

# NEW CHARADE

 **DAIHATSU**



# The Fiat

See how many compromises are simply abolished in this radically different family car: no more compromise between interior

space and compact convenience; performance and economy.

This tight-turning, easy-parking, light-steering compact has spacious seating for four tall adults, and 315° of clear vision for the driver.

An economical fuel-user with open road performance that has beaten cars of 30% greater engine capacity in international rallies.



# ure Car

A sharper, taller body-shape with good roadholding and stability in all wind conditions at all speeds.

1. Interior is designed for tall people! Comfort, relaxation, easy driving!

2. Rear has leg and headroom for 6' 2" passenger. Versatile 60/40 split folding seat backs increase luggage space.

3. Childproof locks on rear passenger doors.

4. "Daimatic" automatic gear change.

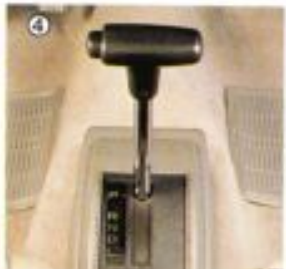
5. "Gun grip" manual gear change.

6. The shape developed by computer for optimum space and aerodynamics.

7. Hatchback opens to the floor for easy access to the spacious boot. (see right)

Rear designed for safety incorporates wiper, hot wire defogger and reflective bumper stripe.

Please check with your Daihatsu dealer as to standard and optional equipment.

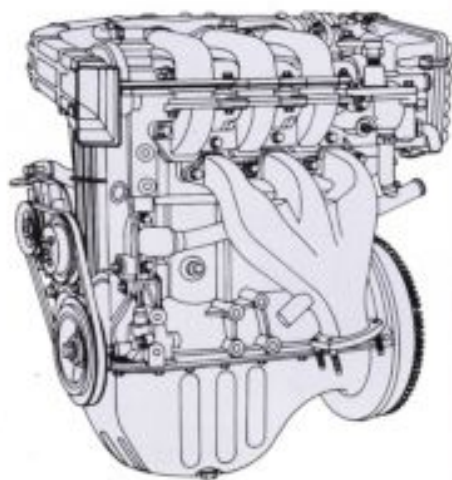


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## DAIHATSU

Daihatsu is one of the Companies that led Japan into 20th Century engineering, opening Japan's first engine manufacturing plant in 1907. Daihatsu now has five manufacturing plants and 11,000 employees. Its reputation is high in the world-wide engineering fraternity as an innovative company with distinguished achievements in several fields: diesel engineering – from massive marine engines to the remarkable new clean-burning and quiet 1000cc diesel for passenger cars (subject of no fewer than 24 patents during its development); the highly-successful 3-cylinder, 4-cycle petrol engine; and electric-powered vehicle development.



## THE FIRST CHARADE

In 1977 Daihatsu launched the first fully computer designed passenger car with the new 1000cc 3-cylinder, 4-stroke engine, under the name "Charade".



The new car won Japan's coveted "Car of the Year" award and proved to be an international success story, selling to over 10,000 new owners per month, in over 100 countries. Charade had been designed primarily as a versatile and economical town car with performance and reliability for inter-city highway motoring. So Charade's designers were delighted but not surprised when it defeated cars of up to 30% more engine capacity in the Monte Carlo, the East African Safari, and the New Zealand Motoguard Rallies – using production models that had no extra welding to strengthen them. To these victories Charade added impressive economy run performances, winning the French Mobil Oil, Australia's Total Oil and the Singapore Titoni economy events.

## THE NEW CHARADE

In the new Charade Daihatsu have achieved all-round improvements to already impressive factors of performance and economy.

Above all, they have added enormously to passenger comfort. New Charade is a complete family car. Its spacious, comfortable interior can accommodate four large adults without any sense of crowding. This has been achieved by adding only 25mm (1") to the length and width of the car and a vital 50mm (2") of headroom – an extraordinary feat of ergonomic design!



## The body – dramatic new design

- An all-steel monocoque structure utilising high tensile steel panels for strength, safety and strategically placed galvanised panels for anti-corrosion protection.
- The shape, developed by computer for maximum space utilization and in wind tunnels for optimum aerodynamics.
- Air resistance .39 Cd. Lift co-efficient .045 Cl for the best possible controlled air flow over and under the car.

The benefits are improved economy, quiet high speed running and safe, stable roadholding at all speeds, even in high winds.



- Inside, every feature is part of a complete new design concept created to provide the most comfortable possible "living space" in front and back seats for tall, long-legged people. Even the back seat has head and leg room for 6'2" passengers.

- Instruments and controls: an unobstructed view with 8-function-control multiple switches, with all controls within easy reach. Vision and driving control systems are separated for safety and function.
- Access – door openings are large with a raised seating height (Hip Point) making entry and exit easier and allowing a more natural, more comfortable sitting posture. The raised hip point and low waist line gives the driver a remarkable 315° of vision.



- Luxurious seating, with slide-adjustable, 8-position reclining front seats ensures driver and passenger comfort even on the longest journeys.
- Versatile storage pockets make ample space for small items.

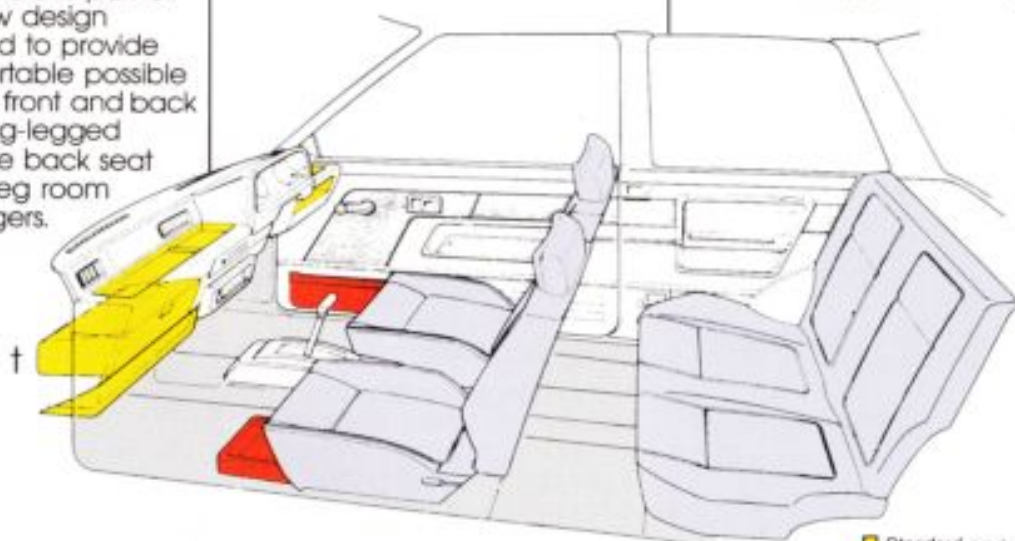
- 60/40 split rear seat folds down for 280 litres of useable luggage space.



- Ventilation is flow through type with dash panel vents. Bi-level heater/demister with side window demisters and 3-speed fan ensures total climate control. Genuine Daihatsu air conditioning is available as optional extra.



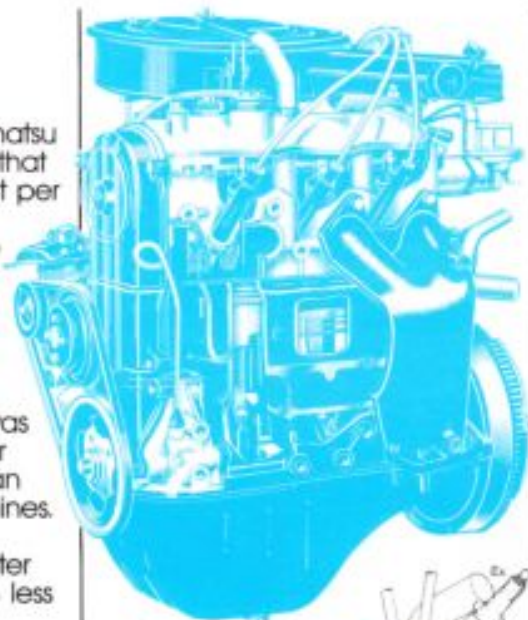
- Controls for steering, clutch, brakes and gearbox are light and accurate for ease of use, even for slight or elderly people.



■ Standard equipment  
■ Options available

## Engine – Performance with economy

- Technical research by Daihatsu engineers has established that the optimum displacement per cylinder is 330cc on petrol engines. This allowed large inlet and exhaust valves, efficient cylinder cooling and high combustion performance. From this research Charade's 3-cylinder 993cc engine was developed with 25% fewer friction-producing parts than similar sized 4-cylinder engines. This design produces 10% more power, and 15% better fuel consumption with 10% less size and engine weight.
- This engine has proved its performance, durability and economy against cars with 30% higher cc ratings, in international competition.
- New Charade features even more engine refinement, with a new design of combustion chamber, swirl-type intake ports, and a concave-type piston and new cylinder head. The resulting extra power makes an exciting performer. Driving is believing!

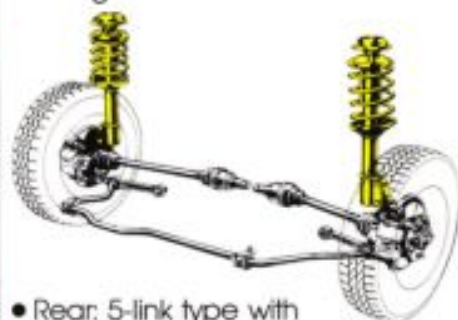


- For ultimate performance a factory developed turbo charger is available. (optional extra)

## Suspension – A safer, more comfortable ride.

- New Charade uses the latest technology in suspension systems.
- Front: Macpherson strut-type with coil springs and standard stabiliser bar. A negative scrub (negative king pin offset) front wheel geometry is used for greater stability and safety under hard braking on poor road conditions.
- Front springs are offset to reduce the friction resistance on shock absorbers; reducing fade and improving the suspension's ability to absorb even the smallest road irregularities.

- A castor angle of 3° is used, which improves directional stability even at high speeds in strong winds.



- Rear: 5-link type with independent lateral and longitudinal rigidity for stability during hard cornering or braking.

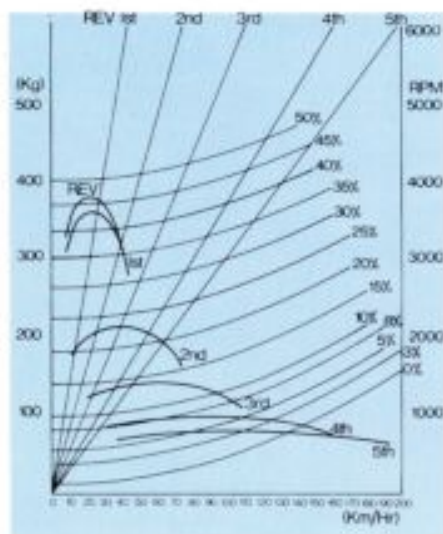
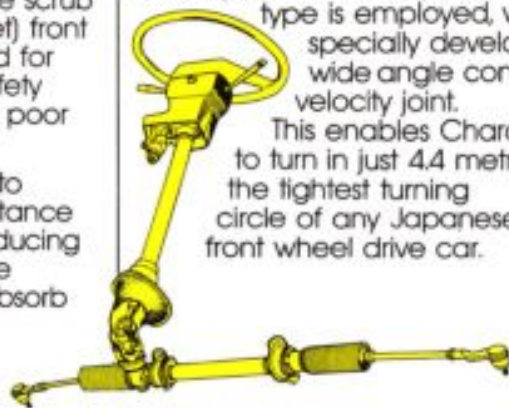
- Coil springs and shock absorbers are mounted on different centres to operate independently, thus lowering shock absorber friction resistance, and improving riding comfort.

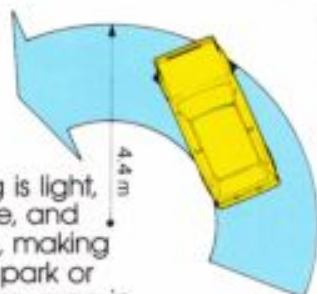
- For sporting drivers an optional rear stabiliser bar is available.



## Steering – Light and responsive

- Compact rack-and-pinion type is employed, with a specially developed wide angle constant velocity joint. This enables Charade to turn in just 4.4 metres, the tightest turning circle of any Japanese front wheel drive car.





- Steering is light, responsive, and accurate, making it easy to park or manoeuvre even in heavy traffic conditions.

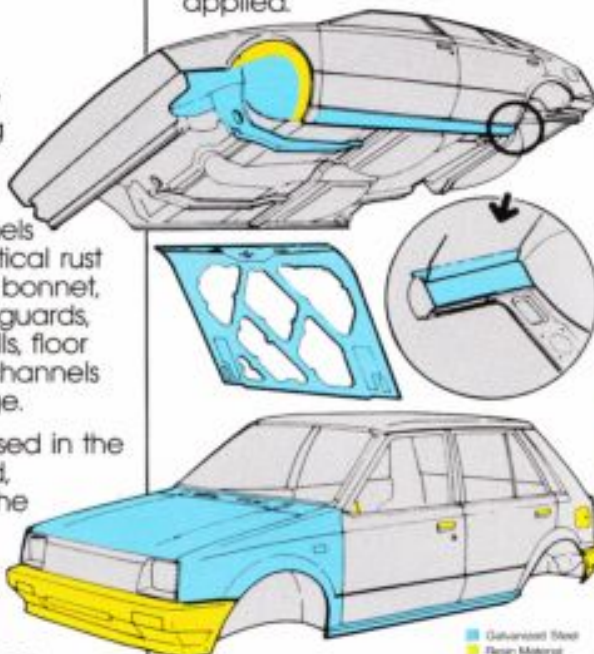
### Anti-corrosion – a full treatment

Longer car life was an important goal in New Charade. The following measures all help resistance to corrosion:

- Galvanized steel panels are used in many critical rust prone areas such as bonnet, heater air vent, front guards, inner guards, lower sills, floor members, roof drip channels and fuel lid and hinge.
- Resin materials are used in the bumper lower shroud, triangular pieces of the front door frame, outer door handles and inner fender liners.
- Every vehicle then goes through the thorough preparation, painting and finishing process necessary to ensure a long-lasting, quality finish and give further protection against rust.
- Following an alkali wash, the sanded body shell is sprayed with an iron phosphate pre-treatment. The bodies are then immersed in a red oxide reducible dipping primer. After dry off, seam sealing is completed using pressurised distribution equipment.
- Primer surfacer is applied using heated airless electrostatic spray equipment followed by

baking in a conveyerised oven. A full application of a bituminous underfloor coat is applied using conventional air assisted spray equipment. Top coat material used is NAD acrylic enamel, with a choice of 8 colour options, and is continuously circulated to the spray booth.

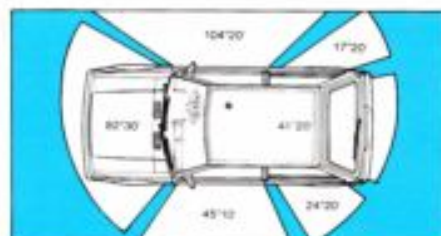
- Finally, a substantial coating of Tectyl anti-corrosion material is applied.



### Safety – the greatest comfort of all.

All these features ensure the best possible protection for driver and passengers.

- High tensile strength steel monocoque body with strategic strength built in.
- Anti-burst locks on all doors.
- Impact absorbing steering column.
- Zone toughened tempered glass.
- Extra large rear combination stop, turning indicator and hazard lamps.



- Outstanding all-round vision for the driver – 315°.
- Body side reflective stripe (standard on CX).
- Rear reflective safety stripe (standard on Daimatic/CX).
- Outstanding handling, steering and braking performance.
- Front seat head restraints.
- Child safety locks on rear doors.



### Spare parts – Daihatsu guarantees them.

When considering the purchase of a new or used car the question of whether spare parts are available is often overlooked until it is too late. In some cases it is impossible for a local dealer to have all parts in stock. However it is critical for the importer to hold adequate spares. Poor supply from a distributor usually results in considerable delays for the customer.

Daihatsu New Zealand Ltd., the national distributor, provides a top-rate service to all dealers to ensure that spare parts are readily available.

### Optional extras

Daihatsu Charade has many optional extras available to enhance the performance and beauty of your car. Please enquire at your local dealer for our accessory catalogue.

## Specifications



(CS/Daimatic/CX) 5 door

**Chassis & Body** High tensile steel monocoque body structure provides strength for maximum passenger protection.

**Engine** 3 cylinder in line, water-cooled overhead camshaft.  
Capacity 993 cc.  
Bore & Stroke - 76 x 73 mm  
Max output HP 60 PS 45kw @ 5600 RPM  
Max torque 8.3 kg.m, (82 NM) @ 3200 RPM  
Compression ratio 9.5:1  
Carburettor - single downdraft - dual barrel type with manual choke and fuel saving device.

**Transmission** Manual 4 speed and reverse. All synchromesh. (CS)  
Manual 5 speed and reverse. All synchromesh. (CX)  
Automatic - 2 speed torque converter type. (Daimatic)  
Overall ratio in top gear -  
4 Speed - 3.89 5 Speed - 3.18 Daimatic - 4.21  
Final drive ratios - Manual - 4.500 Daimatic - 4.210

**Brakes** Front - disc power assisted.  
Rear - drum - leading and trailing shoes.  
Brake master cylinder - dual system tandem type with proportioning valve and brake fluid level sensor.  
Handbrake - between front seats, operates mechanically and independently on rear wheels.

**Wheels** 4.5 J x 13" steel wheels.

**Tyres** 155 x SR13 Radial Ply

**Suspension** Front - independent McPherson struts with coil springs and telescopic shock absorbers - standard front stabiliser bar.  
Rear - trailing arm 5 link type with coil springs and telescopic shock absorbers.

**Steering** Rack & pinion type - impact absorbing steering column 3.7 turns lock to lock.  
Minimum turning radius 4.4m.

**Fuel system** Fuel tank capacity 35 litres.  
Mechanical fuel pump with fuel return system and in-line filter.

**Electrical** 12 volt 40 AH battery - wired negative earth with alternator charging.

**Dimensions** Overall length - 3550 mm  
Overall width - 1550 mm  
Overall height - 1395 mm  
Wheelbase - 2320 mm  
Track - front - 1340 mm  
rear - 1310 mm  
Minimum road clearance 180 mm.

**Kerb weights** 665 kg (CX model)  
660 kg (CS/Daimatic models)

**Instruments & Switches** Speedometer 0-160 kph with odometer and tripmeter. Fuel and water temperature gauges.  
Switches for windscreen wipers and washers front and rear, park and headlamps, hazard warning flasher, rear window defogger, park lamps, column stalk lane change, turn, passing headlamp flashers, headlight dip.

**Warning lights** Warning lights for oil pressure, battery charge, high beam, turn signals, hazard warning, handbrake on, brake lights and brake fluid level.

**Fuel Economy Specifications:** (Official Ministry of Energy figures)

**Standard Equipment** CS/Daimatic/CX

	CS	Daimatic	CX
Zone toughened tempered glass.	•	•	•
Safety collapsible steering column and steering lock ignition switch.	•	•	•
Flow through ventilation with dash panel vents.	•	•	•
Bi-level heater/demister with side window demisters and 3-speed fan.	•	•	•
Individual front seats, 8 position reclining, side adjustable.	•	•	•
Seats - full face cloth.	•	•	•
Full interior velour trim and head restraints.	•	•	•
Adjustable head restraints.	•	•	•
Door panel with cloth inserts.	•	•	•
Door trims with velour insert and cut pile carpet kick panel.	•	•	•
Cut pile carpet.	•	•	•
Rear seat split 60/40 with folding backrest.	•	•	•
Windscreen wipers, front 2-speed with intermittent wipe.	•	•	•
Electric windscreen washers.	•	•	•
Tailgate glass with hot wire defogger.	•	•	•
Rear single speed wiper and electric washer.	•	•	•
Remote Hatchback door opener.	•	•	•
Front seat belts, lap/diagonal, dual sensitive inertia reel.	•	•	•
Rear seat belts lap/diagonal.	•	•	•
Analog Clock - (3 hand type).	•	•	•
Window frames/Door sills black.	•	•	•
Dual padded sunvisors.	•	•	•
Interior/exterior rear view mirrors.	•	•	•
Interior courtesy lamp.	•	•	•
Glovebox with door.	•	•	•
Front/rear ashtrays.	•	•	•
Anti-burst locks on all doors.	•	•	•
Cigarette lighter with night light.	•	•	•
Locking petrol filler door.	•	•	•
Rectangular sealed beam headlights.	•	•	•
Front park lamps.	•	•	•
Front & side repeater turn/hazard lamps.	•	•	•
Rear combination lamps, tail, stop turn hazard, reverse and reflectors.	•	•	•
Rear licence plate lamps.	•	•	•
Black urethane resin coated bumpers.	•	•	•
Bumpers with integral air dam and wrap around protection.	•	•	•
Body side protection moulding with reflective safety stripe.	•	•	•
Rear reflective safety stripe.	•	•	•
Full dress wheel cap.	•	•	•
2 tone wheel cap/dress nuts.	•	•	•
Soft grip 4-spoke steering wheel.	•	•	•
Passenger assist handles.	•	•	•
Childproof locks on rear side doors.	•	•	•
Front parcel tray.	•	•	•
Rear parcel shelf, removable over cargo area.	•	•	•
Armrests.	•	•	•
Mudflaps - moulded front and rear.	•	•	•
Tool kit - Jack and 9 tools.	•	•	•



**DAIHATSU**  
**NEW ZEALAND LTD**

New Zealand Distributor: Daihatsu New Zealand Limited, P.O. Box 521, Auckland.

Prices and specifications are subject to change without notice.