

After years of building mid-engined sports cars for the track, we built one for the street.

For years we've been racing mid-engined Porsches. Like the 904. The 908. And the Can Am 917. And every time we raced we learned something new that we could put to work for us in the next race. One of the things we learned was that an engine in the middle makes a car very versatile. Extremely well balanced. Makes it corner well.

So in 1969 we took this idea and some of the other lessons we learned on the track and put them to work in a mid-engined Porsche for the street. The 914.

Today, 100,000 have been sold throughout the world. That's over 100,000 people who drive our 914 in cities, towns, to and from their jobs. Which just goes to show that even if you don't race, you can still be a winner with a mid-engined sports car.





Performance is important in a race. But it's just as important for getting you home after the race.

One thing you can always expect from racing is the unexpected. Mile after grueling mile you learn how well a car handles. Or how badly.

After years of racing mid-engined Porsches we learned that an engine in the middle makes a car extremely maneuverable. Lets you corner easily. Decelerate more evenly (something that's just as important as acceleration) because the wheels carry a more equal load. These are a few of the ideas we passed on to the Porsche 914.

But in spite of its many track features, the thing you'll probably like most about the 914 is that you don't have to race to enjoy it. It's just plain fun to drive.

It's peppy. Goes from 0 to 60 in 11 seconds. Yet was designed to cruise all day at autobahn speeds.

Shifting's fun with our quick and precise 5-speed gearbox. And electronic fuel injection feeds the engine the exact amount of gas it needs at all times.

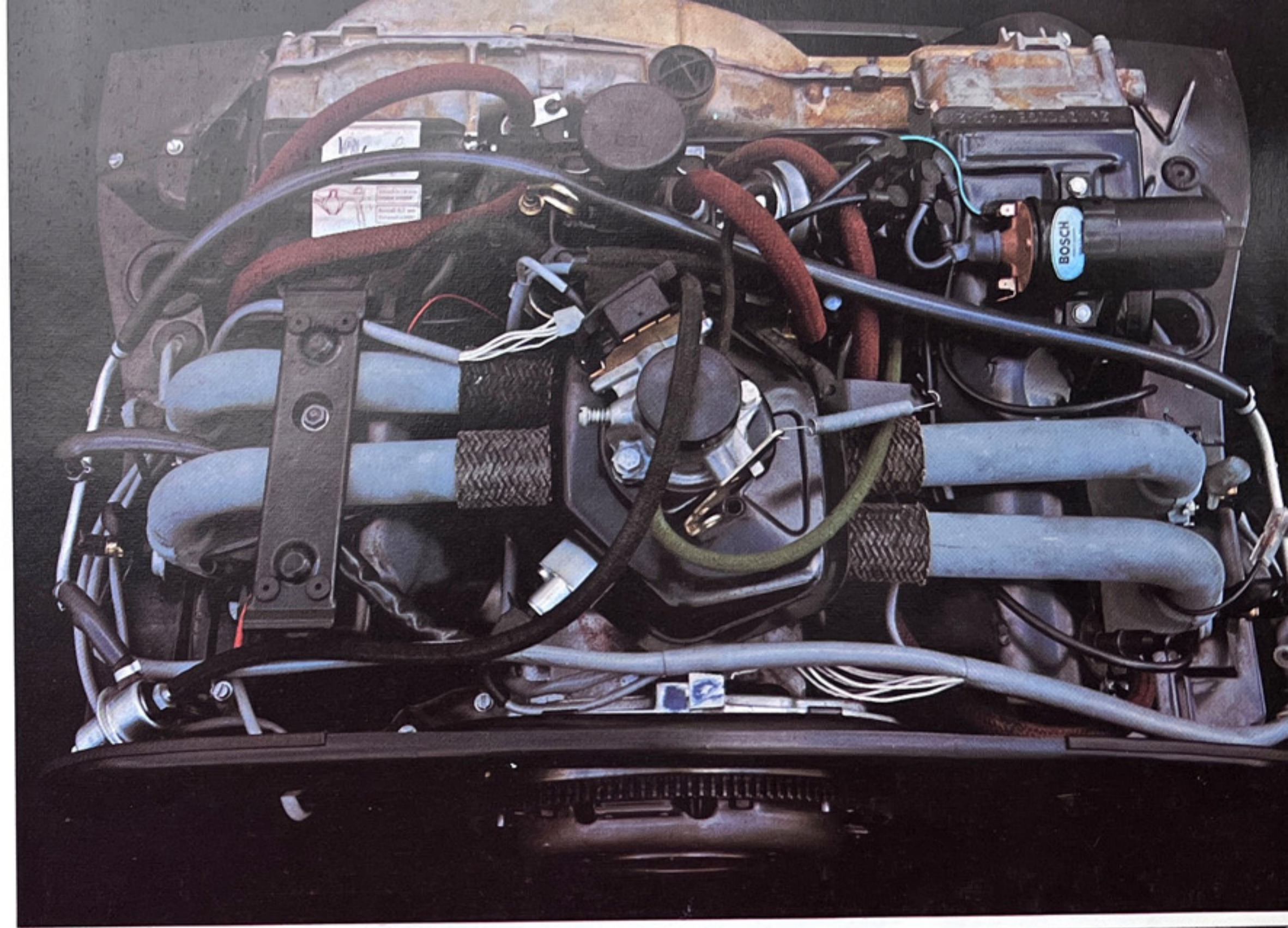
Rack-and-pinion steering, combined with 4-wheel independent suspension, lets you feel at home on almost every kind of road.

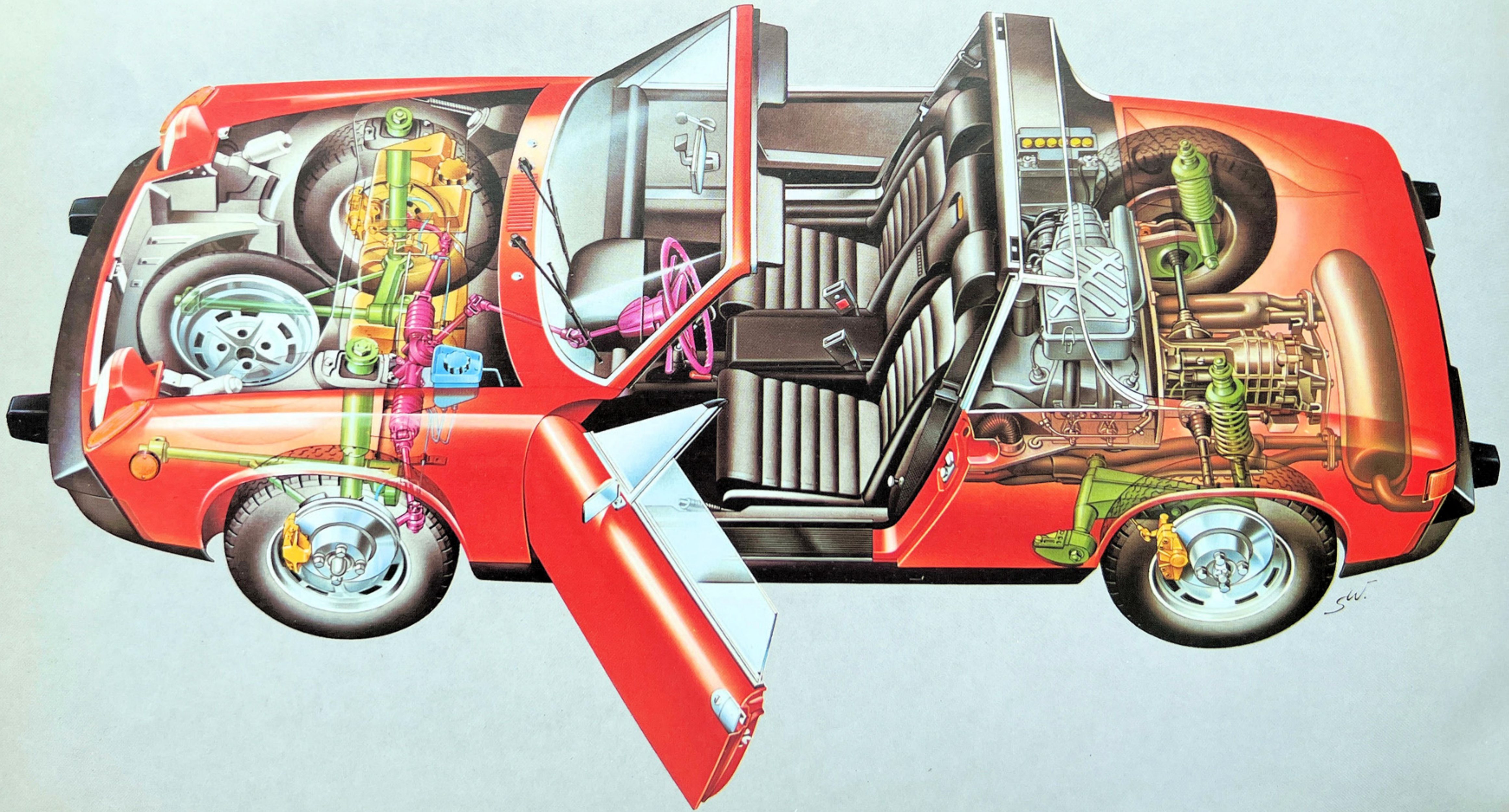
And for sure stops, we put disc brakes on all four wheels.

The 914 is practical too. Its lightweight air-cooled engine can't boil over or freeze up. It goes forever without water.

And if you're looking for economy, it gets about 26 miles to the gallon.

So take a sports car that's made a name in racing. Make it easy and fun to drive off the track, and what do you have? A Porsche 914. It's like having the best of both worlds.





SW.

We've spent thousands of hours making the Porsche a Porsche.

How do we make our 914 concept work as well as it does?

Constant testing and retesting. Making sure that countless parts work together as well as is humanly possible.

If you'd ever visit our test center you'd see what we mean.

You'd see Porsche engines tested on the dynamometer under various load conditions for hp and torque output. And in the freezing cold and searing heat of the climate chamber, to see how they will react in extreme temperatures.

You'd see 914s on the skidpad and the test track, where we test them to see how they handle on all kinds of surfaces and road conditions.

Every time we put a 914 through a test we learn something. And everything we've learned finds its way into the car you drive.







After we put the engine in the middle, we added two trunks. One in front and one in back.

One of the great frustrations of owning a 2-seater sports car has always been the lack of trunk space.

The Porsche 914 has two ways to beat that problem. One is a 6 cu. ft. trunk in front of the driver. The other is a 9 cu. ft. trunk behind the engine.

There are a number of reasons for so much trunk space. The first, of course, is the mid-engine placement. It leaves lots of room front and rear. The engine itself is built to save space. It's flat with horizontally opposed cylinders. And being air-cooled, it doesn't have a big, bulky radiator to contend with. Even the suspension is designed to take up less space in the luggage compartment.

But having two trunks isn't the only thing that makes our 2-seater unusual. Take a look at its fiberglass top. It comes undone in seconds by simply undoing four clamps. And it fits back in place again almost as fast. It weighs only 7 pounds and stores snugly in the rear trunk, hardly taking up any space.

In addition, the fiberglass top is waterproof and easy to clean. It can't rip or leak like fabric. Keeps noise out, and in wintertime, heat in. And the rear window is made of glass, so it won't yellow.

Being able to store the roof in the trunk is just another thing that makes the 914 more fun to drive than most other 2-seaters.

Of course, no argument is as convincing as the personal test.

So why not take one out. And open it up.

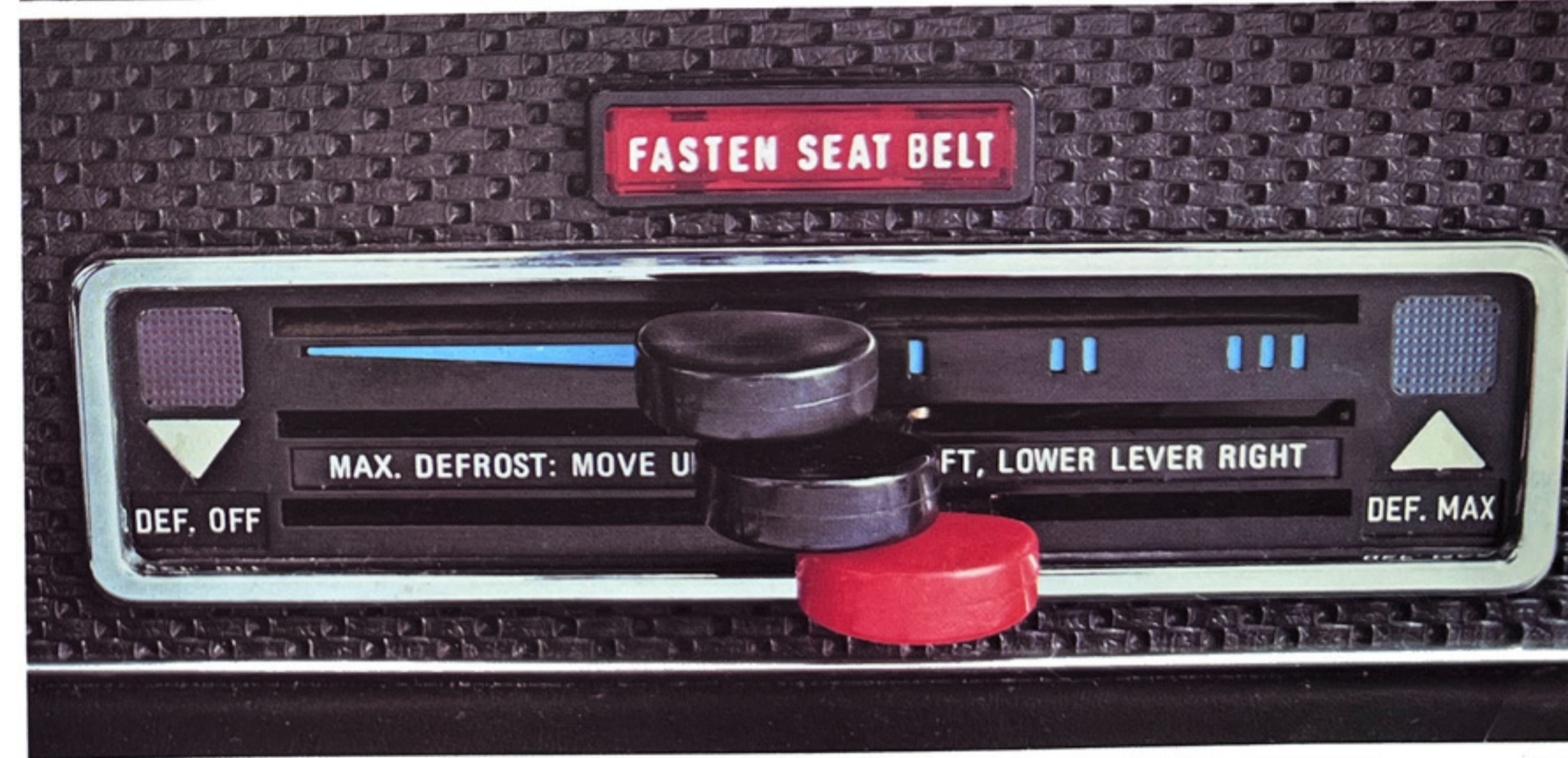




An unbelievable amount of space inside for your comfort.

The Porsche 914 is a 2-seater in the classic sports car tradition. But unlike classic 2-seater tradition, you don't need a shoehorn to wedge yourself into it. Its doors are big and wide. And there's enough headroom, shoulder room and hip room inside to handle just about anybody who comes along. Headroom, for instance, is 35.9". There's 54.2" of shoulder room. 57" of hip room—that's wider than a Rolls-Royce Silver Shadow! The seats slide back and forth, so you can stretch out just like a race driver. They're firm. Comfortable. And, to make driving even more comfortable, the driver's seat (not just the backrest) tilts up and down to four positions.

But there's more to comfort than seats. In every Porsche 914 there's a padded dashboard with easy-to-read instruments. A steering column with a turn signal switch, high beam, horn and windshield wiper/washer control built right on it. That way you can operate them without taking your hands off the wheel. In between the seats there's a console tray. Plus lots and lots of extra space. So when you're driving and shifting, you're not rubbing elbows and legs with your passenger. You see, we made our 2-seater very roomy and comfortable. Not because we're against two being company. But because we are against two being a crowd.





Now you can get our mid-engined sports car two ways. Sporty. And sportier.

Up till now we've been telling you about the Porsche 914 2.0 with a 2 liter engine. However, there are some people who like a sports car but don't require so much power. So for them we built the Porsche 914 with a 1.8 liter engine.

Whichever Porsche you like best, the 914 2.0 or the 914, you can make it sportier by adding our optional performance group, appearance group or both.

If you add the optional performance group, we'll equip your 914 with stabilizer bars in the front and rear—that's to give you surer cornering. A new front spoiler for improved high speed handling. And forged light-weight alloy wheels to further reduce unsprung weight.

Choose our optional appearance group and you'll get a center console with a voltmeter, time clock and oil temperature indicator built into it. You also get a tight-grip sports steering wheel. A leather boot for the shift lever. A two-tone horn. And, on the outside, fog lights built into the bumpers.

Of course, there are other options in addition to our two groups. Air-conditioners. Radios. Ski-racks. And lots more.

Ask your Porsche dealer to show them to you. He knows all about sports cars. And how to make them even sportier.

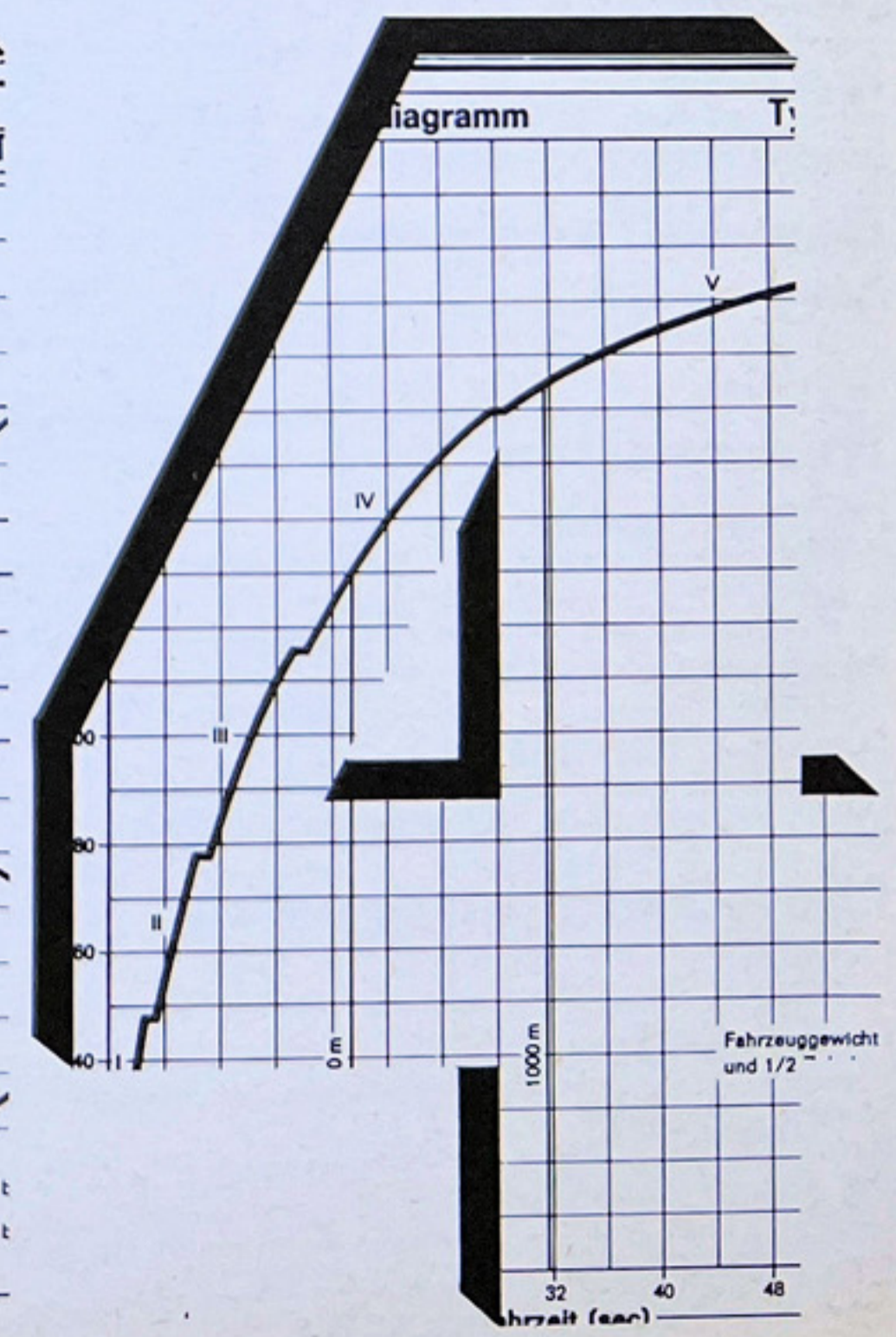
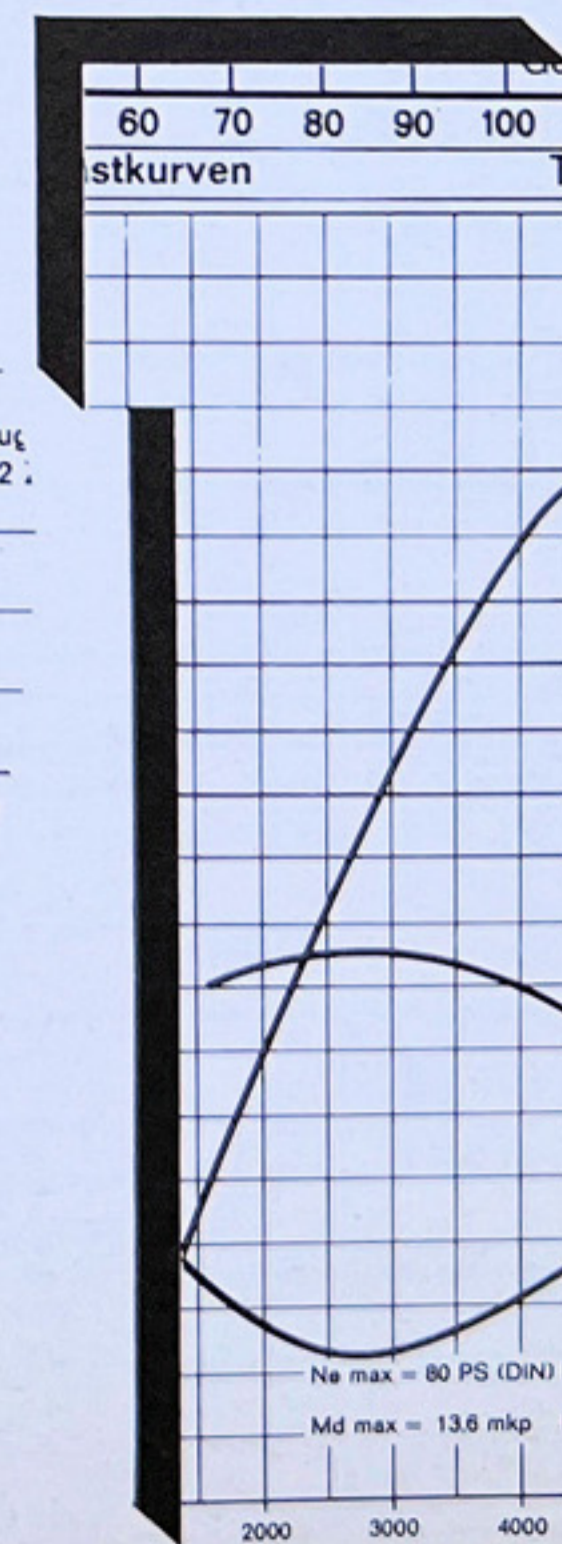
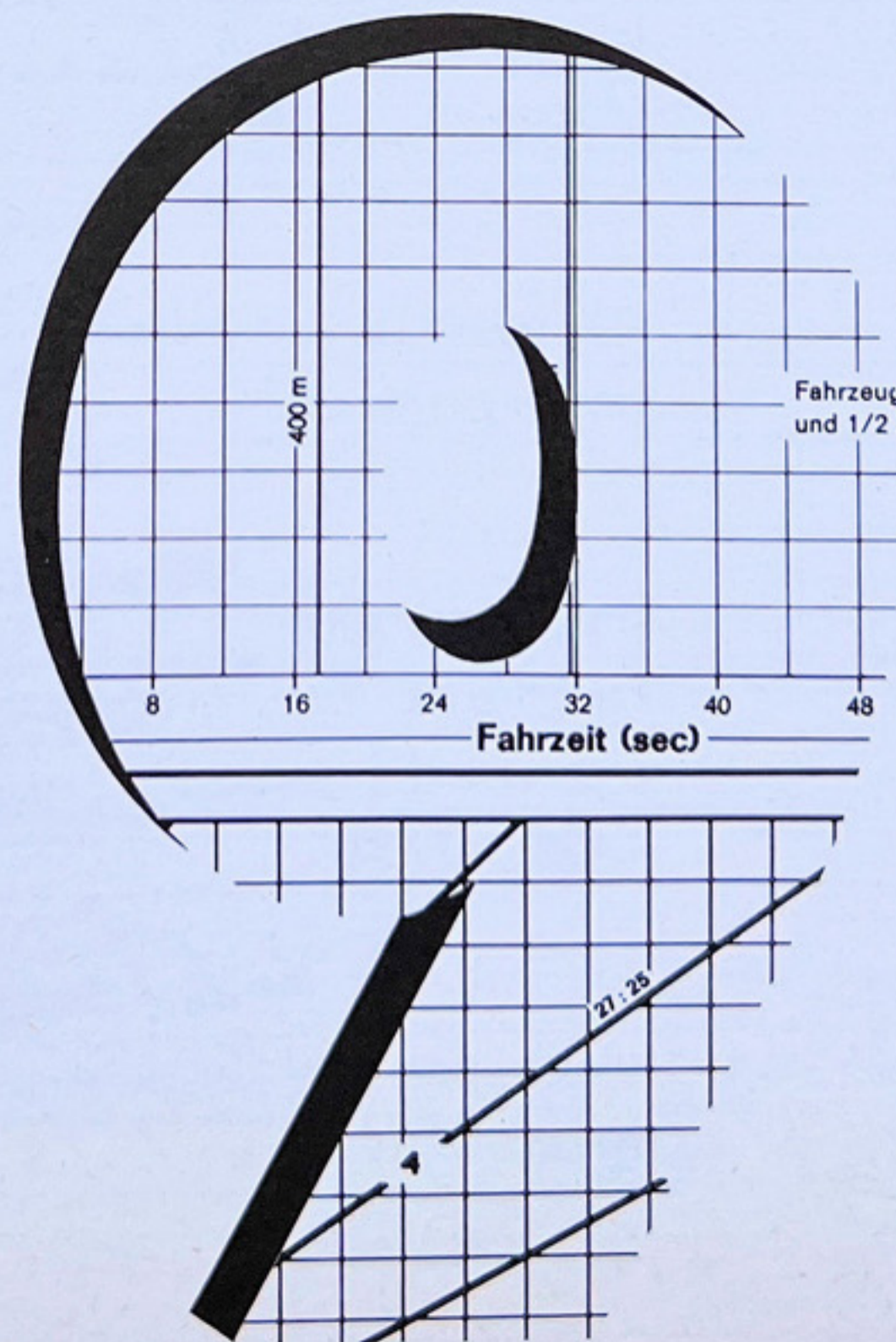


The Porsche 914. Now that you've read about it, come in and drive it.

It's one thing to read about how well a car performs. How comfortable it is. And what you get with it. But it's something else to actually drive it.

That's what we'd like you to do now. Come into our showroom and pick out a mid-engined Porsche. Sit in it. Take a look at the engine. Give it every kind of test. But make sure you also give it one for the road.

The Porsche 914. Technical Data. 1974



1974 Porsche	914	914-2.0
Engine		
Number of cylinders	4	4
Bore/stroke	93/66 mm (3.66/2.60 in.)	94/71 mm (3.70/2.79 in.)
Displacement	1795 ccm. (109.5 cu. in.)	1971 ccm. (120.3 cu. in.)
Compression ratio	7.3:1	7.6:1
Output-DIN/SAE net	76/72,5 at 4800 rpm	95/91 at 4900 rpm
Maximum torque	13.0 mkg (94.0 ft. lbs.) at 3400 rpm	15 mkg (108.5 ft. lbs.) at 3500 rpm
Specific output-DIN (SAE net)/liter	42 (41) HP/ liter	48 (46) HP/liter
Engine design		
Type	Horizontally opposed, 4-stroke cycle, air-cooled	
Cylinders	cast iron	cast iron
Cylinder heads	light alloy	light alloy
Valve arrangement	overhead, parallel	overhead, parallel
Valve operation	central camshaft, pushrods and rockers	central camshaft, pushrods and rockers
Camshaft drive	gear pinions	gear pinions
Crankshaft	4 main bearings	4 main bearings
Cooling blower drive	mounted direct on crankshaft	mounted direct on crankshaft
Lubrication	forced circulation	forced circulation
Fuel supply	electric fuel pump	electric fuel pump
Mixture preparation	electronic fuel injection	electronic fuel injection
Electrical equipment		
Alternator/Battery	700 watt/12 volt - 45 amp/hour	700 watt/12 volt - 45 amp/hour
Ignition	battery and coil	capacitive discharge (CD)
Transmission		
Engine location	mid-engine, located in front of rear axle	
Clutch	single, dry plate	single, dry plate
Manual gear box	Porsche baulk synchromesh	Porsche baulk synchromesh
Number of speeds	5 forward, 1 reverse	5 forward, 1 reverse
Rear axle ratio (number of teeth)	4.429:1 (7/31)	4.429:1 (7/31)
Chassis and suspension		
Frame	molded-steel box section frame welded to self-supporting steel body shell	
Front suspension	wishbones and shock absorber struts	wishbones and shock absorber struts
Front springs	torsion bars	torsion bars
Rear suspension	semi-trailing arms	semi-trailing arms
Rear springs	coil springs, hollow rubber auxiliary springs	

1974 Porsche

914

914-2.0

Chassis and suspension

Shock absorbers	telescopic, double-acting	telescopic, double-acting
Foot brake	4-wheel disc brakes, dual circuit	4-wheel disc brakes, dual circuit
Hand brake	mechanical, operating on rear brakes	mechanical, operating on rear brakes
Brake disc diameter - front:	281 mm (11 in.)	281 mm (11 in.)
rear:	282 mm (11.1 in.)	282 mm (11.1 in.)
Effective friction area	180 cm ² (27.9 in. ²)	180 cm ² (27.9 in. ²)
Rims	5 ¹ / ₂ Jx15 steel	5 ¹ / ₂ Jx15 steel
Tires	165 SR 15 tubeless	165 HR 15 tubeless
Steering	ZF rack and pinion	ZF rack and pinion

Capacities

Engine oil	3.5l (3.7 US qts)	3.5l (3.7 US qts)
Fuel tank	62l (16.4 US gals)	62l (16.4 US gals)
Windshield washer reservoir	approx. 2.5l (2.6 US qts)	approx. 2.5l (2.6 US qts)

Dimensions

Wheelbase	2450 mm (96.8 inches)	2450 mm (96.8 inches)
Track - front:	1343 mm (52.9 inches)	1343 mm (52.9 inches)
rear:	1383 mm (54.4 inches)	1383 mm (54.4 inches)
Length/width/height (unladen)	4095/1650/1230 mm (161.2/65/48.4 in.)	4095/1650/1230 mm (161.2/65/48.4 in.)
Ground clearance (loaded)	130 mm (5.1 inches)	130 mm (5.1 inches)
Turning circle diameter	11 m (36 feet)	11 m (36 feet)
Luggage compartment - front:	160l (5.7 cu. ft.)	160l (5.7 cu. ft.)
rear:	210l (7.4 cu. ft.)	210l (7.4 cu. ft.)

Weights

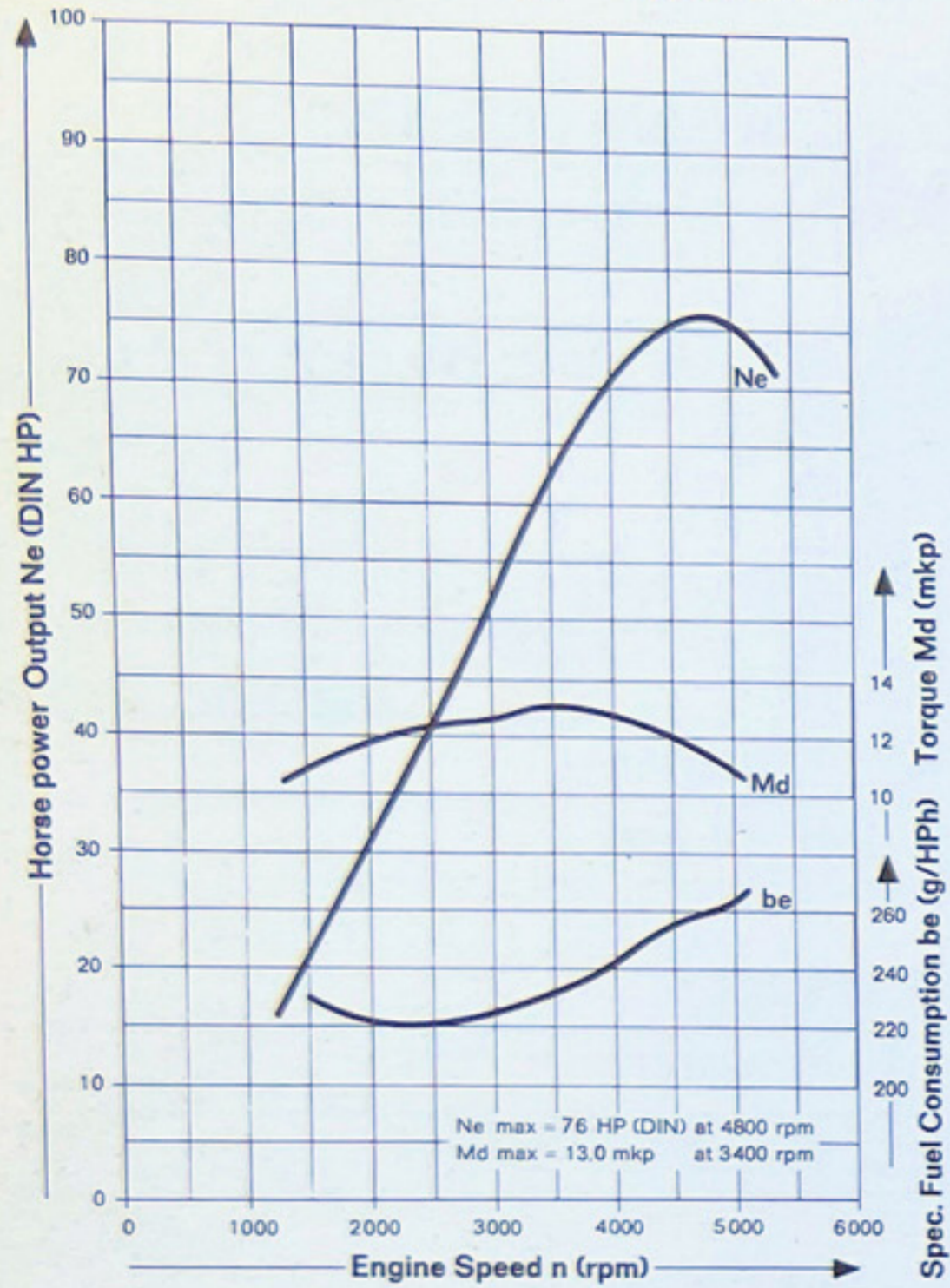
Unladen weight (DIN standard)	970 kg (2139 pounds)	970 kg (2139 pounds)
Permissible gross weight	1220 kg (2690 pounds)	1220 kg (2690 pounds)
Permissible axle load - front:	650 kg (1433 pounds)	650 kg (1443 pounds)
rear:	650 kg (1443 pounds)	650 kg (1443 pounds)

Performance

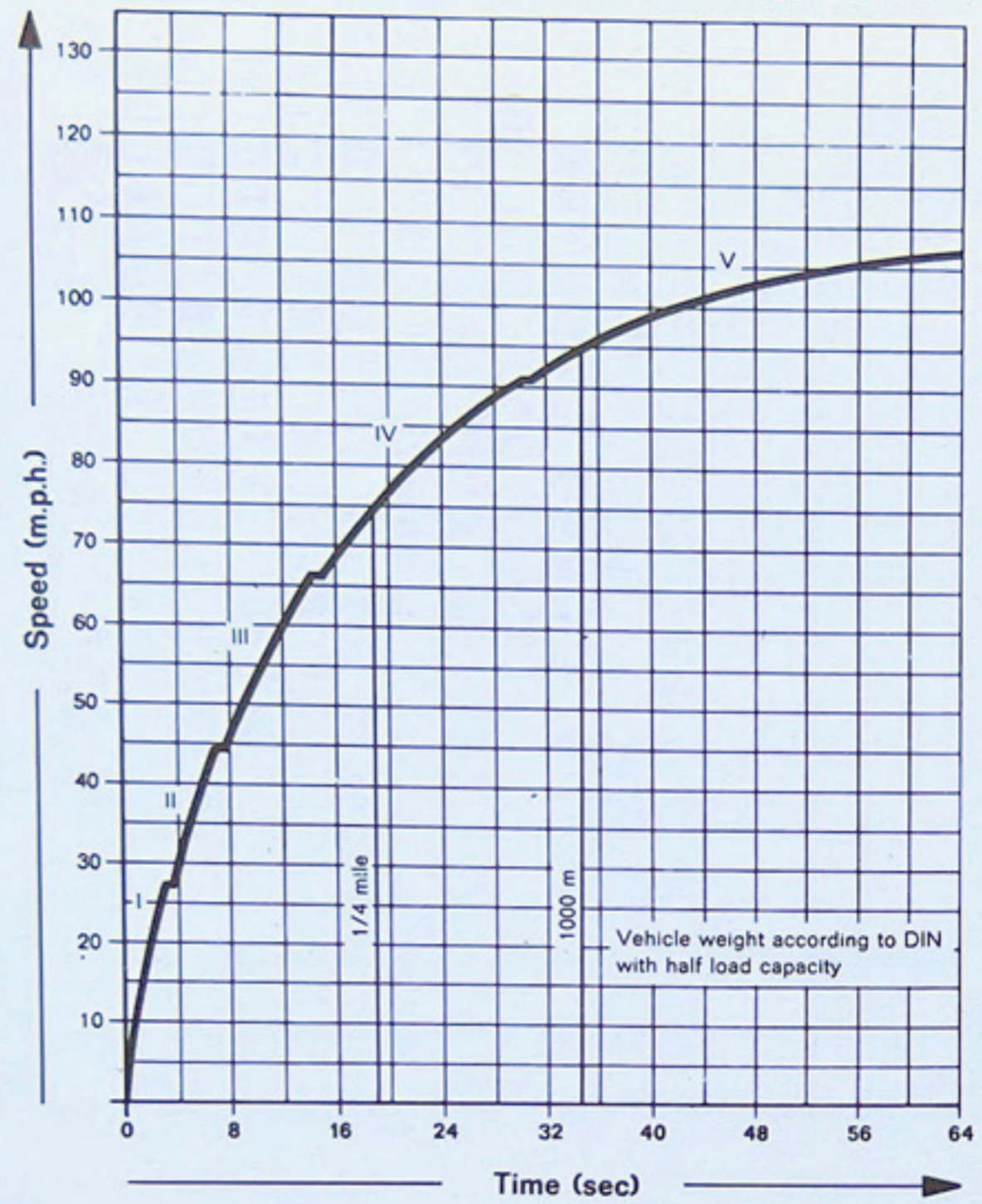
Maximum speed	173 km/h (107 mph.) approx.	185 km/h (115 mph.) approx.
Acceleration 0-100 km/h (0-62 mph.) at DIN unladen weight + 1/2 payload	14 seconds	11 seconds
Fuel consumption (average)	approx. 12l/100 km (19.6 US mpg)	

All specifications subject to change without notice

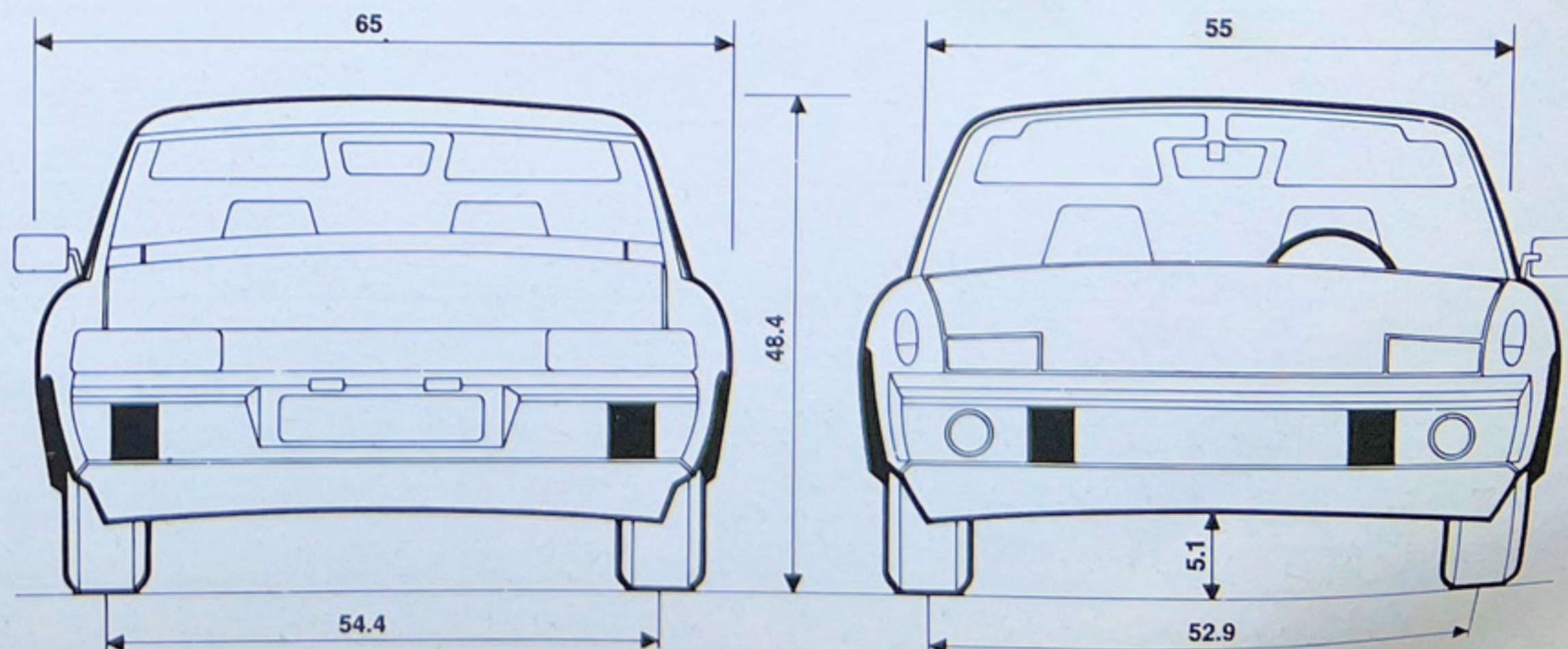
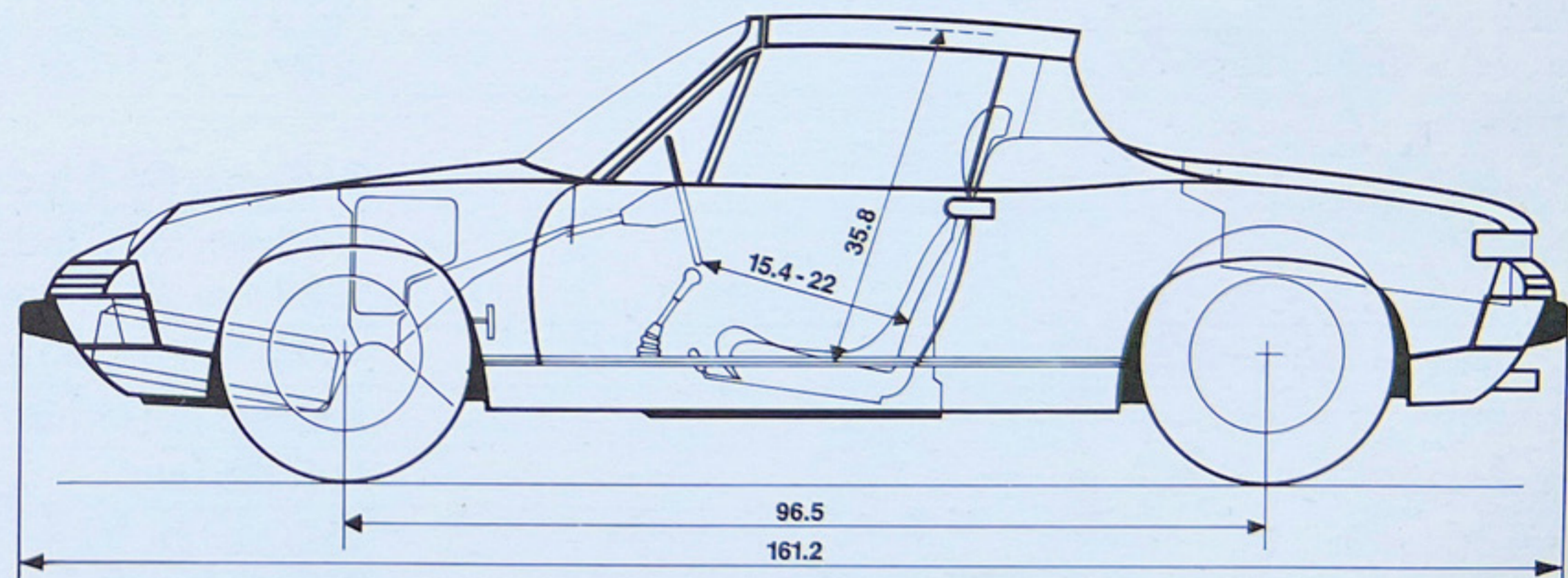
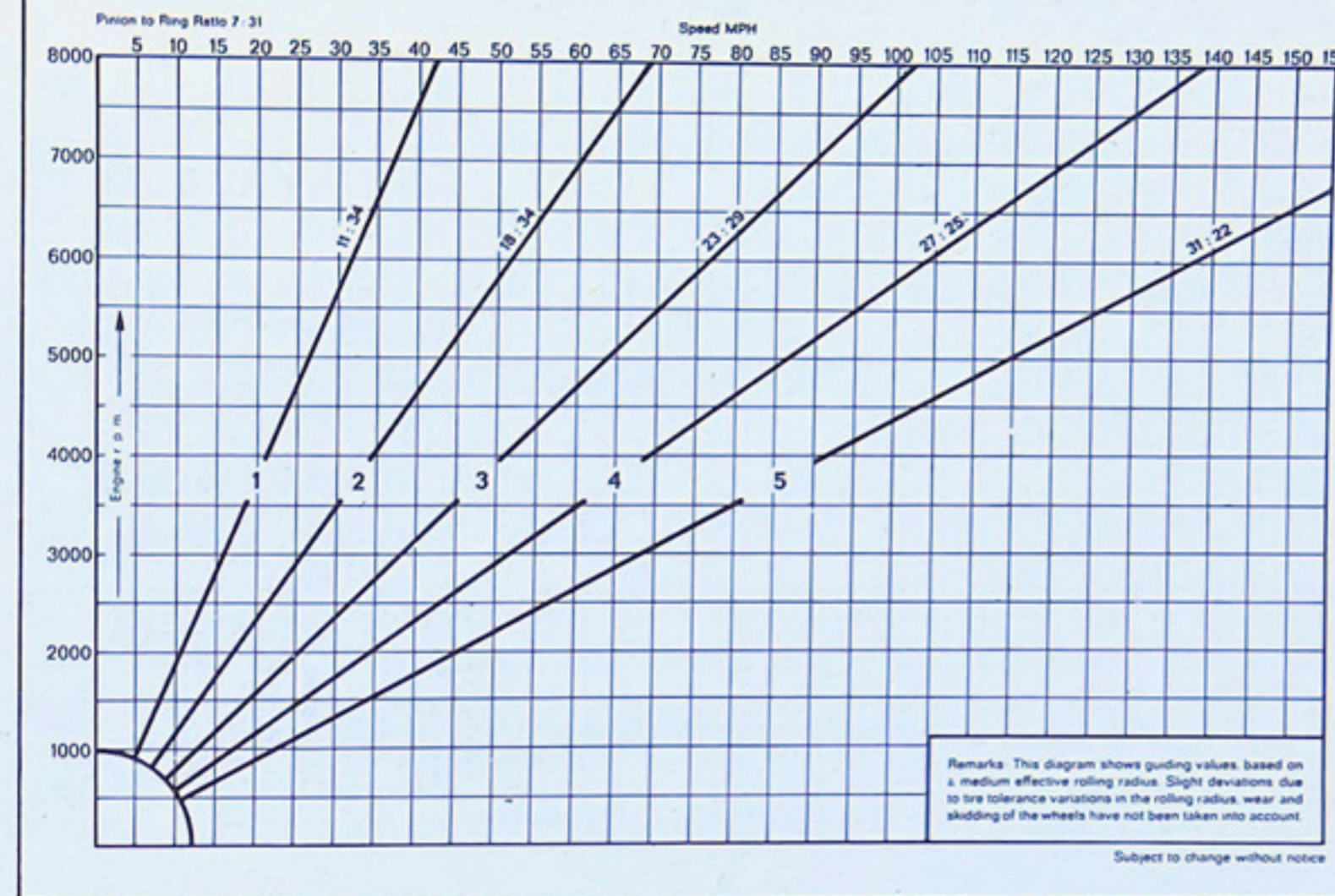
Full-power Performance Type 914 - 1.8



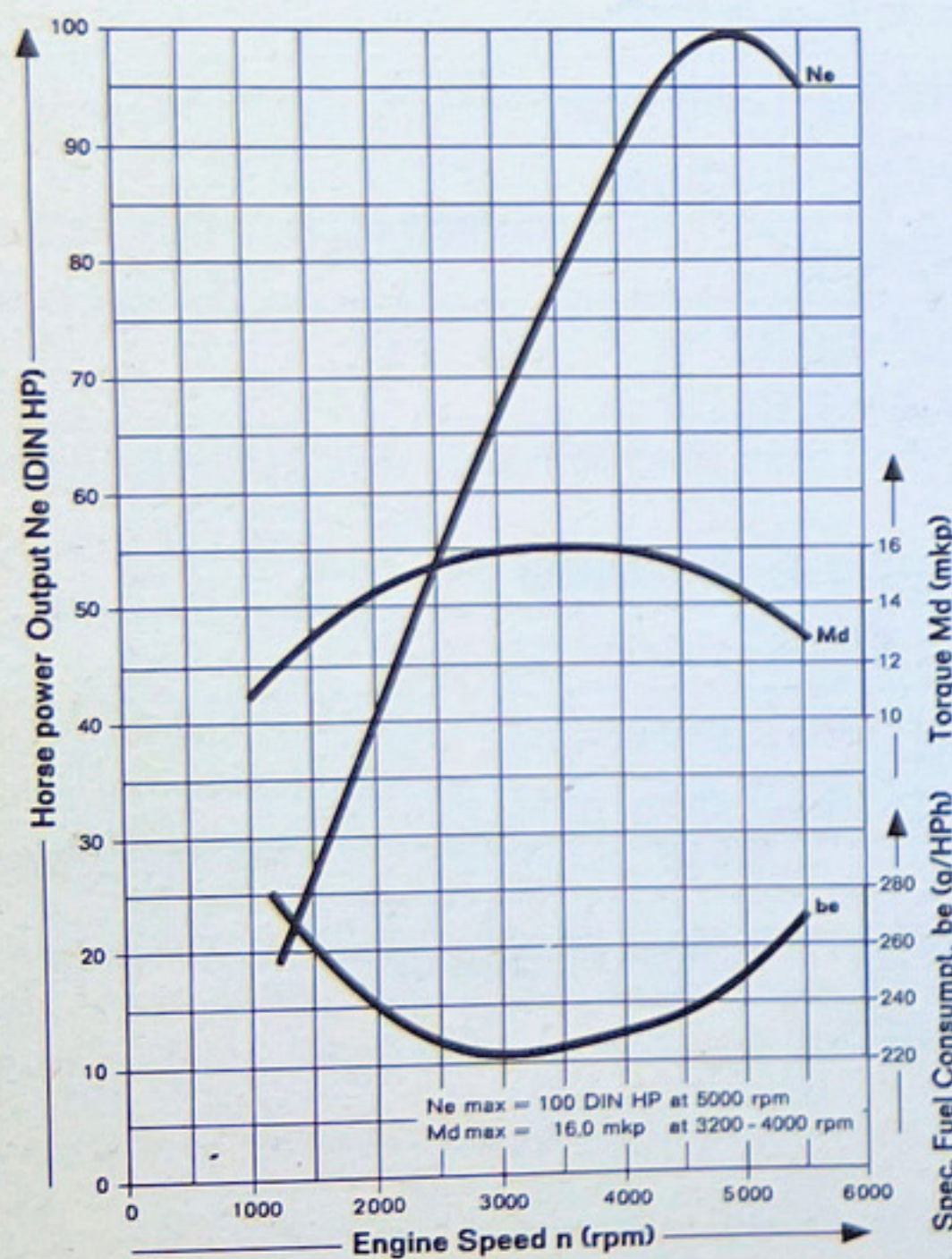
Acceleration Curve Type 914 - 1.8



Transmission Diagram Type 914 - 1.8/914 - 2.0



Full-power Performance Type 914 - 2.0



Acceleration Curve Type 914 - 2.0

