

DATSUN NEWS



Volume 4 Number 9

Nissan Motor Co USA, 137 Alondra Blvd., Gardena, Calif.

September, 1968





Mr. G. R. (Jack) Beam, Service and Parts Representative for the States of Idaho, Montana and Utah.

Married, two children, living in Boise, Idaho. Has an excellent background in the automotive and equipment field as an instructor, service representative and service manager.



Mr. Fred M. Abbott, Datsun Service Instructor and Representative.

Formerly auto instructor for Los Angeles and Glendale school districts. Graduated from Massachusetts State Teachers, holding teacher's credentials in California as well as other states. Married, has three children, owns home in La Canada.

graduation certificates mean something," Wiley said.

In addition to the two full-time service schools, 13 representatives in the Western Division and a soon-to-be like number in the Eastern Division bring factory training to the dealerships. This training effort, now four years old, is a continuing course of instruction, updating techniques in keeping with latest manual revisions.

"Both these programs are designed to ease the bad service stigma imports suffered a few years ago," Wiley said. "Now that we have such a complete stock of parts the country over, we'd better have qualified people to install them. And we do!"



Mr. James D. Ross, Service and Parts Representative, covering the Northern section of Los Angeles County, Ventura, Santa Barbara, San Luis Obispo, and Kern Counties.

Married, has three children, living in Paramount, California. Has a long history as a highly qualified automotive technician; having served as a service manager, parts manager and service representative for another company.



NISSAN NEWS

By Y. KATAYAMA

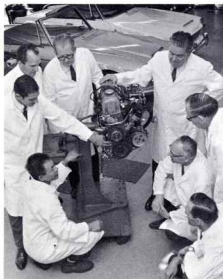
President, Nissan Motor Corp. in U.S.A.

I am happy to report to you that a total of 5,014 cars and pickups were sold during the month of July, setting a new sales record. That's a 25% increase from the same month a year ago.

This remarkable sales effort is the more praiseworthy since, as you know, very few smog and safety equipped cars arrived in the U.S. during the first three months of this year. Now, at last, I can say to you that the shortage of cars in most parts of the country is over.

We may also take proud bows for the fact that in July the number of Datsun cars in the U.S. passed the 100,000 mark. And probably over 90 percent of the Datsuns sold since 1958 are still in service!

Pleasant as it is to pat our backs, we must continue to keep a shoulder to the wheel. There is growing competition from abroad and from within the U.S. It is up to all of us in the Datsun Family to look forward with determination and conviction to new sales success in the coming months!



Left to right: Mazakazu Samishima, Fred Abbott, Jack Beam, Emmett Yeats, Lee Wylie, Jean LaPlant, Walt Capps, Jim Ross.

PL510 Technical engine school instruction being conducted by Mr. Fred Abbott during one of the many Datsun service training schools that are held nationally for Datsun dealer personnel.



GRAND PRIZE GETS READY

Balboa Motor Sales eased its Datsun Pickup... grand prize for the Islandia Fishing Derby... into a choice spot down by the boats.

The Chula Vista Datsun agency wants it known that they do try harder... successfully. Though the hue and cry of other exhibitors bunched on the periphery may make it impossible for the wily Balboa boys to push their product into such isolated prominence again.

the world's
best
\$2,000
car

DEALER HAPPENINGS



INSURANCE COMPANY KNOWS A GOOD DEAL

Mr. Victor C. Joyce, District Manager of the Independent Life Insurance Company (left) accepts keys to his second 1968 Datsun sedan, purchased from Mr. Pearl Balsinger, owner of Balsinger Motor Sales.

Joyce's assistant secretary researched the market and bought herself a Datsun. Seeing it in the company parking lot was enough to sell the boss.

"Proves that one satisfied customer **does** lead to another," Balsinger said.

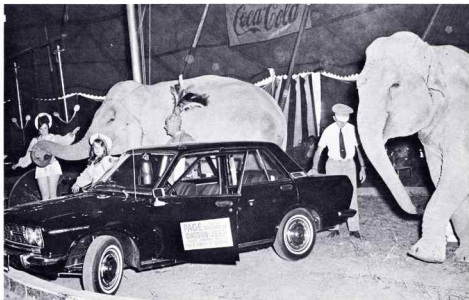


SUNSET, MOON AND STARS

Sunset Magazine rep Gus Norton (R) discusses Datsun's current series of Sunset full-page ads with Moon Imports partner Mike McKenna.

It's all in keeping with Datsun Ad & Sales Promotion Manager Mayfield Marshall's magazine exposure campaign.

"Nissan wants to create an umbrella for Datsun," Marshall said. "We are using magazines to position the product. In my opinion, they are the most efficient way to sell new car customers."



DATSUN UNDER THE BIG TOP

When the circus came to Banning, Calif., Page Auto Exchange's Datsun sedan appeared in every performance. No trapeze tricks or tight rope walking, of course. But the daring young Datsun, loaded with five girls and fol-

lowed by elephants, did lead the parade around the rings.

The act was capped by a clown midget popping out of the trunk. (The Datsun's trunk, not a pachyderm's.) Attendant in the picture is just about to release the surprise.



SHOPPING CENTER DISPLAY SELLS!

Rothrock Motor Sales hit the bonanza button with an impressive exhibit at Whitehall Mall, the Lehigh Valley's largest shopping center.

Agency owner Bruce Rothrock backed his first rate display with newspaper and radio ads around his

Fullerton, Pa. community. The winning combination generated a lot of traffic... plus... at least 8 actual sales.

Just proves what proper planning and promotion can do. Congratulations, Bruce!



DATSUN COMES TO TUPELO

Fred Strange Motor Company, Inc., for five years a franchised Volkswagen dealer in Tupelo, Miss., is bringing Datsun trucks, passenger and sport

vehicles to another booming South/Central area.

Owner Fred Strange has long experience with Dodge trucks as well as with Volkswagen in Texas.

Expansive facilities are at 811 Varsity Drive.



GOOD FORTUNE FOR DRAGONETTI MOTORS

During its first anniversary promotional celebration, Dragonetti Motors, San Mateo, Calif., had two nifty Nisei lassies sparking the scene. One of them passed out fortune cookies, probably with slogans like... "There's a sleek, shiny Datsun in your future" ... "Help! I'm trapped in a tiny European import" ... or ... "Pick a car(d). Dragonetti's dealing!"

STALLINGS MOTORS ROLLS WITH DATSUN

L. E. Stallings, president of Stallings Motors, Inc., has added Datsun's full line to his Pontiac, Buick and GMC truck dealership in Globe, Arizona.

Twenty-two years of service in every



ONE-A-DAY PACE FOR NEW DEALER

Murphy Datsun in the Cedar Rapids suburb of Marion, opened May 9. That day and next he retailed one new car to interested Iowans. Dealership features ample storage and display space with a full stock of Datsuns for city and rural use.

phase of car agency operation stand behind Stallings and his expanded agency.

Dealership operates from 8 a.m. to 8 p.m. seven days a week. **The Arizona Record** in Globe, and **The Arizona Silver Belt** in Miami, Arizona, will feature Stallings' Datsun advertising.



4 MILLIONTH DATSUN ROLLS OFF NISSAN LINES

Establishing a new record for Japan's automobile industry, Nissan Motor Co., Ltd. on June 14, 1968 had produced 4,000,000 Datsun vehicles.

Between 1933 and 1962, 1,000,000 Datsuns were produced. Another 1,000,000 were built through March 1965. The third million by March 1967. The fourth million took only the following 15 months to produce.

Our 570 dealers can be proud. More and more Americans are enjoying Datsun quality and economy.

DATSUN DEALER NETWORK EXPANDS TO RECORD NUMBER

Mr. Y. Katayama, President of Nissan Motor Corp., in the U. S. A., has announced the addition of 15 new Datsun Dealers during May and June. Datsun Dealerships, including a high percentage of exclusive Datsun Dealers, now total well over 570.

June of 1968 represented an historical milestone in Datsun's production. The 4 millionth car rolled off the line in Japan, a result of the growing demand of Datsun vehicles around the world.

The newest Dealer additions include:
ARKANSAS

The Ponderosa—Hot Springs
CALIFORNIA

East Side Motors—E. Los Angeles
GEORGIA

Cone Motors, Inc.—Thomasville
ILLINOIS

Ray Motors—Chicago
INDIANA

Ernie Weyl Sales—Connersville
MAINE

Lewiston Auto Sales—Lewiston
MISSISSIPPI

Covington Auto Sales Co.—Jackson
NEW YORK

Robert F. Pump Imports, Inc.—
Schenectady

OHIO
Bill Swad Datsun—Columbus

Joe "D" Auto Sales—Newbury
OREGON

Jack's Datsun Sales—Salem
PENNSYLVANIA

Gateway Motors, Inc.—Norristown
Fred Schuler, Inc.—Wilkes-Barre

East End Motors—York
TEXAS

Trophy Datsun—Dallas



MAIDEN VOYAGE FOR BLUEBIRD MARU

Datsun's third super carrier pulled into Los Angeles, July 5, inaugurating yet another step in delivering sufficient Datsuns to our dealers.

The Bluebird Maru, like sisterships Oppama Maru and Zama Maru, is specialized, highly-automated, and capable of unloading up to 1200 cars quickly on ramps. Just as speedily she takes on grain cargoes for the Far East.

AD CORNER

How about a corner of our little journal for some of the best dealer ads? If you have come up with a real strong puller for your dealership, send it along to us.

Every issue we'll run one so that all of our fellows can share the wealth of effective, workable ideas.

Here's the first in the series. A gutsy, informative, big-impact full page run by Kenney-Bowling Auto Centers in the Lawton, Oklahoma Constitution. It did the job. Send us yours.

"WE APOLOGIZE"

Due to the tremendous popularity of the 1983 Datsun, demand has far exceeded the supply and the shortage has been felt by Datsun dealers nationwide.

We are happy to announce the shortage is being remedied and that in the future we will indeed be able to offer you a hot drive in the world of your choice.

For a free "no obligation," "no strings" test drive and inspection of any of our Datsuns. Simply bring Friday, please call 503-2283 and one of our car-less salesmen will call for you.

the big DATSUN difference

2246

OPINIONS ON A KEY AND SMALL CHANGE!

DATSON

Sales, Parts and Service Good 'n' Good!

DATSON

2841

Now, We Have EVERY MODEL ON DISPLAY!

All new for 1983!

the big DATSUN difference

VALUE CAR OF THE YEAR!

2600 cc. Overhead Cam Engine

Independent Rear Suspension

Safety Front Disc Brakes

Washable-Tip Fresh Air-System

Automatic Transmission

1996

the big DATSUN difference

1795

SEE THE '83 DATSUNS ON DISPLAY IN THE PATIO AREA OF THE HOLIDAY INN

SATURDAY & SUNDAY 10:00-6:00

DATSON

DATSON

3073

KENNEY-BOWLING AUTO CENTERS
26 E. - 503-2283

OFF-ROAD DRIVING SCHOOL

The Bob Bondurant School of High Performance Driving is including a Four Wheel Drive course for people who can't stand pavements. That would include all Datsun Patrol people, of course.

Bill McKenna instructs, and will ready-up anybody for the next Las Vegas 7-11 Off Road Race, or an overland safari from, say, Needles to Reno.



SINGLE AXLE WONDER

Datsun's #33 truck, with the driving team of Spencer Murray & Ralph Poole at the wheel, charged farther than any other 2-wheel drive vehicle in the tough Las Vegas 7-11 off-road race.

Murray & Poole, record holders in the Tijuana-La Paz course, toiled the rugged Datsun 171 of the 300 miles.

Race was run in June under sponsorship of the National Off Road Racing Association. Jim Garner and Steve McQueen were among the competitors.



EXECUTIVE MEETING AT DATSUN NATIONAL HEADQUARTERS

Top Executives of Nissan Motor Corp. met at the Company's National Headquarters in Gardena, California on June 25-27. Mr. Y. Katayama, President; Robert O. Link, Western Sales Manager; and Mayfield Marshall, National Advertising Manager hosted the meeting.

Representing the Western Division

were Datsun Regional Sales Managers and District Managers as well as Parts & Service Managers and representatives. The Eastern Division of Datsun was represented by Executives of the Parts & Service Departments.

Sales Advertising and service activities were reviewed and plans were discussed for the balance of 1968.



DATSUNS SCORE BIG WIN IN 5TH JAPANESE GRAND PRIX

The premier auto racing event in Japan is best compared in importance to the Indianapolis 500 in the United States. Entrants work all year long readying racers for the event. This year saw the development of a number of new cars specifically designed for the race. An all-out 3 liter Toyota was a complete departure from the usual 2 liter engine size. Datsun's answer was the Datsun R-381, a development of their earlier record set-

ting vehicle, the R-380.

The Datsun R-381 is a prototype rear-engined racer with a 5.5 liter engine developing 450 horsepower and capable of 198 miles per hour. The car incorporates a unique aerostabilizer with an unusual split-fin feature.

Besides the Datsun and Toyota entries, the Japanese Grand Prix field included Porsche 910 and a number of Group 6 Lolas. Among the Datsun

entries were both the new 5.5 liter engine car and the older R-380 2 liter cars.



During qualifying, Takahashi, driving a Datsun R-381, established himself as the favorite by taking the pole position. The eyes of the over 100,000 spectators were upon him as the race got the green flag shortly after 2 p.m.

M. Kitano, who had qualified second in his Datsun R-381, led into the first turn, closely by pole-sitter Takahashi, Tanaka in a Lola and Ikusawa in a Porsche 910. The order remained the same for 5 laps before Takahashi and Tanaka dropped Kitano to third. A lap later, Kitano slipped past Tanaka in the Lola, to regain second behind the flying Takahashi.

Now in firm command of first and second the two Datsun R-381's opened up their lead on the rest of the field. Midway through the race, Takahashi in the lead Datsun dove into the pits and failed to return, leaving Kitano with a commanding lead.

The increased pace finally resulted in all three of the new Toyotas dropping from the race.

When the checkered flag came out it was Kitano in the Datsun—first with better than a full lap. In second spot, Ikusawa in a Porsche 910. Third, 4th and 5th were Kurosawa, Yokoyama and Ohishi, all driving Datsun R-380s with the 2 liter engine. Sixth place went to Sunako in a Datsun R-381, giving Datsun five out of the first six places. A staggering win.

Interestingly enough Datsun winner Kitano had made a brief visit to the U. S. late in 1967 to do some performance tests on the Datsun R-380 2 liter car on many of the American tracks such as Riverside Raceway and Bridgehampton.

With Honda already deeply involved in International Formula 1 racing, it will be interesting to see what will happen with our obviously competitive Datsun Group 7 cars.



TWO DATSUNS SURVIVE EAST AFRICAN SAFARI RALLY ONLY 7 OUT OF 92 CARS FINISH

The most fiendishly devised test of automotive stamina has to be the Annual East African Safari Rally. The virtually impossible rally runs 3,125 miles through Kenya, Uganda and Tanzania, from sea level to 8,856 feet, continuously for five days and five nights.

This year, five days of driving rain turned the course into a 3,125 mile sea of mud.

92 cars started the rally. Two of the seven that made it were Datsuns. One was driven by two women. The Datsun Team drivers that finished were: S. Joginder and B. M. Smith in one car, and Mrs. C. L. Cardwell and Mrs. G. I. Davies in the other, the latter receiving the Coupes des Dames award.

A record number of Japanese cars entered this year's event, including four Toyota Coronas and one Daihatsu Berlina.

Besides the Datsuns that made it through the nightmare, there were two Peugeots, two Ford Cortinas and a Triumph.

RESULTS

16TH ANNUAL EAST AFRICAN SAFARI

Team	Car	Points lost
1. N. Nowicki/P. Cliff	Peugeot 404	686
2. P. Huth/I. Grant	Ford Cortina	
	Lotus	708
3. K. Mandeville/S. Allison	Triumph 2000	752
4. M. Armstrong/D. Paveley	Peugeot 404	774
5. J. Singh/B. Smith	Datsun 2000	904
6. R. Ulyate/M. Wood	Ford Cortina	
	GT	904
7. Mrs. L. Cardwell/ Mrs. G. Davies	Datsun 2000	1158

JAPANESE NATIONAL PASTIME

Baseball has moved Channel 6, KHQ-TV nightly movies back to 10 p.m. Spokane viewers can watch local diamondites, then catch lively Datsun commercials during the flicks that follow.



Five able lassies went swingin' down the lanes at San Antonio's WIBC tournament and picked up all the marbles for sponsoring Seabreeze Motors in Daytona Beach.



The Datsun Owners Club buzzed in for the Loyalty Day Parade at Gardena.

Frank Trudelle snapped one car full of celebrants at the assembly point.



LA County Supervisor Kenneth Hahn test rides the candidate's seat in a drive-by at recent South Bay Area event in Los Angeles.



DATSUN

P.O. BOX 191
GARDENA, CALIF.

STAMP