telescopic springing, have followed the example of NSU. The advantage of NSU-suspensions is low unsprung weight, robustness and outstanding road holding.

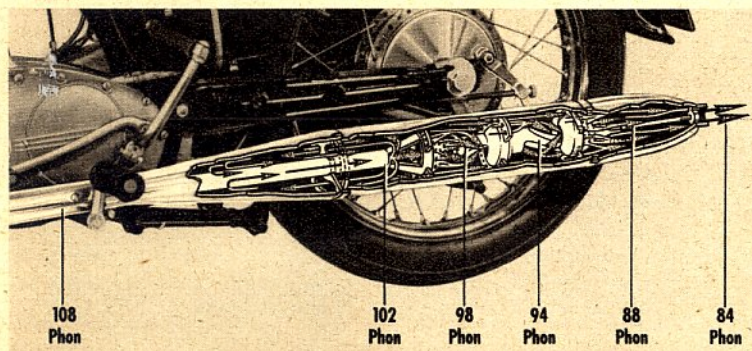
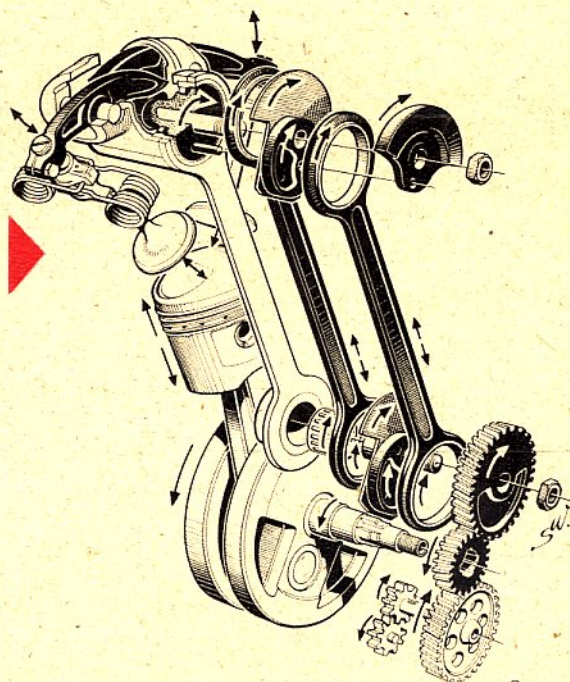


### Diffusion Silencer

NSU-riders pride themselves on roadmanship, and value the unobtrusive, yet distinguished exhaust note. All NSU-machines from the Quickly to the powerful Max are equipped with a diffusion silencer, which reduces noise without affecting the performance. — Here you see how the silencer of the Max reduces exhaust noise.

### ULTRAMAX Valve-Gear

The NSU-ULTRAMAX overhead camshaft valve-gear, operated by eccentrics is the most outstanding development in the field of modern four-stroke engine design. Virtually noiseless and always perfectly balanced, this valve gear, positive in operation keeps continuously in perfect adjustment, irrespective whether the engine is cold or warm. One of the reasons why NSU-designers have adopted this valve mechanism, employing eccentrics for the NSU-Superfox and Max is that it offers perfect reliability, and the ULTRAMAX valve-gear is also likely to be employed in even larger engines. Eccentrics have long been employed in the valve-gear of locomotives, — what can be more reliable.





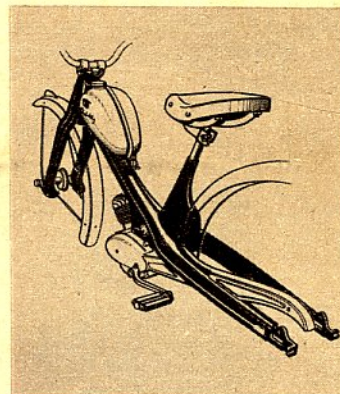
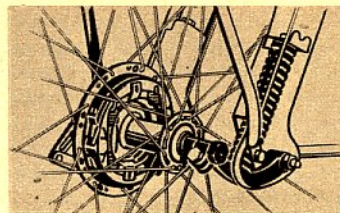
# NSU-Quickly

Nearly 50 manufacturers are producing Mopeds in Germany. It is quite an achievement if against such

competition a vehicle like the NSU-Quickly, introduced only two years ago, has maintained the lead. From the day the Quickly was announced, interest was caused not only in Ger-

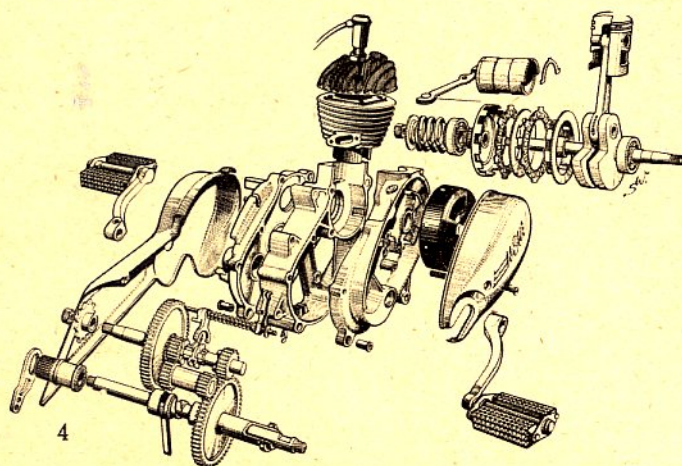
many, but in all parts of the world. In fact 53 per cent of the total German exports of Mopeds are NSU-Quicklys. Daily nearly 1000 Quicklys leave the NSU-plant at Neckarsulm and an equal number of people decide daily to stop being pedestrians and become Quickly-riders. Over 350,000 Quickly-Mopeds are now on the roads all over the world, and all Quickly-riders are satisfied.

**The Quickly is the world's most popular Moped**



**Here are some of the reasons, why the Quickly has become so popular:**

- When you have a suit made, — then the same tailor supplies the jacket and the trousers. This also applies to every quality vehicle. The NSU-Quickly is produced as a unit, — the engine and the frame are manufactured by NSU in the same factory, all parts and components employed in the Quickly are carefully matched.
- The Quickly has a modern and stylish pressed-steel beam frame, absolutely rigid and robust. The real value of this frame will come to light after thousands of miles. The wheels of the Quickly will then be in track, just the same as the day when the machine left the works.
- This is very important, the Quickly can be started up like a motorcycle, there is no need to pedal along the road to start the engine.
- The NSU-Quickly is not fitted with a cheap cycle-fork, but has a pressed-steel fork with a bottom-link suspension, similar to the one employed on the large NSU-motorcycles.
- Scientific air-filtration for the engine is regarded as an essential in the modern vehicle. The Quickly has an ingenious swirl air-intake system, which prevents dust and any harmful particles from being sucked into the engine, thereby ensuring lasting and lively performance.



- The Quickly has only a single final-drive chain and not two as on some Mopeds. This does not only reduce maintenance, but in the NSU-Quickly the rear brake mechanism, is not actuated by the driving chain. There is a brake rod like on a motorcycle.
- Hills and mountain roads are the real test for a Moped. On gradients as steep as 18 per cent, the Quickly still rides without pedal assistance. The gradient of the Swiss St. Gotthard Pass is 10 per cent, and of the one Austrian Brenner Pass 14 per cent. The Quickly is equipped with a two-speed gearbox and the transmission of power from the engine to the gearbox is accomplished by a precision gear-train, which requires no service.
- The Quickly has been proved to have the lowest exhaust noise of any Moped. The Quickly is equipped with knock-out spindles, making wheel removal easy.
- And furthermore the Quickly is not just available in a single colour. There is the choice between a combination of light-grey and dove-grey, or an always elegant jade-green.
- The Quickly has been purposely equipped with 26 inch wheels. They ensure good road holding and riding qualities, — and furthermore absolute stability at speed.
- A little tip. It is sometimes of advantage to have two Quicklys in the family. With two vehicles, one is absolutely independent, — the housewife can use one for shopping, while the husband can use his Moped to go to work or the office, — or for a "quick" one, — or for that round of Golf. The outstanding point about that matter is that two Quicklys cost less than a lightweight motorcycle.



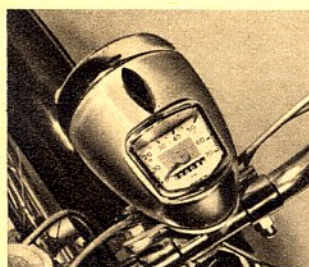
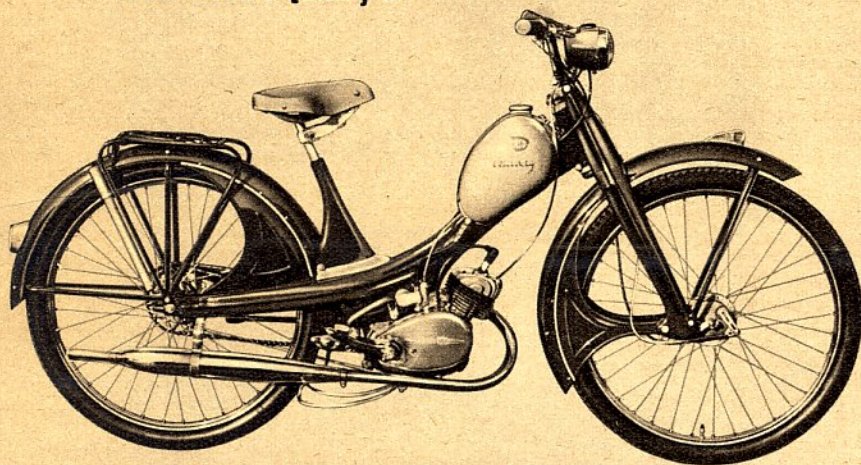
● There is more than just owning a Quickly, — there is the satisfaction of knowing that the World-wide NSU-Service Organisation is always ready to assist. Every NSU-dealer is fully equipped to provide efficient aftersale service. This is the advantage of owning a machine, produced by a leading manufacturer.



# Quickly "Special"

This is the proof, what care and attention NSU-designers devote to those details which every rider will really appreciate. Details which are neat and purposeful.

## Now also as Quickly-S



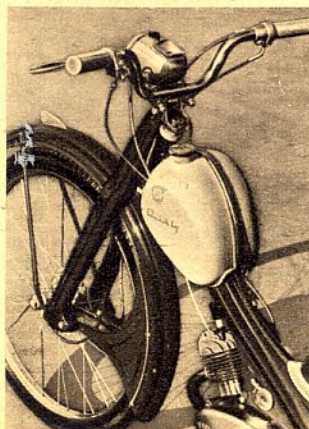
It has always been like that, — those who really love their machine, will sooner or later add to its initial fittings. This can be at times fairly expensive. For this reason alone, NSU has decided to introduce a special model, at a price which is outstanding value in respect of the extra fittings and the additional fine features.



Here are the details which differentiate the Quickly-S from the standard model.

- The new headlamp of the Quickly-S incorporates a speedometer. With the lively performance of the Quickly, — speeds and distances covered are always of interest.

The Quickly has, in addition to the centre stand, now been equipped with a side propstand so that also on uneven pavements it can be stationed easily.



- The new fuel tank of the Quickly-S has a capacity of just over 1 gallon (1.3 U. S. gal.), this means long distances without re-fuelling.

- Deeply valanced front- and rear mudguards offer maximum splash protection for the rider of the Quickly-S.

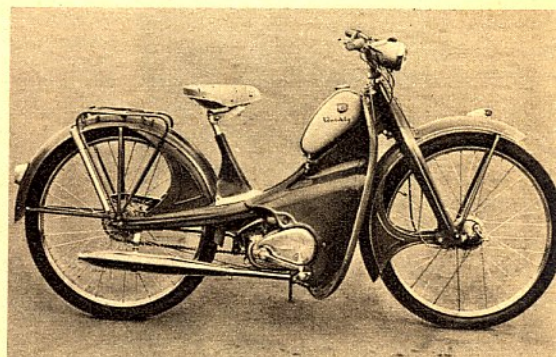
- To enhance the appearance of the Quickly-S, the wheel rims are chromium plated.

NSU-designers and engineers appreciate that technical details alone are not the sole advantage of a vehicle. Smart appearance, comfort, and cleanliness are of equal importance. In developing the Quickly, all those points were thought of. The rider of a Quickly shall not only enjoy the technical advantages of perfect engineering, but he shall also have that protection available, which riders of scooters are enjoying. Absolute freedom of splash and dirt are something which is made possible by adding the NSU leg-shields to the Quickly. They are specially styled to enhance the appearance and offer the protection, normally to be found only in scooters.

## The Quickly leg-shield consists of,

a very special and elaborate pressing, which not only offers full protection of the rider's legs, but also partly shields the engine without making same in-accessible.

For the front- and rear-mudguard, special valances are supplied to give additional splash protection. This means that the rider of the Quickly is not only fully protected in the front, but is also protected against splash from the rear wheel.



## This is very important

The genuine Quickly leg-shield is manufactured by NSU. It conforms in every detail, standard and finish to the quality of the Quickly. The colour of the leg-shield is identical to that of the Quickly so that same may be added at any time. Only large-scale production makes it possible to offer the genuine Quickly leg-shield at such a low price. Take a good look at the special shape of those shields. They represent real value for money. The NSU-dealer will be pleased to supply and fit those wonderful leg-shields for you.





# NSU-Superfox

When one talks nowadays of a real outstanding and modern motorcycle, — one immediately thinks about the NSU-Max. This amazing

machine has caused tremendous interest all over the world on account of its lively performance, snappy acceleration

and robustness. The chief-designer of NSU set himself the task to develop a 125 c.c. machine with all the characteristics of the 250 c.c. Max. This is how the new 125 c.c. Superfox with its outstanding four-stroke engine was created. Economic to run, packed with powerful performance, this amazing engine develops 8.8 H. P. considerably more, than that developed by many 175 c.c. and even 200 c.c. machines.

● The famous NSU pressed-steel beam frame is of course employed in the Superfox. A modern motorcycle without this type of frame is almost unthinkable. Only the pressed-steel beam frame, although complicated and expensive to produce, offers absolute rigidity and robustness, on which good road holding depends. This frame looks always clean and smart.

● The overhead valve Superfox engine, — which like the Max, — is of course also equipped with the NSU-ULTRAMAX valve-gear operated by eccentrics, the most outstanding development in modern four-stroke engine design. Virtually noiseless, always perfectly balanced, this silent valve-gear is superior in performance to any other method of valve actuation.

● Like all NSU motorcycles, the engine of the Superfox also breathes "calmed" air. Before the air reaches the intake-filter, it has to pass through the interior of the pressed-steel beam frame, where the turbulent air currents shed all harmful particles of dust. A stream of calm air at a continuous speed then passes through the filter and into the carburettor... This method of air-cleaning reduces cylinder bore- and piston-ring wear.



● The four-stroke engine of the Superfox has of course an up-to-date dry-sump lubrication system. The oil is fed under accurate pressure in exactly determined quantities to all lubrication points. Furthermore, — and this accounts for the long life and outstanding performance of the Superfox engine, — the oil circulating in the lubrication system has to pass continuously through three separate oil-filters. The engine block of the Superfox is always clean. There is no messy or greasy carburettor, — and of course the Superfox does not use petrol.

● An outstanding feature incorporated in the Superfox are the famous NSU wheel-suspensions, race tested on NSU motorcycles, which won the World Championship. The bottom-link front fork and the swinging fork rearsuspension are achievements in motorcycle design. The bottom-link front fork incorporates pre-set coil-springs and two hydraulic shock absorbers and is matched by the hydraulic damped swinging-fork rearsuspension, the movement of which is controlled by a pre-set central coil-spring. The Superfox suspension acts from the moment, the rider sits in the saddle, — the movements of the front — and rear suspensions always balance, the secret of perfect riding characteristics and superb comfort.

● Like the Superluxe and the Max, — the Superfox is also equipped with full width racing hubs and large diameter brakes, which are powerful and always smooth. The rider of a Superfox can enjoy speed with safety.

● A lively high-performance motorcycle need not be noisy. The NSU-Superfox with a special large capacity diffusion silencer has an unobtrusive, — yet distinctive exhaust note. This scientifically developed silencer reduces exhaust noise without affecting performance.

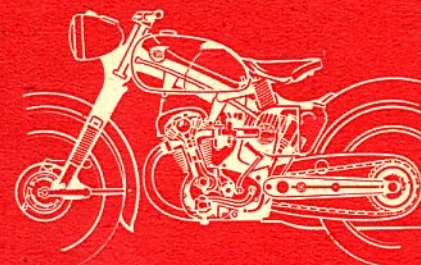
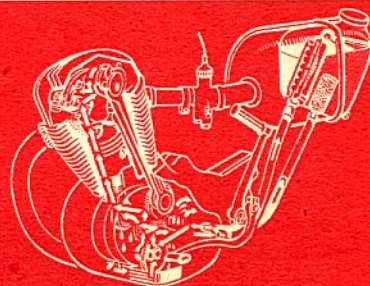
● The stylish pressed-steel handlebar of the Superfox is always a much admired detail. The plaque in the centre features the coat-of-arms of Neckarsulm, a town linked with the history of the Crusades and the home of NSU since 1873. Those neat handlebars shield all controls and cables without impairing their means of adjustment.

● The Superfox is packed with real performance. The engine develops 8.8 H. P. and has a maximum speed of 60 m. p. h. The lively elastic engine is designed for robustness and reliability, — just like the more powerful Max, this is a motorcycle with impressive characteristics.

● The Superfox displays craftsmanship and high quality finish in every detail, furthermore there is the choice of two colours, distinctive Ebony-Black, or smart Christiana-Blue, — there is no difference in price.



Details which are important



**Engine:** Air-cooled single cylinder four-stroke NSU engine, with ULTRAMAX overhead camshaft valve-gear, bore 52 mm, stroke 58 mm, cylinder capacity 123 c.c., compression ratio 8.5 to 1, engine output 8.8 BHP at 6500 RPM. Air-intake silencer and filter. Dry-sump lubrication with dual-stage gear-type oil pump. Special oil filters, 45 Watt lighting/ignition. Primary drive from engine to gearbox by noiseless helical gears.

**Clutch:** Multi-plate dry clutch, easily accessible.

**Transmission:** NSU four-speed gearbox in unit with engine, positive-stop foot-change.

**Frame:** Pressed-steel beam frame. Bottom-link front fork with

pre-set coil springs and hydraulic shock absorbers. Swinging rear fork suspension with hydraulic shock absorber.

**Equipment:** Pressed-steel handlebar. Knock-out hub spindles front and rear. Fully interchangeable wheels. Totally enclosed final drive chain. Comfortable cantilever-sprung saddle. Full-width racing type hubs front and rear, with 5 1/2 in. diameter brakes. Welded steel fuel tank.

**Colours:** Ebony-Black or Christiana-Blue.

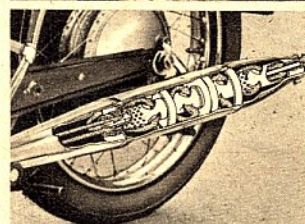
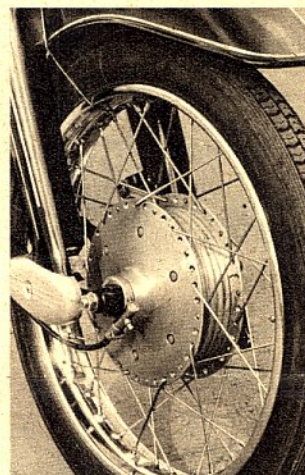
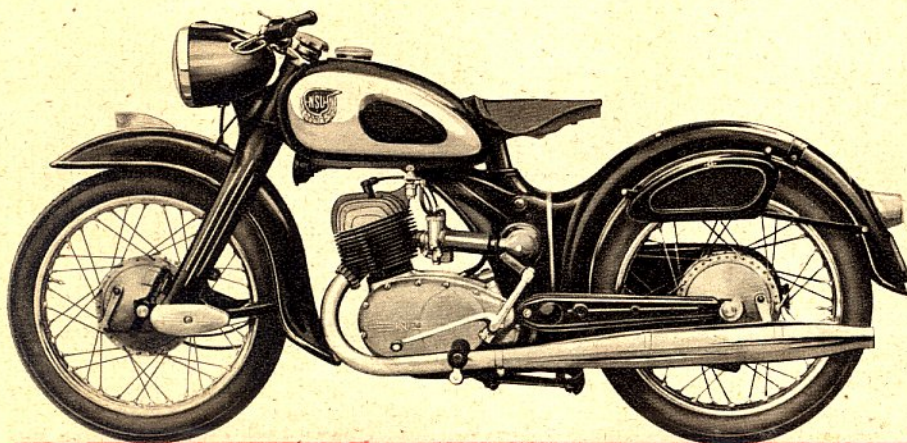
**Performance:** Maximum speed with two people 60 m.p.h. Average fuel consumption 104 m.p.g. (97 miles/U. S. gal). Dry weight 242 lbs.



# NSU-Superlux

The NSU-Superlux is regarded everywhere as the most stylish and beautiful motorcycle produced anywhere in the world. Designed to give reliable service day in, — day out, with the minimum of maintenance, the Superlux is a motorcycle with elastic and powerfull performance.

Ridden for hours on end at high speeds and even when gear changing is neglected, the Superlux has the stamina of a thoroughbred motorcycle.



● The NSU-Superlux is powered by a 200 c.c. NSU two-stroke engine, developing 11 **Brake Horse Power**. Did you know, that NSU are Germany's largest manufacturers of two-stroke engines, and every day, over 1200 two-stroke engines are produced at Neckarsulm? The engine of the Superlux is an outstanding example of a modern, high-performance two-stroke power unit. Here is an engine not designed entirely for high speed, but also for rapid acceleration and elastic performance throughout the speed range.

● The Superlux engine breathes "calmed" air. The advantage of this superb air-intake system has already been explained on previous pages and as already mentioned, engine wear is thereby reduced to a minimum.

● A pressed-steel beam frame is an essential in a modern motorcycle. The one employed in the Superlux has been pioneered by NSU-designers and is produced to ensure absolute rigidity and robustness.

● The wheel suspensions of the Superlux have been racetested and provide superb riding comfort and outstanding road holding.

● Large diameter racing brakes incorporated within full width racing-hubs, make any speed safe for the rider of the Superlux. Those 7 inch diameter brakes have a total brake lining area of 44.9 square inches and are designed for hard usage. The generally accepted standard for brakes is a stopping distance of 144 feet at a speed of 40 miles per hour when applying only the front-brake. The front brake of the Superlux is sufficiently powerful to reduce this distance to 85 ft.

● The Superlux can also be used with a side-car and suitable attachment points are incorporated as standard fittings.

● The rider of a Superlux of course enjoys the advantages of the world wide NSU-Service Organisation.



## Details which are important

**Engine:** NSU single cylinder two-stroke engine with flat-top piston. Bore 62 mm, stroke 66 mm, cylinder capacity 198 c.c., compression ratio 6 to 1, engine output 11 BHP at 5250 RPM. Air-intake silencer and filter. Bing carburettor. 60 Watt lighting/ignition.

**Clutch:** Multi plate dry clutch.

**Transmission:** Primary drive from engine to gearbox by noiseless helical gears. NSU four-speed gearbox in unit with the engine.

**Frame:** Pressed-steel beam frame. Bottom-link front fork with coil springs and hydraulic shock absorbers. Swinging rear for suspension with hydraulic shock absorber.

**Equipment:** Diffusion silencer. Knock-out hub spindles front and rear. Fully interchangeable wheels. Sidecar attachments. Full-width racing hubs. Welded steel fuel tank.

**Colours:** Ebony-Black or Christiana-Blue.

**Performance:** Maximum speed with two people 63 m. p. h. Average fuel consumption 84 m. p. g. (71 miles/U. S. gal). Dry weight 325 lbs.





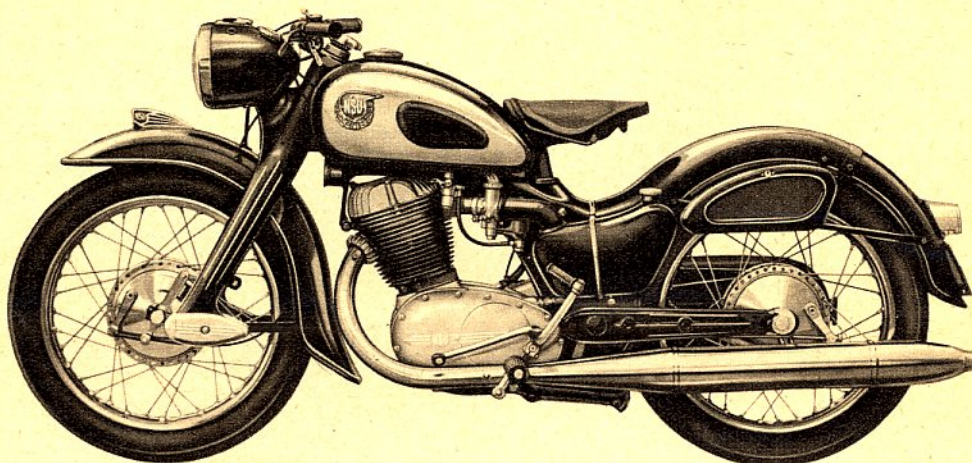
# NSU-MAX

Here are facts, which cannot be disregarded; The NSU-Max is acclaimed all over the world as the most advanced and outstanding machine in its class.

What has been achieved with the Max could fill page after page, for hardly a day passes without scores of letters reaching us from all parts of the world, where Max-owners tell us about the satisfaction, comfort and pleasure which this motorcycle is giving them.

Those who follow cross-country events, know, that where Max sidecar outfits are entered, other makes have no chance.

What better proof is there, that the Sportmax, developed from the standard production machine has made it possible for H. P. Müller to win in 1955 the 250 c. c. World Championship as a private entrant. Hans Baltisberger as a private entrant without any assistance from the works, won the German Championship.



● Wherever enthusiasts meet, the engine performance of the Max is a much discussed topic. This 250 c. c. engine develops 18,2 b. h. p., which is much more than many 350 c. c. machines. The performance characteristic of the NSU-Max means that there is always power to spare, — yet the engine is economic, robust and designed to satisfy the most fastidious demand.

● The ULTRAMAX valve-gear is one of the reasons for the outstanding performance of which the Max engine is capable. This valve-gear operated by eccentrics is virtually noiseless, always perfectly balanced, positive in operation and keeps always in perfect adjustment, irrespective whether the engine is cold or warm.

● The performance of the Max-engine is enhanced by the robustness and reduced wear made possible by the NSU "calmed" air-intake system.

● This unique air-intake system would not be possible without the pressed-steel beam frame, through the interior of which the air has to pass. The pressed-steel beam frame has also got the advantage of ensuring absolute rigidity and robustness, and even

after 100,000 miles the front- and rear-wheel of the NSU-Max will be in perfect track like on the day when the machine left the production line.

● Innumerable racing successes have made it possible to equip the Max with full-width racing hubs and brakes. The total brake lining area of 44.9 square inches means, that any speed with the Max is safe. Those brakes are always smooth and powerful.

● The front- and rear-suspension of the Max is a pioneering achievement in every respect. Race-tested, the combination of the bottom-link front fork and swinging fork rear-suspension ensure outstanding road-holding characteristics and superb riding comfort.

● The Max displays craftsmanship and high quality finish in every detail. There is a choice of colours — either distinguished Ebony-Black or stylish Christiana-Blue, — of course at no extra charge.

● A dual seat for the Max is available as an extra fitting, — and has been specially designed by NSU for maximum riding comfort.

The NSU-Max engine with a capacity of 250 c.c. and an output of 18,2 H.P. ensures a maximum speed of 78.5 m. p. h. and has a more rapid acceleration than many a sports-car. Performance of this nature leaves little to be desired. The NSU-Max will satisfy the most fastidious demands.

## Details which are important

**Engine:** Air-cooled single cylinder four-stroke NSU engine with ULTRAMAX overhead camshaft valve gear. Bore 69 mm, stroke 66 mm, cylinder capacity 247 c.c., compression ratio 7,4 to 1, engine output 18,2 BHP at 6500 RPM. Air-intake silencer and filter. Dry-sump lubrication. 60 Watt lighting/ignition. Primary drive from engine to gearbox by noiseless helical gears. **Clutch:** Multi-plate dry clutch.

**Transmission:** NSU four-speed gearbox in unit with engine, positive-stop foot change.

**Frame:** Pressed-steel frame. Bottom-link front fork with pre-set coil springs and hydraulic

shock absorbers. Swinging rear fork suspension with hydraulic shock absorber.

**Equipment:** Knock-out hub spindles front and rear. Fully interchangeable wheels. Totally enclosed final drive chain. Diffusion exhaust silencer. Full-width racing type hubs front and rear with 7 in. diameter brakes. Welded steel fuel tank, capacity 3 Imp. gal. (3.6 U. S. gal.). Tyres 3,25 X 19. Sidecar attachments. **Colours:** Ebony-Black or Christiana-Blue.

**Performance:** Maximum speed 78 m. p. h. Average fuel consumption 88 m. p. g. (74 miles/U. S. gal.). Dry weight 352 lbs.



# NSU-Prima

Here we present to you a new and exciting motor-scooter, the NSU-PRIMA, which introduced in 1956 is a further development of the famous NSU-Lambretta, which achieved the reputation to be Germany's most popular scooter.

The NSU-PRIMA represents in every detail modern design combined with craftsmanship and high quality finish. Here is at last a motor-scooter, outstanding in every respect, — just examine some of the superb features.



- The instrument panel of the NSU-PRIMA is an example of stylish and purposeful design. In the centre there is a speedometer with a large scale and a separate mileage register. Like in a car there are two distinctive control lights, one for the electric circuit, the other one a fuel-level indicator. Conveniently located control buttons for the carburettor choke and the electric starter. The rider of a PRIMA enjoys the advantages of a modern instrument panel.

- The stylish pressed-steel handlebar encloses all control cables, this adding note to the elegant PRIMA, which always looks sleek and tidy.

- The 35 watt car-type headlamp and the electric hooter combined in a single chromium-plated unit are styled for smartness. The powerful headlamp gives a good beam of light even when dipped, — is an essential in present-day traffic conditions. There is of course also a currentsaving parking light incorporated.

- The engine of the NSU-PRIMA develops 6.2 H. P. and like the famous Volkswagen or the fast Porsche Sports-car is blower cooled. The maximum speed with two people is 50 m. p. h. and the hill climbing ability is 31.5 per cent. The gradient of the Austrian Brenner Pass is 14 per cent, and the gradient of the Swiss St. Gotthard Pass is 10 per cent. Hill-climbing is easy work for the NSU-Prima.

- The NSU-PRIMA is of course equipped with an electric starter, — just press the button and the engine purrs. The 12 volt electrical system ensures instant starting, even in

cold weather, and for convenience, the carburettor choke control is located on the instrument panel.

- The engine of the NSU-PRIMA is located centrally, there is no overhang and therefore perfect balance and excellent road-holding qualities.

- Large-section 4.00 X 8 tyres make a low centre of gravity possible and ensure superb riding comfort.

- A twist-grip control operates the three-speed gearbox of the PRIMA, this means quick and easy gear changes, important when overtaking other vehicles. Gear-changing on the PRIMA is child's play.

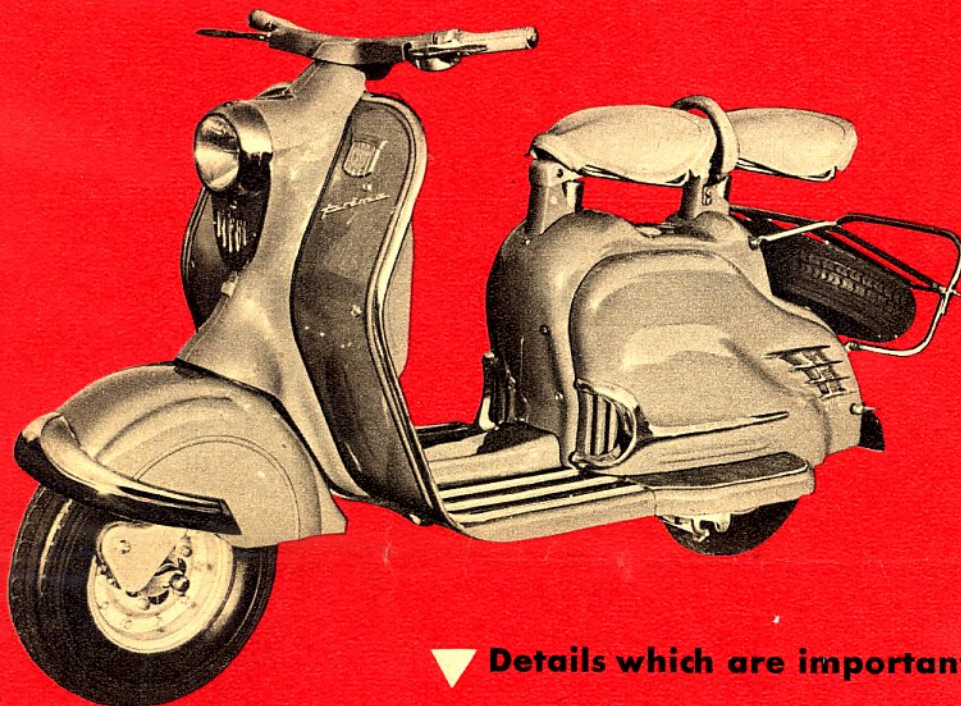
- The power transmission from the engine to the gearbox and to the rear wheel is similar to the one in a car. There are no chains, but a shaft-drive, which needs no maintenance, — so far only employed in the most expensive motorcycles.

- The bottom-link front wheel suspension and the hydraulic damped swinging arm rear suspension for the NSU-PRIMA are an example of modern engineering.

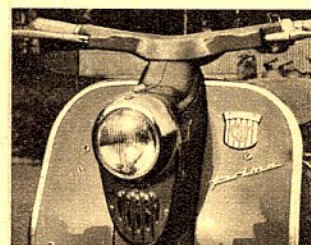
To add to the riding comfort, NSU-designers developed for the PRIMA specially two cantilever-sprung saddles with a large controlled movement.

- Ample leg-room for the rider and the pillion-passenger is important on a scooter. The NSU-PRIMA has a flat floor area of 384 square inches, — this is a lot and there is no central arch to hamper the rider's comfort. Your pillion-passenger will enjoy the generous leg-room.

- The quality and craftsmanship of the NSU-PRIMA is unique amongst scooters. Included in the price is a chromium plated frontbumper, a chromium-plated protective surround for the leg-shield, a chromium-plated luggage carrier, a pillion saddle and also a side-stand, a spare-wheel, a combined rear and stop-light. And furthermore the choice of four colours: Jade-Green, Mitro-Red, Alpine-Blue and Ebony-Black.



## Details which are important



**Engine:** NSU-Prima two-stroke engine, 150 c.c., 6.2 BHP, Battery Ignition, Electric Starter, Blower Cooling, Air-intake silencer and filter, Diffusion exhaust silencer.

**Transmission:** Multi-plate Clutch, Three-speed Gearbox with Twist-Grip Gear Selection, Shaft-drive to Rear Wheel.

**Frame:** Rigid Tubular Steel Frame, Totally enclosed Engine and Power Transmission, Rubber mounted noise-isolated Body, Bottom-link Front Wheel Suspension, Swinging Arm Rear Wheel Suspension with dual Coil Springs and Hydraulic Telescopic Shock Absorber.

**Equipment:** Pressed-steel Handlebar. 35 Watt car-type Headlamp and 2 Watt Parking Light. Large

Speedometer with Mileage Register. Legshield with protective chromium plated Surround. Chromium plated front Bumper. Large section 4.00X8 Tyres. Spare Wheel. Large size chromium plated Luggage Carrier. Combined Stop and Rear Light. Enclosed Fuel Tank, with a capacity of 1 3/8 Imp. Gal. (2 U.S.Gal.). Electric Fuel Level Indicator. Soft Cantilever Saddles. Large Floor-Board Area.

**Colours:** Jade-Green, Mitro-Red, Alpine-Blue or Ebony-Black.

**Dimensions:** Overall Length 75 in., Overall Width 27 in., Ground Clearance 5 1/2 in.

**Performance:** Maximum speed with two people 50 m p. h. Average fuel consumption 105 m p. g. (87 miles/U.S.Gal.).









## NSU-Riders write:

# From the NSU- Mailbag

### My Pride and Joy

Let me tell you from the start that I am 52 years old and in my younger days used to ride a motorcycle. Day-in and day-out for many years I have used public transport to make me to and from work. In December 1953 I purchased a NSU-QUICKLY, and within a few days, I learned oncemore the joy personal transport can give.

Being myself an engineer, I admire the technical details and the performance of this little masterpiece. I am particularly intrigued by the outstanding gearbox and the robust engine. The Quickly has got all what one can wish to find in a Moped and I can see that there is at least another 10 years of life in this wonderful machine, which takes me to work every day and provides me with lots of pleasure in my spare-time. I certainly enjoy riding the Quickly.



*This writes Wilhelm Wingender,  
Mauerstraße 1, Bad Homburg.*

### Lots of luggage and no trouble

Last summer I decided to visit the sunny south and the glorious Mediterranean shores. Needless to say, I was a little sceptical, whether my heavily laden NSU-QUICKLY will be capable of this 2.180 mile trip. But from the start to the finish not the least of trouble, but lots of fun and pleasure was experienced. The negligible fuel consumption and the wonderful performance made my vacation a pleasure. I visited Toulon, Cannes, Nice, Monte Carlo, Genoa, and travelled the whole length of the Italian Riviera and back across the Alps, — a real memorable trip.

*This letter sent us Alois Peta from Karlsruhe.*

### My two girl-friends

I now own for over two years a NSU-Lambretta, which does every day a good mileage and during the last two summers, my fiancé and myself went touring every week-end. Being partly disabled, I am amazed how easy this wonderful NSU-machine handles, and needless to say, I have never experienced the slightest trouble.

Enclosed a happy snapshot of my two darlings. My fiancé is certainly not jealous of this wonderful machine, which she learned to ride really well within a single day. *Otto Schweisser, Landau*



### Pride and Joy

Rudi Türksch of Bad Ems does not waste any words. He enjoys the powerful performance of his fast Max and sends us this picture, which speaks for itself.

## A telegram to NSU after a test on the famous Nurburg Circuit

+ superfox -

an amazing -

machine +

Those who know the tough and famous Nurburg circuit well, will know what a normal motorcycle and a good rider can achieve there. The 14 miles long northern section has no less than 150 bends and curves. A 500 c.c. machine can negotiate this section in 13.5 minutes, a 250 c.c. machine in 15.5 minutes and a 200 c.c. in 17 minutes. 17 minutes means a average speed of slightly over 49.7 m.p.h. and it is of particular interest that with my 125 c.c. Superfox I covered the section in 16 minutes and 3 seconds. In several further runs at similar speeds, I was able to study the amazing road holding characteristics of this outstanding machine.

On the short down gradients towards the "Fuchsröhre" the speedometer needle touched the 76 m.p.h. mark and the steep climb towards the "Hohen Acht" was done in third gear and in the steepest section with a 27 per cent gradient, I never experienced a lack of power. On the difficult stretch towards the "Döttinger Höhe" where there is a continuous climb, the speed was never less than 56 m.p.h. and exceeded at times 68 m.p.h. Even while working the engine really hard on this difficult section, I could always touch the cylinderhead with my bare hands without burning myself. This I did frequently so as to check if this amazing engine could really take such punishment. At all times there was an immediate response to the throttle, and after a hard day of high-speed testing, the engine was as sweet and smooth and lively as ever.

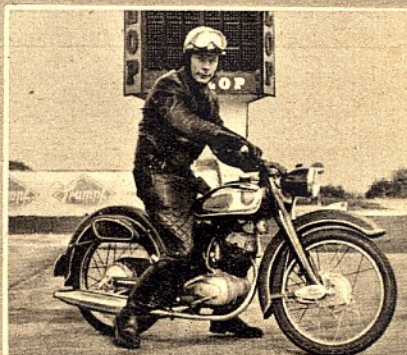
The road-holding of this machine is like that of a racer and in bends and corners banking to either side could be controlled to a fraction of a degree. The really effective and powerful brakes contributed much to the high average speed achieved. The effectiveness of the brakes reduced braking distances to a minimum before coming into bends and corners.

Much of the superb riding characteristics can be attributed to the bottom-link fork and the swinging fork rear suspension, which even over badly surfaced sections of the circuit made handling the machine easy and gave a very comfortable ride during the gruelling test.

The performance of the engine deserves every credit. At speeds below 45 m.p.h. the wind noise is more audible than the engine. Much of this can only be attributed to the ULTRAMAX valve-gear, which during the high-speed runs and the difficult climbs demonstrated clearly the advantage of this valve-gear. After this experience with the small Superfox, one realizes why the ULTRAMAX valve-gear performs so satisfactorily in the NSU-Sportmax, which race after race runs at an average engine-speed in the region of 10.000 r.p.m. The performance of the Superfox with 8.8 b.h.p. at 6000 r.p.m. is certainly a revelation and during the test runs on the Nurburg Circuit, the fuel consumption was very carefully checked and remained at 88 miles per gallon, and only normal medium grade fuel was used.

This test has proved to me that the Superfox is indeed a "Wolf in Sheep-Clothing" and if I would not have had the opportunity of carrying out this test, I would have never thought it possible that a 125 c.c. machine is capable of such performance.

*Ernst Leverkus.*





# The NSU-Family

Buying a Moped, a motor-scooter or a motor-cycle is very much like finding a spouse. Who after all would contemplate marriage, without first trying to find out something about your future partner's family. So let us introduce to you here the NSU-Family.

● NSU are Germany's largest manufacturers of mopeds, motorcycles and motor-scooters. In the year ending 1955, NSU manufactured approx. 300 000 Quickly Mopeds, Superfox, Superlux and Max motorcycles and NSU motor-scooters.

● The NSU motor-scooter headed again the sales statistics during 1955 as the most popular German scooter. The NSU-Max headed again sales in the 250 c.c. class in 1955 and at times demand exceeded the supply.

● The Quickly became world famous, — and even became in England during 1955 the most bought Moped. The modern NSU factory produces now every 28 seconds a Quickly-Moped.

● Something about sport and racing. During 1955, NSU did not officially participate in racing. Nevertheless Hans Baltisberger as a private entrant on a standard production Sportmax won the German Championship in the 250 c.c. class. The second and third places were taken by H. P. Müller and Wolfgang Brand, who were also riding an NSU-Sportmax.

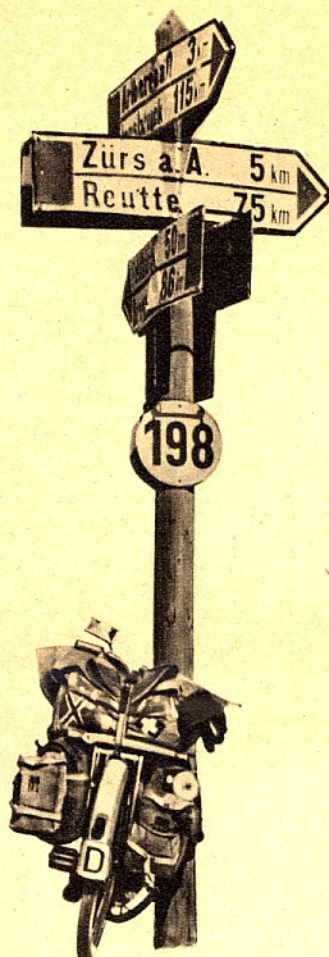
● The most amazing fact being that H. P. Müller riding an NSU-Sportmax, the engine of which is equipped just like a production engine with the ULTRAMAX overhead valvegear, achieved the World Championship. This means that the name of NSU now appears five times running in the World Championship list, adding to the achievements during:

1953 — Werner Haas (125 Racingfox)  
— Werner Haas (250 Racingmax)  
1954 — Rupert Hollaus (125 Racingfox)  
— Werner Haas (250 Racingmax)

● Did you know that NSU is not only Germany's largest producer of motorcycle four-stroke engines, but produces more two-stroke engines than any other company? During the month of July 1955 for instance, — NSU produced 24 910 two-stroke engines.

● In cross-country events NSU achieved many victories. In the tough International Six Days Trials, NSU-riders were awarded the most Gold Medals. The performance of the NSU-Max as sidecar-outfits in cross-country events is such, that whenever entered, other competitors find it tough to stand the pace. The German cross-country Championship in the 250 c.c. sidecar class was won by Sautter and Piwon, riding of course a NSU-Max sidecar outfit.

● For those who take an interest in speed records, there is the interesting fact, that NSU holds 41 world-speed records. On April 12th, 1951, Wilhelm Herz riding a 500 c.c. supercharged NSU racing machine, established an absolute world record for motorcycles with a speed of 290 km/h. Only four years later did New Zealander Wright beat this record by 7 km/h. NSU holds all world-speed records in the solo-class from 50 to 500 c.c.



## Distant

It all started when my father said laughingly: "So this is the Thing, — with which you want to travel across the Alps? It's a good job, that it can be pushed."

Well let me tell you this "Thing" was my newly acquired Quickly and during my tour I rode over many mountain passes, — of course without pushing. My luggage weighed almost 70 lbs and on the first day starting in the morning at Stuttgart, — I rode through the Black Forest to Tübingen and along Lake Constanze, — climbing the Arlberg Pass at sun-set. On the first day, a total distance of 223 miles was covered.

The performance of this little machine really amazed me. There was no question of rushing the journey, I took my time over meals and even stopped for sight-seeing. Up-hill and down-dale the Quickly buzzed along happily. On the steepest sections of the Arlberg Pass, I was able to overtake cars which crawled uphill with steaming radiators. No wonder, their occupants scowled at me.

## Happy Days

You are welcome  
at the NSU-Lido





# Journey

## With a Quickly into the Dolomites

Thinking back on this trip, I never gathered before such happy experiences. The Quickly made it possible for me to visit some of the remotest parts in the Alps. Crossing from the Austrian Tyrol into Italy, I passed through Merano and Bolzano, climbing some of the steepest Italian mountain passes in the Dolomites, without ever having to use the pedals. I found that the Quickly would perform well on any petrol which I

Arlberg Pass



could obtain, and which in Italy is sometimes of low quality.

My average speed on normal roads was sometimes in the region of 26 m. p. h. and I ventured after having left the Dolomites further into Italy, visiting Verona, Padua and the romantic city of Venice.

Wherever I stopped in Italy, people admired my wonderful Quickly. After staying two days in Venice I decided to return via the Großglockner, the highest alpine road in Europe. The journey from Venice through Northern Italy is a wonderful experience particularly the ride along Lake Garda where lemons grow. The Grossglockner Pass was again easy work for my Quickly.

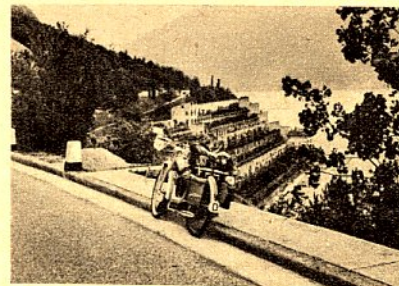
My weight is 11 stone and carrying 70 lbs of luggage is certainly a test that the Quickly is more than just a moped. I am already looking forward to my holidays next year.

Hansjörg Dorschel, Stuttgart



Finstermunz Pass

Lemon Groves along Lake Garda

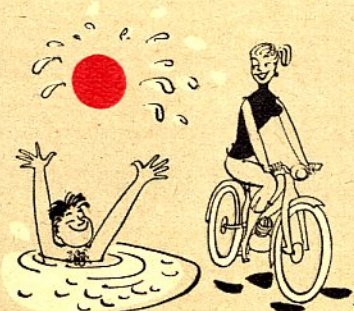


Großglockner Pass



On one of the Continent's most glorious beaches, — a real welcome awaits you. The NSU-Lido, near Venice along the road to Cavallino on the shore of the blue Adriatic, — there is a modern camping ground open to all NSU-riders, and of course their passengers. The NSU-Lido is over a mile long, the most modern equipped camping ground with a glorious sandy beach, which extends several hundred yards out into the sea and is absolutely safe for bathing. From May to September the temperatures of the water are really tempting. The water temperature in May is approx. 68 degrees F., in June 76 deg. F., in July 79 deg. F., in August 82 deg. F. and in September 76 deg. F. The wonderful camping facilities and the purposely moderate charge of 100 lire (approx. 1/2 d.) per night and person, will help to make your stay a memorable one. But remember, you must be arriving on a NSU-machine.

You will find at the NSU-Lido all the amenities of a modern camping ground. There is hot and cold water, electric light and power. There are bath-rooms, showers and toilets and a complete laundry with ironing facilities. If you do not like to camp, you can hire small bungalows. There are also shopping facilities at the Lido and a canteen. Prices at the Lido are lower than anywhere else, this is no commercial enterprise, and only caters for NSU-riders. They come from all parts of Europe and you are always sure to meet an international gathering. On the staff of the NSU-Lido there are also interpreters and there is always someone to assist you. Your NSU-dealer will be able to advise you, how to get to the NSU-Lido and if you plan a holiday in Italy along the blue Adriatic near the wonderful city of Venice, then you certainly must not miss a visit to the NSU-Lido.



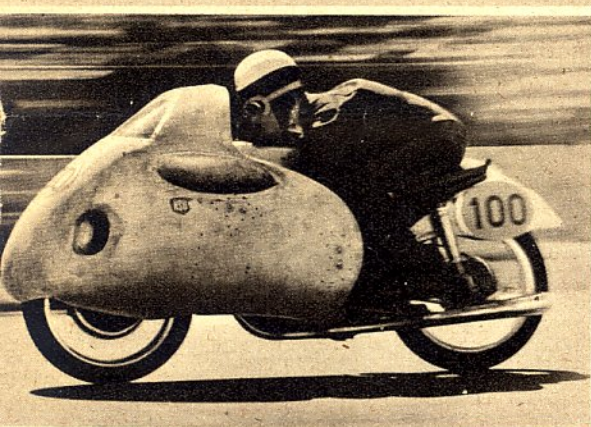


## World Championship for private entrant

# H.P. has done it

Mariele the charming and vivacious wife of H. P. Müller has an important task on hand. H. P. collected many cups and trophies in his racing career and Mariele would not like to part with the job of looking after them. In 1955 H. P. Müller achieved his biggest victory in winning the World Championship with a standard production NSU-Sportmax, competing as a private entrant and

needless to say he collected his nicest trophy. This has been a real achievement for Müller and his NSU-Sportmax, which had to compete against stiff Italian competition on works entered racing machines. The NSU-Sportmax is in most details identical to the standard production Max with regards to riding characteristics and road-holding.



Do you know by the way, that fishing is H. P. Müller's favorite hobby? During the summer, he has little time to devote to it and with the racing season over in autumn, he spends every spare minute by the rivers around Ingolstadt where he lives. His biggest catch in 1955 was the World Championship.



To achieve the World Championship, H. P. Müller raced his Sportmax in the British TT on the Isle of Man, in Holland, Germany and the Ulster TT. Not once did he fail to hold his position, — a fine record for a rider and his machine. The engine of his Sportmax is similar to the standard production Max, employs also the ULTRAMAX overhead

valve-gear but develops 28 BHP. The maximum speed of a streamlined Sportmax is in the region of 130 m. p. h. The fuel consumption of the fast Sportmax is amazingly low and varies between 56 to 62 miles per gallon. This meant few re-fuelling stops for Müller and is a proof, how economic a four-stroke engine can be.

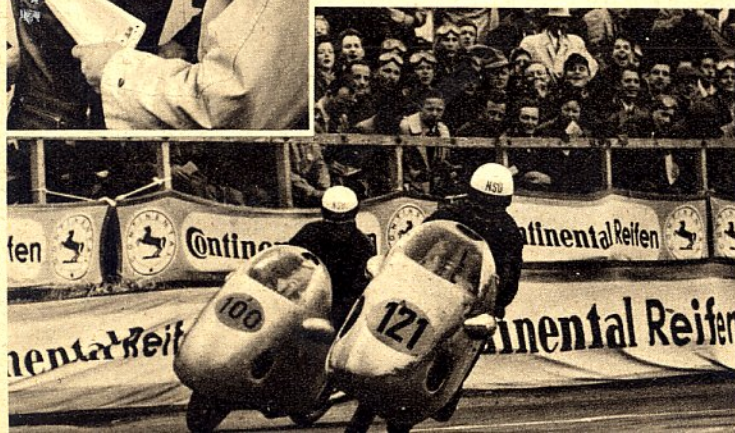
## A nice fellow

## Hans Baltisberger German Champion



Sports commentator Ludwig Maibohm enjoyed interviewing the always cheerful Hans Baltisberger. He had good reasons to be particularly cheerful on this occasion, — having just won the German Championship in the 250 c.c. class as a private entrant, riding of course a NSU-Sportmax.

Wherever the 250 c.c. NSU-Sportmax was raced, the pace was set by its riders. This is unique for a standard production racing machine, invariably competing as a private entry. Not only German riders, but also John Surtees and Sammy Miller achieved victory after victory riding an NSU-Sportmax. World Champion H. P. Müller and German Champion Baltisberger were not the only well-known riders to have competed on a NSU-Sportmax, but also Wolfgang Brand, Helmut Hallmeier, and Georg Braun set the pace in many races with an NSU-Sportmax. Our picture shows H. Baltisberger (121) leading ahead of H. P. Müller (100) through a bend of the Dieburg circuit.





**Dieburg:**

1. Hans Baltisberger
2. H. P. Müller
3. Wolfgang Brand
4. Helmut Hallmeier
5. Georg Braun

Reutlingen  
Ingolstadt  
Hannover  
Nürnberg  
Hechingen

NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax

**Hockenheim:**

1. H. P. Müller
2. Hans Baltisberger
3. Wolfgang Brand

Ingolstadt  
Reutlingen  
Hannover

NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax

**Eifelrennen:**

1. Hans Baltisberger
2. Wolfgang Brand
4. Fritz Kläger
5. Horst Kassner

Reutlingen  
Hannover  
Freiburg  
Schwabhausen

NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax

**Nürburgring:  
World Championship**

1. H. P. Müller
2. Wolfgang Brand

Ingolstadt  
Hannover

NSU-Sportmax  
NSU-Sportmax

**Schotten:**

1. H. P. Müller
2. Hans Baltisberger
3. Wolfgang Brand

Ingolstadt  
Reutlingen  
Hannover

NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax

**Solitude:**

1. Hans Baltisberger
2. H. P. Müller
3. Wolfgang Brand
4. Manfred Heck

Reutlingen  
Ingolstadt  
Hannover  
Stuttgart

NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax

**Norising:**

1. H. P. Müller
2. Hans Baltisberger
3. Horst Kassner
4. Wolfgang Brand

Ingolstadt  
Reutlingen  
Schwabhausen  
Hannover

NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax

**Eilenriede:**

1. Hans Baltisberger
2. H. P. Müller
3. Helmut Hallmeier
4. Manfred Heck

Reutlingen  
Ingolstadt  
Nürnberg  
Stuttgart

NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax  
NSU-Sportmax



*The riders of all NSU-motorcycles, irrespective whether Superfox, Superlux, or Max take pride in this filler-cap, — for „Weltmeister“, — means World Champion, an outstanding achievement to win this title three years in succession. This bears also witness that NSU-riders in all parts of the world, value the advantage of riding a motorcycle, — perfected by racing victories.*

**In cross-country events****With power to spare**

Cross-country events are the toughest possible test for rider and machine. The gruelling pace, — the often non-descript surfaces demand motorcycles which are robust and reliable. Pages could be filled with the names of competitors, riding a NSU-Max in cross-country events all over the Continent and winning the coveted Gold Medals. In the famous International Six Days Trials and in cross-country events all over the world, the NSU-Max achieved fame. Here is Max Stecher (103) during the Two Day Trial. What a wonderful picture.



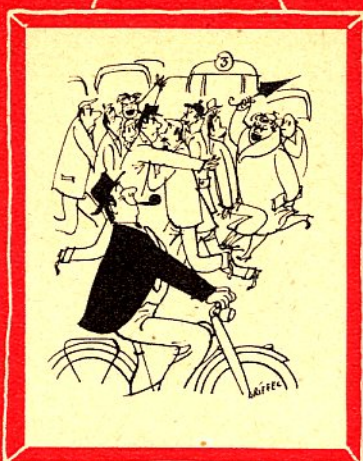
Piwon. There is no better proof than a cross-country event, that the NSU-Max is a motorcycle with power to spare, and that larger machines often lack the same performance. The NSU-Max combines all those qualities, which make success certain plus robustness and reliability.

The real performance of the amazing 250 c.c. Max engine with the ULTRA-MAX valve-gear is demonstrated when NSU-Max sidecar outfits participates in cross-country event. No cross-country circuit has yet presented an obstacle for a NSU-Max sidecar outfit and during 1955, it was not unusual for other competitors to withdraw, when they found that they had to compete against a NSU-Max. In the International Six Days Trials and in events all over the world success after success was achieved. The manufacturers team price at the I. S. D. T. was won by Sautter/Piwon, Dollmann/Pfeffer, Marnet/Beck and the German cross country Championship in the 250 c.c. sidecar class was won by Sautter/

World Champion Werner Haas had no time during 1955 to compete in road races. He has become the prosperous owner of a large service station at Augsburg and this meant spending a lot of time attending to the business. But Werner Haas's hobby is of course motorcycling and whatever time he could spare, he participated at week-ends in cross-country events. Just like his brother Otto Haas, he collected many Gold Medals in those events. Werner Haas finds plenty of suitable places for training around Augsburg. Here he puts a Superfox through its paces, and he travelled some 35 ft on the rear wheel before slowly lowering the machine.







## World wide NSU-Service

Whether it is a Quickly, a Superfox, a Superlux or a Max, there is more than in just owning a NSU-machine. There is the satisfaction of knowing that a World-Wide After-Sales-Service Organisation is always ready to assist, wherever you may be. NSU-dealers are carefully selected for their wide knowledge and reputation for fair dealings. Every NSU-dealer is fully equipped

to provide efficient after sales service and maintains always an ample stock of genuine NSU-Spares. Only a large company like NSU can offer such a World-Wide After-Sales-Service Organisation. Never hesitate to consult any NSU-dealer when in need of advice. And wherever you may travel, you can rely on NSU-Service.



Remember that should you ever come to Germany and choose to travel through the romantic Neckar valley, then do not fail to visit us, —

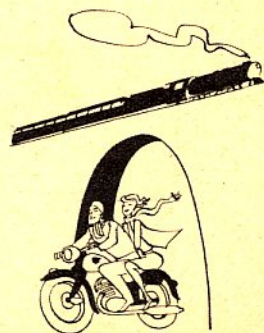
### You are always welcome at NSU

We shall be pleased to show you how your machine is made and you will be able to see the world's most modern motorcycle factory. Every day with the exception of Saturday and Sunday there is a guide ready at 10 a. m. to take you through the factory. We are looking forward to your visit.



We hope that you found this little brochure of interest and that it helped you to obtain the information enabling you to make your choice. Should you require

any further details, do not hesitate to consult your nearest NSU-dealer. He has also spare copies of this brochure, should you require one for a friend.



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