



PORSCHE

924

PORSCHE
creates
a new
PORSCHE.

Through the years, Porsche has always been creating new Porsches. Porsches for competition. Porsches for everyday enjoyment. Rear-engined Porsches. Mid-engined Porsches.

And now, a front-engined Porsche with a rear transaxle — the 924.

You see, we never believed in locking ourselves into one design or one set of engineering plans. Every time we build a new Porsche, we take into consideration everything we've learned from building cars in the past, as well as the needs of the present.

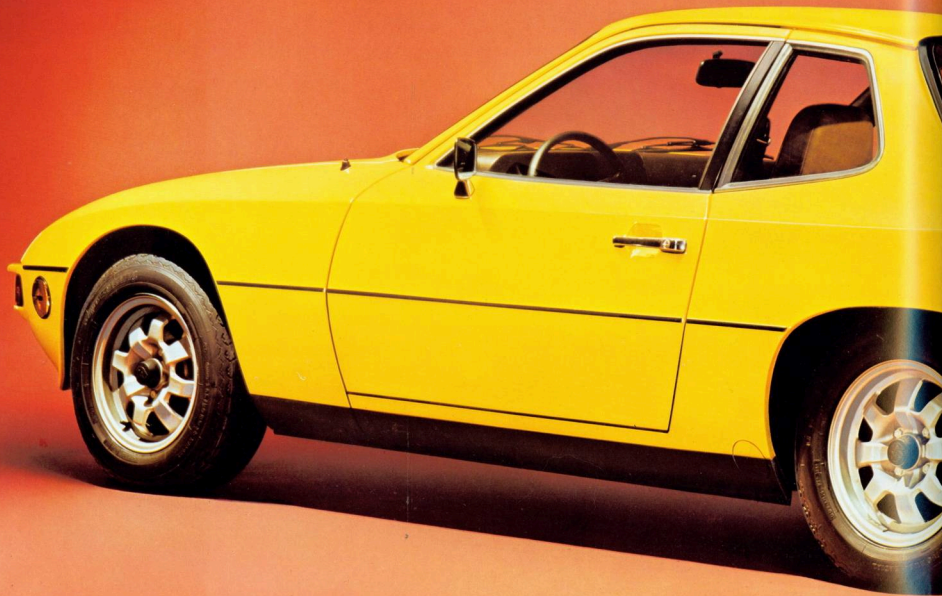
The result is always a car that combines the best in design and engineering, while meeting the requirements of the world around it.

The 924 is an outstanding example of uncompromising craftsmanship, performance, safety, economy and sheer driving pleasure. It's a sport car that's built in the classic sports car tradition. A sports car that's every bit worthy of the name it so proudly carries.











to look beautiful. It was designed to handle beautifully.

When you take your first look at the new Porsche 924, you can't help but notice its sleek lines and how good looking it is.

But, like all Porsches, it's designed to be more than good looking. It handles extremely well, too. And that takes more than drawing a nice looking car on a piece of paper. It takes years of planning.

To make sure the 924 had a well-balanced aerodynamic body shape with a low drag factor and low wind resistance — one of the most important principles of sports car shape — we did much of our designing in a wind tunnel. As a result, the 924 is low to the ground. Its weight is kept low and well distributed. Which not only gives it those sleek lines, but makes it extremely stable. Especially in crosswinds and on winding roads.

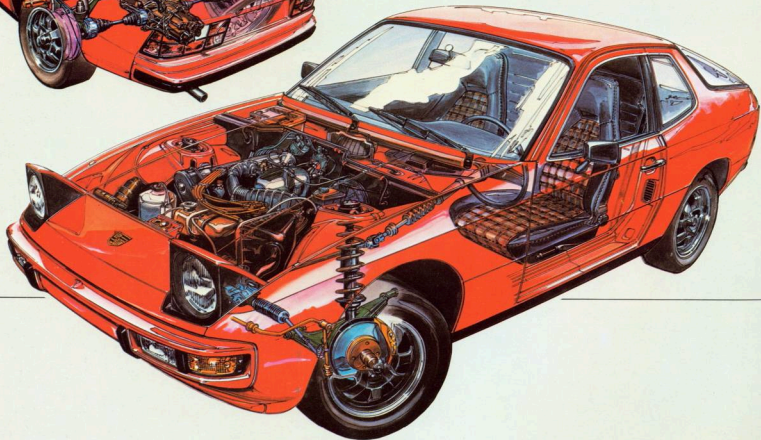
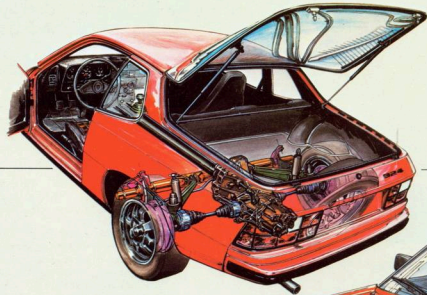
Its sloping hood is no accident, either. It gives the wheels a firm grip on the road, making the 924 especially easy to handle at speed, while at the same time, keeping the level of wind noise down.

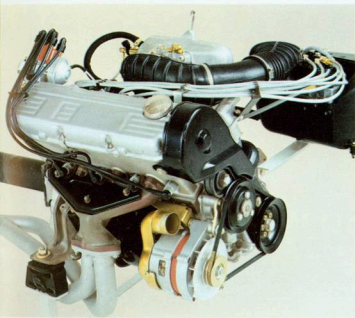
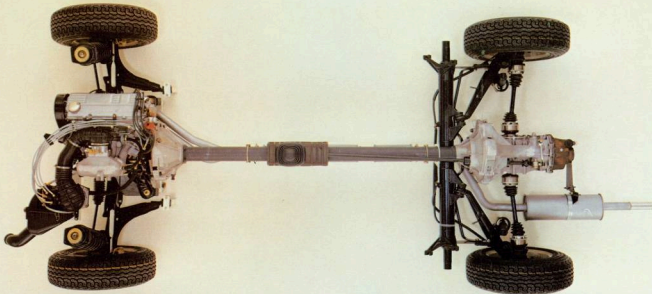
The spoiler is fixed in place, creating a vacuum that holds the car down, making steering precise.

The raised rear end not only makes the 924 look distinctive, but gives it a low drag factor for greater efficiency. And because of its overall, well-balanced, aerodynamic design, the 924 performs with minimum effort.

But good automotive design is more than an efficient body shape. That's why we designed the 924's passenger compartment to be a rigid, padded safety cell. Its doors are reinforced with steel beams. Its steering column is able to absorb energy at a controlled rate.

All of which make the 924 a sports car that's truly beautiful. Both from an engineering and from an aesthetic point of view.





not only in Porsche design, but in automotive tradition.

When we built our first Porsche, it had an air-cooled engine in the rear. And this concept is still considered to be the hallmark of a complete generation of Porsches.

However, we found that for Grand Prix racing, an engine in the middle had definite road-holding advantages. So we designed and built a series of mid-engined vehicles.

But mid-engined cars have a disadvantage for people who don't race. Sometimes they don't have quite as much space as drivers would like. So we set out to build a sports car that had both the roadability of a mid-engined car and lots of room. The Porsche 924.

We began by putting the engine in the front. At the same time, we added rear-wheel drive. Then we added a special feature. A rear transaxle system.

On the 924, the front-mounted engine is interconnected with the rear-mounted gearbox and differential by a central, rigid tube, through which a solid drive shaft is carried. This offers several advantages.

To begin with, there's nearly perfect weight distribution between the front and rear, giving you a smooth, controlled ride. And since the clutch is still connected directly to the engine, the power transfer is also amazingly smooth.

And while we gave the 924 high-performance features, we also solved the problem of space. Its passenger compartment is roomy and comfortable, with an ample storage area in the rear.

The 924 has a 2-liter, water-cooled engine, which in itself, isn't very unusual. What is unusual is that it's slanted at a 40° angle. This enabled us to give the 924 that low, sleek hood line, while making the various parts of the engine easy to get to.

And, to make sure the engine has the proper amount of fuel it needs at all times, we equipped the 924 with the same C.I.S. fuel injection as our Porsche 911 S. It continuously feeds the exact amount of fuel, depending on engine and ambient temperatures and engine load. Which, in turn, insures you of good acceleration and gas mileage.

The 924 is designed to fit the needs of both the world around it, and the people who'll be driving it. Which is not only true of the Porsches we built





craftsmanship and attention to detail.

No matter how different Porsches may be from each other, one thing about them is always the same. The care and high standards that go into building them.

If you were to visit the 924 assembly line, the first thing you'd probably notice is that it isn't automated. And that much of each 924 is assembled by hand.

You'd see Porsche craftsmen welding sheet metal by hand. Adding melt-bituminous pads to deaden noise. Filling seams to prevent leakage. Hand-brazing external seams. And hand-sanding any irregularities in the metal.

You'd see upholstery being hand-sewn and hand-fitted. Porsche bodies (which are already extremely rust-resistant due to our new zinc galvanizing process) treated with polymer undercoating, for added protection against rust, corrosion and stone damage. And you'd see 924's being painted and painted again. By hand.

But no matter how meticulously our craftsmen put a 924 together, it doesn't automatically become a new 924.

There are inspectors along the assembly line who check each part and system, paying particular attention to safety. They use x-rays to check some of the tinier and more complex parts. Dynamometers to test engines. And if anything isn't exactly right, it's rejected.

Impressive? Perhaps, but Porsche doesn't stop there.

That's why, at each shift, a supervisory group of inspectors selects a car at random and has it completely checked out. They go over all the parts our craftsmen have put together so skillfully, and our inspectors have checked with such scrutiny.

And it isn't until all of our inspectors are completely satisfied, that a 924 rolls off the assembly line.





comfort as part of the standard equipment.

Sports cars, in the classic tradition, have often been cramped for the driver and passenger.

Sports cars, in the Porsche tradition, have been amazingly comfortable.

And since the 924 was built in the classic Porsche tradition, it's indisputably comfortable.

Take the seats, for example. They're the same comfortable seats our 911's are famous for. They were designed to give your body proper support — something you'll especially appreciate after long hours of driving. They adjust, not only from front to back, but from straight up to fully-reclining with all the variations in-between. And, to make driving even more comfortable, they have inertia-type seat belts that give you freedom of movement, but hold you securely during acceleration, cornering and sudden stops.

In addition to comfortable seats, the 924's hatchback offers outstanding visibility. There's tinted glass in all the windows to cut down on glare. And when the weather is inclement, there are front, side and rear window defoggers that'll clear things up fast.

Something else you'll like about the 924 is that it has everything you want a sports car to have, located exactly where you want it to be.

There's a speedometer, tachometer, quartz clock, voltmeter and oil pressure gauge. In fact, all the typical sports car instruments, right on the dashboard and console, where they're easy to read.

There are turn signals, a headlight dimmer switch, horn and an automatic windshield washer/wiper control (with intermittent cycle) on the steering column where they're easy to reach.

And there's space. Lots of it. Not only making the 924 one of the roomiest Porsches Porsche ever built, but one of the most untraditionally comfortable sports cars available.





your style of life, it lets you live
in style.

Unlike many sports cars, the Porsche 924 lets you go where you want to go and take what you want to take, without cramping your style.

It comfortably seats two adults. And whether you're going crosstown or cross-country, it accommodates you beautifully. Its roomy hatchback makes loading and unloading easy, thanks to gas-filled struts that make it lift up almost automatically. And in case you want more room than the hatchback has to offer, there's a fold-down rear deck behind the seats.

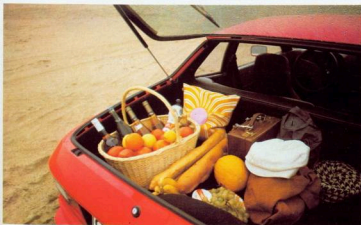
But not all of the things you take along are big. So we added a console between the seats. A shelf under the dashboard. And door pockets. All are perfect for keeping maps, loose change and other odds-and-ends out of the way.

And if you're carrying something valuable you'd like to leave in the car, but don't want anyone to see, not only does the 924 have a lockable glove box, but it has a built-in cover which fits over the rear deck luggage area. In addition, there are two hidden compartments under the rear deck.

In addition to giving you lots of storage areas, the 924 also gives you lots of extra touches. Like grab handles to make getting in and out easier, a day-night mirror, and plush carpeting everywhere. Even the rear deck.

But one of the nicest things it gives you is economy. The 924 gets an EPA-estimated 31 miles per gallon on the highway, 17 mpg city, standard transmission.* Your actual mileage may vary, according to where and how you drive, your car's condition and optional equipment.

So you see, the 924 is a sleek, European sports car that's spacious, luxuriously comfortable and economical. Add to all of this the fact it's a Porsche, and what better way is there to travel?



*In California, EPA estimated 30 mpg highway, 17 mpg city, standard transmission.



driveable Porsches ever built.

Drive a 924 and you can't help but notice how responsive it is. Part of the reason is rack-and-pinion steering.

Now, rack-and-pinion steering isn't new. It's been used on many racing cars for years. That's because, unlike other steering systems, there are no levers involved. So force is transmitted to the wheels quickly and evenly. Which means you can take anything from interstate straightaways to mountainous ess bends, with a minimum of effort and with uncanny control.

We've already told you how the 924's trans-axle system and rear-wheel drive create nearly equal weight distribution. Well, this too, has definite roadholding advantages. You can accelerate or brake with a minimum of weight transfer or dive. And you get superb traction. Even in the snow.

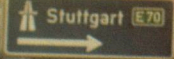
Speaking of traction, the 924 comes with radial tires, to give you an added grip on the road.

Something else we learned from racing is that deceleration is just as important as acceleration. So we equipped the 924 with dual-diagonal brake circuits, combined with a negative steering roll radius. This helps it maintain directional stability, especially in the unlikely event of a circuit failing or a front-tire blow-out.

Not only is the 924 smooth handling, it's smooth riding, too. It has an independently-sprung suspension system with Mac Pherson struts in the front and torsion bars in the rear. That way if the left front wheel takes a bump, it takes it once. Without jolting the rest of the car.

But why take our word about how great the 924 is to drive? Why not get into one yourself? Try it out on winding roads. Open it up on the highway. And experience a feeling that's even nicer than being sporty. A feeling of being in complete control.





driver to appreciate it.

As any race driver will tell you, it's a great feeling to drive a sports car that handles well and stops efficiently.

But it's also a great feeling to have a car that puts up with the starting and stopping of everyday traffic.

That's why, when we built the 924, we took into consideration that many of its drivers might live or drive in cities. So we built it to be a Porsche for the street.

The 924 takes traffic jams in stride. And, unlike many other sports cars, it doesn't get all choked up when it's run in the lower gears. Or have to go into the shop every other month for a tune-up.

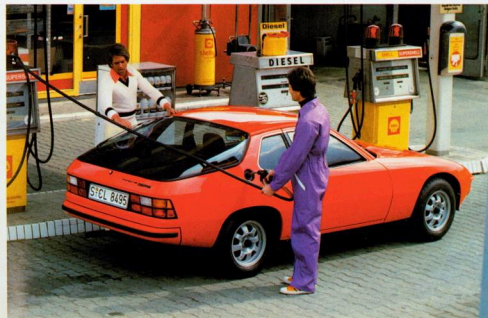
Its gear box moves through four fully-synchronized forward gears with hardly any effort, at all. But if hardly any effort is still too much effort, our optional automatic transmission will do all the shifting for you.

Incidentally, the 924 measures only 170.1 inches overall. So if you happen to be in a place where parking is a problem, parking a 924 is less of a problem.

When we built the 924, we also took into consideration that some of its drivers might have to get started on cold, snowy mornings. So we equipped it with a transistor ignition that fires extremely hot, accurately and without hesitation.

Like all cars, the 924 occasionally requires maintenance and repairs. And when that happens, you can take it to any of our authorized Porsche+ Audi dealers throughout the U.S.A. Each is staffed with specially-trained mechanics who have special tools at their fingertips. And our entire parts inventory is computerized, to get you parts as quickly as possible.

So you see, the 924 is more than a beautiful sports car. It's also a responsive sports car. Responsive not merely to the conditions of the road, but to the needs of its owner, as well.





there's a removable roof panel.

If you like convertibles, you'll like a 924 with an optional removable roof panel even more. That's because we designed it in the Targa tradition. To offer you the best of a convertible without the problems.

To begin with, it's wind-resistant. The 924's aerodynamic design practically eliminates the wind blast that usually occurs when driving at high speeds, with the top down. So you can converse with your passenger or listen to the radio at a normal volume.

Secondly, the panel is made of the same steel that the rest of the roof is made of. Which, unlike conventional convertible tops, can't fade or tear. And, unlike many conventional convertibles, when the top is in place, the passenger compartment is fully sealed, with heat and air conditioning remaining inside, where they belong.

Unlike conventional convertibles, the rear window is made of glass, not plastic. So it can't yellow. And it has a built-in heating element that gives you good visibility in all kinds of weather.

Finally, removing the roof panel is a snap of four latches. Anyone can do it in about a minute, and store it snugly in its own envelope in the hatchback. And should an unexpected shower come up, it snaps on again just as fast.

So you see, a 924 with a removable roof panel gives you more than the feeling of freedom you get in a convertible. It also gives you the feeling of security you get in a coupe. Add to these the fact that you're driving a Porsche, and, you'll get the best feeling of all.







Porsche possible. Even equipped the way you like it.

Let's face it. The 924 is not an inexpensive car. But it's less than you might expect to pay for a Porsche.

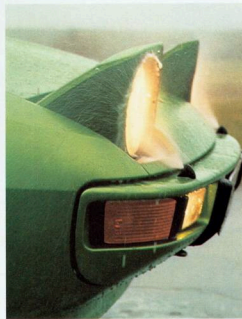
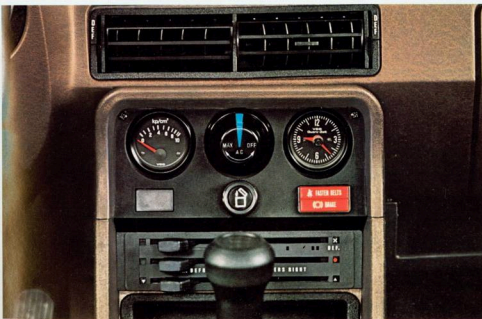
It offers you great performance. Outstanding quality. Fabulous comfort. Good gas mileage. And you can personalize it, by adding any or all of the following options.

A fully-automatic transmission. That's right, now you can enjoy a Porsche without shifting and clutching.

A rear window wiper that keeps the hatch-back clear, giving you good visibility on those rainy, snowy or foggy days.

If you like traveling music, why not add a stereo radio? There are three speakers in the passenger compartment which let you travel surrounded by music. Or you may want to add a headlight washer. Or Porsche air-conditioning.

Why not ask your dealer to show these and our other options and accessories to you? And how to take one of our 924's and make it your own.







looks the way it does. And why it's different, not only from other cars, but from other Porsches, as well.

You know about the care that went into its assembly. That it performs extremely well, both on city streets and open roads. And that it's sporty. Comfortable. And economical to drive.

But reading can only tell you so much. The best way to find out all about the 924 is to get behind the wheel of one.

And that's exactly what we'd like you to do now. To go to your nearest Porsche+Audi dealer and see and drive Porsche's newest Porsche, first hand.

After all, you know so much about the 924 already, don't you think it's time you met?

Your Porsche dealer will be glad to discuss with you the standard equipment furnished on each Porsche model as well as the options which may be selected to help personalize your Porsche.

Some of the vehicles and equipment shown or mentioned in this catalog may not be available in some areas. We reserve the right to make specification and equipment changes without notice.

© 1976 Porsche+Audi Division,
Volkswagen of America, Inc.
33-76-76011 Printed in Germany.
SVA Ludwigsburg