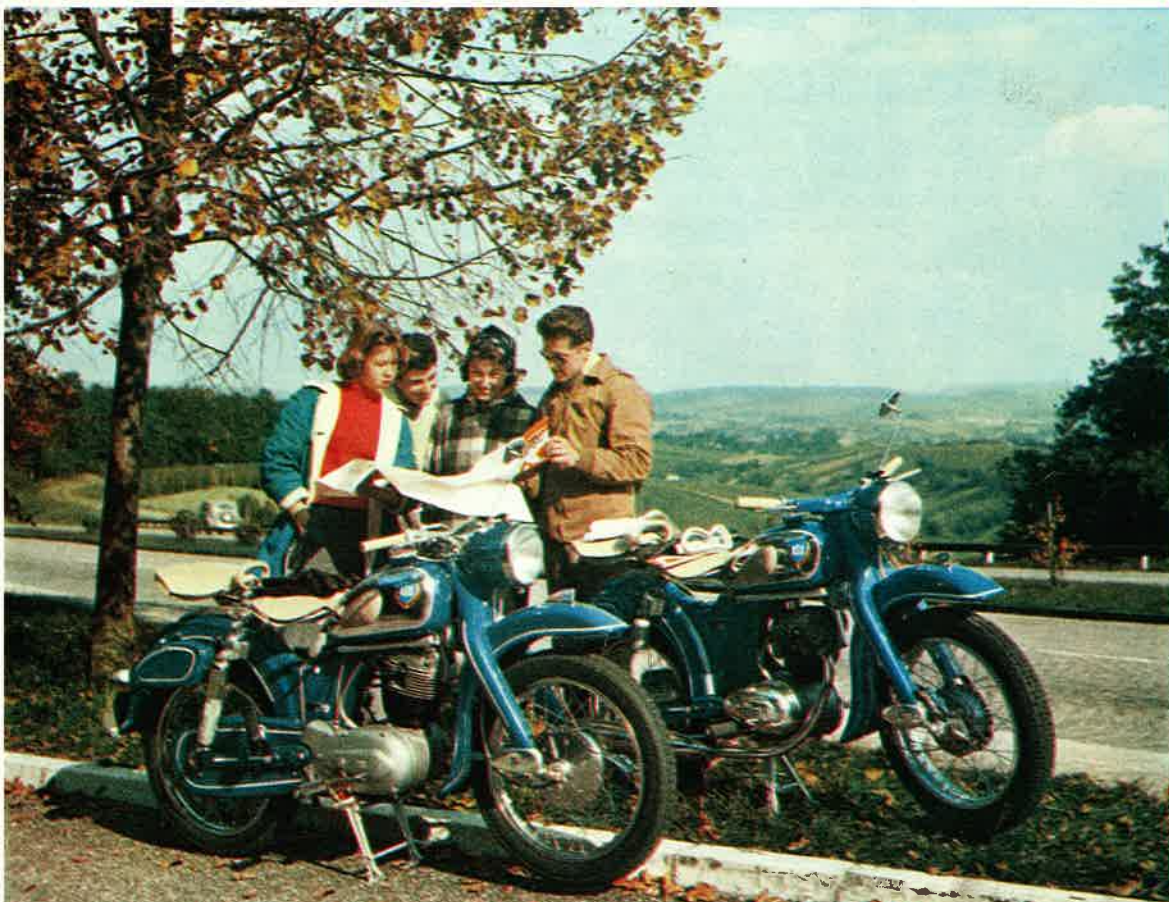


# Motor Cycle Means

**MAX**



**From a  
Famous  
Firm  
Famous  
Machines**



## FOR THE RIDER WHO KNOWS



Whenever people talk about motor cycles, they sooner or later talk about the NSU Max, the machine which has captivated everybody's attention with its victories and successes in all types of competitions. The machine which has proved itself on the road and on the tracks. Where is there an enthusiast who does not recall the NSU racing Max's never ending line of victories in world championships? Even now, private drivers are able to win speed events and scrambles on these machines, though the NSU works team no longer takes part in competitions.

The NSU Supermax with its powerful engine, its sturdiness and speedy acceleration is regarded by motor cyclists everywhere as the hallmark of performance and endurance. The advantages of the four stroke engine which reach their acme on the Supermax and the Maxi are many:

- **Smooth running and high performance**
- **Thriftness**
- **Low thermal load**
- **And last but not least:**
- **High degree of stability**

The performance characteristics of both machines are far above the average of their class.

## Sturdy and Thrifty: NSU Maxi

With its 175 c. c. four stroke engine the Maxi—a smaller machine in the Max range—can make friends even among the most enthusiastic motorcyclists. The reason? The 175 c. c. engine is the golden mean between high performance on the one hand and strict economy on the other. Therefore, the Maxi is especially the machine for drivers who wish to achieve strict economy, high performance and reliability.

The Maxi engine develops 12.5 bhp; a few years ago this was the performance of a good 250 c. c. engine. With this power the Maxi will do 68 mph comfortably, and with a pillion rider at that. Another point: it has outstanding acceleration combined with the engine's remarkable degree of elasticity.

Whilst we are talking about thriftness, not only its low consumption of approximately 125 miles to the gallon, but also its sturdiness and the longevity of its engine and frame are important features.

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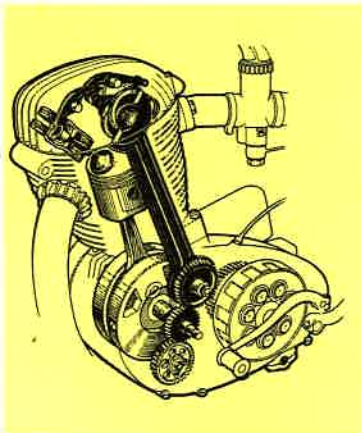
**NSU - Max — The Motor Cycle of World Champions — of World Records**

**This is the**

**MAXI**

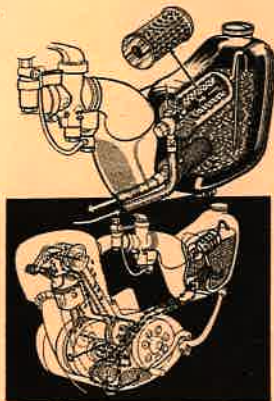
**the  
Max's  
Sister**





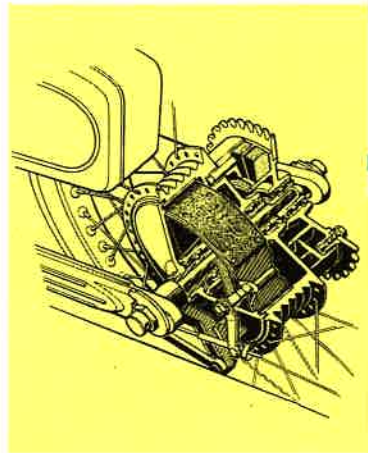
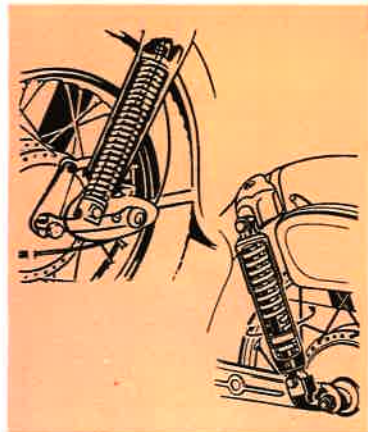
ULTRAMAX valve timing is perhaps the most remarkable characteristic of the Max engine, and its introduction was a sensation in the manufacture of motor cycles. The Ultramax-eccentric rod system via an overhead cam shaft provides a powerful valve drive which is free from play and noise. Many disadvantages of other types of drive have been avoided with the Ultramax timing. Of course, both the NSU Supermax and the Maxi engine are equipped with the "calmed air" system. This system reduces wear and tear on the cylinder and the piston rings by 70-75 per cent.

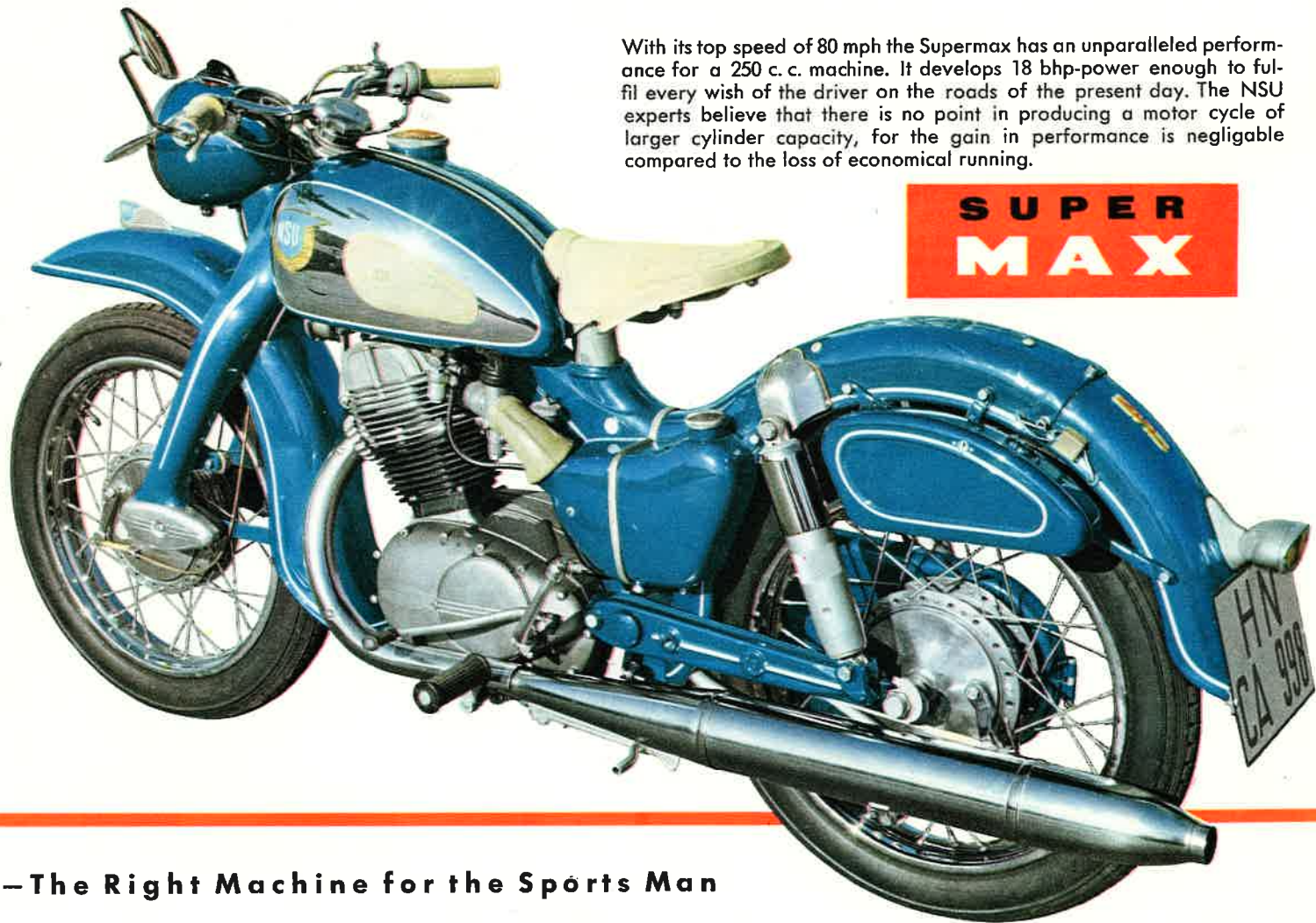
The oiling system of the Maxi engine is as efficient as any in the world. A micron filter ensures that the oil is minutely filtered each time it circulates. This saves money by protecting the bearings, piston and cylinder.



Nowadays, not only high speeds and stability are expected of a motor cycle but also a high degree of comfort. Let us therefore take a look at the suspension on the NSU Supermax and Maxi: Both machines are equipped with floating axles front and rear. Two hydraulic shock absorbers at the front controlling leading link front suspension and two hydraulic shock absorbers on swinging arms at the rear give suspension characteristics which ensure a high degree of comfortable riding. A special feature of NSU telescopic forks is the large coil springs made of square spring steel, with hydraulic shock absorbers positioned inside them.

A speedy and powerful engine must have a fast and sturdy frame and the brakes should be likewise. The NSU Supermax and Maxi have central pressed frames which, apart from up-to-date appearance, are smooth, completely torsion-free and very stable. All NSU motor cycles have genuine, full-hub racing brakes front and rear, which have been directly derived from the NSU world championship machines.





With its top speed of 80 mph the Supermax has an unparalleled performance for a 250 c. c. machine. It develops 18 bhp-power enough to fulfil every wish of the driver on the roads of the present day. The NSU experts believe that there is no point in producing a motor cycle of larger cylinder capacity, for the gain in performance is negligible compared to the loss of economical running.

**SUPER  
MAX**

**- The Right Machine for the Sports Man**

## Technical Details of the

**SUPER  
MAX**

### Performance:

18 bhp, top speed: 80 mph, normal consumption approx. 78 mpg.

### Equipment:

Comfortable saddle with long spring travel; full hub-racing type brakes front and rear; brake drum diameter: 180 mm; adjustable steering damper on handlebar; tank capacity: 3<sup>3</sup>/<sub>4</sub> galls. (2<sup>1</sup>/<sub>2</sub> pints of which is the reserve); "diffuser" exhaust muffler, short throttle twist grip.

### Colours:

Black and Christiana-blue.

### Engine:

250 c. c. air cooled NSU single cylinder four stroke engine with

ULTRAMAX timing; compression ratio: 1:7.4; oil pump lubrication; motor oil is filtered twice; micronic oil filter. 60 Watt dynamo battery ignition; power transmission from the engine to the gearbox by noiseless spiral toothed pinion.

### Gearbox:

Multi-plate dry clutch; four speed gearbox.

### Frame:

Central pressed frame; suspension: swinging arm with telescopic forks, 75 mm spring travel; tyres: 3.25-19". Unladen weight (ready for driving, fully fuelled): 384 lbs; safe for use with sidecar, attachments provided as extras.

## Technical Details of the

**MAXI**

### Performance:

12.5 bhp, top speed: 68 mph (with two riders): normal consumption approx. 125 mpg.

### Equipment:

Modern profile handlebar; comfortable saddle with long spring travel; full hub racing type brakes front and rear; brake drum diameter: 140 mm; tank capacity: 2<sup>1</sup>/<sub>4</sub> galls. (1<sup>1</sup>/<sub>2</sub> pints of which is the reserve); "diffuser" exhaust muffler.

### Colours:

Black and Christiana-blue with chromium tank and chromiumrims.

### Engine:

175 c. c. air cooled NSU single cylinder four stroke engine with ULTRAMAX timing; compression

ratio: 1:7.8; oil pump lubrication with doubly effective geared pump and special oil filter; 45/60 Watt dynamo battery ignition; transmission of power from the engine to the gearbox by noiseless spiral toothed pinions.

### Gearbox:

Multi-plate dry clutch; four speed gearbox.

### Frame:

Central pressed frame; suspension: floating axles front and rear; hydraulic shock absorbers at the rear. Telescopic forks tyres: 3.25-18". Unladen weight (ready for driving, fully fuelled): 302 lbs.

We reserve the right to alter design and equipment.

You also get something for nothing if you are a Supermax or Maxi owner: An after sales service which is unique. There are NSU workshops with specially trained NSU engineers throughout Europe and the British Commonwealth. Just look for the blue and white NSU badge-NSU riders are well looked after.

Your NSU Dealer:

*Dick Malone's Imported Car Clinic Brunswick, Me.*

CARBURETION - IGNITION - VALVE & ELECTRICAL SPECIALISTS

168 PLEASANT ST.  
TEL PA 5-2481



**NSU MOTORENWERKE AKTIENGESELLSCHAFT NECKARSULM**