

unstoppable

FAIRLADY Z

With a wishful balance of sports car performance, affordable price and Japanese reliability, the Fairlady Z series became an unstoppable force in the history of affordable performance cars

350Z (Fifth Generation)

After a long absence of the Fairlady Z cars, enthusiasts had lost all hope for the car's revival. However new investment partners, Renault decided to revive the Z series of cars and the 350Z was released in the summer of 2002. With its 3.5-litre 290PS engine, the 350Z caught the enthusiast's attention and received instant acclaim. Nissan used the Porsche

Boxster as their benchmark for performance, features and pricing and was cautious towards preventing mistakes made with 300ZX. By 2007, Nissan gave the 350Z more power with a 308PS motor and the name Fairlady Z for its entire global market. With success back in the hands of the Z car, Nissan is all set to unveil the successor to the 250Z by 2009 - the 370Z!



Edition 31 of a special series by

APOLLO TYRES



240Z/260Z/280Z (First Generation)



280ZX (Second Generation)

NISSAN, BETTER KNOWN AS Datsun in the late fifties, was acknowledged for its trademark Japanese reliability and great value for money. By the early sixties, the firm decided to foray into the sports car segment with affordable yet reliable performance machines. The team of engineers for these cars was led by Yutaka Katayama who later became the President of Nissan USA. During one

of his visits to America, Katayama attended the famous Broadway musical, My Fair Lady. He was so impressed with the beauty of the show's music and the leading lady that he christened the line of sports cars made by his team as the Fairlady Z. Though the name didn't appeal to the US market, the Fairlady Z tag became an icon not only in Japan, but also amongst performance enthusiasts in other countries.

240Z/260Z/280Z (First Generation)
Codename'd the S130, the 240Z was born as a clay mockup prototype in 1966. With three years of testing and development, it finally saw the production line in 1969. The car used Datsun's L-series engine which was essentially an inline-six cylinder SOHC unit purpose built for performance. While Japan got 130PS of power, the US version was tweaked to churn out more than 150PS. In 1976, the engine displacement was increased to 2.6-litres, thus changing the model's name to 260Z. Within a year however, Datsun introduced a larger 2.8-litre engine in the 280Z.

300ZX (Third Generation):
From the car's body to its engine, the Fairlady Z was completely redesigned in 1984. With added luxury, the new car featured a distinctively fresh wedge shaped design. A new race bred VG-series of engines graced the 300ZX available in 3.0-litre naturally aspirated and turbocharged variants, producing 160 and 200PS respectively. When introduced in Japan, the 300ZX became the car that offered the highest amount of power in a standard production trim of that time. Like its predecessor, the 300ZX became one of the highest sold Fairlady Zs of all time.

280ZX (Second Generation):
Codename'd the S130, the 280ZX was introduced in 1978. It was a completely new design in terms of body, interiors, space and luxury. The car used the engine and transmission from the 280Z model which it replaced. By 1980, the 240ZX got the T-top and by 1981, the ZX came with an optional turbocharger which extracted 180PS out of its 2.8-litre engine. With more than 80,000 units sold in the first year of its introduction, the 240ZX was a great success. The car thus established the Z brand in the US market.

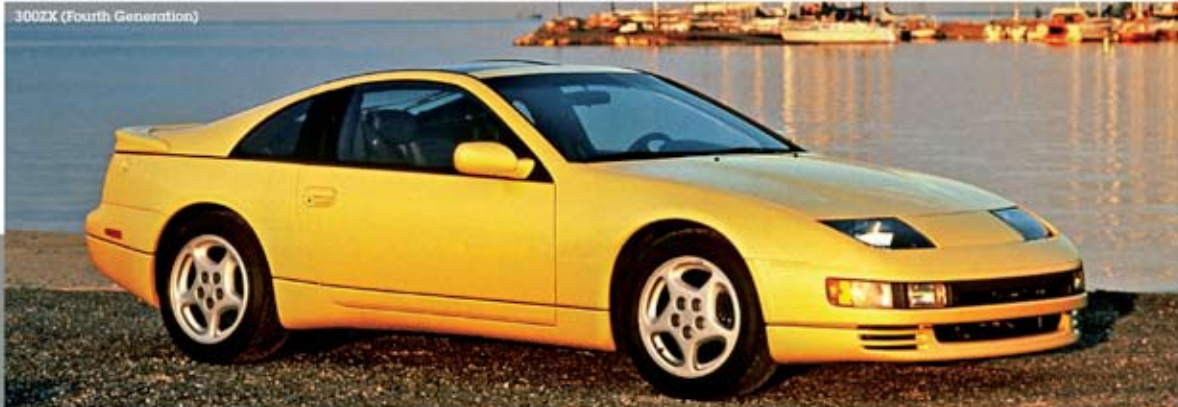
300ZX (Fourth Generation):
The new 300ZX retained the name and 3.0-litre NA engine from its predecessor. The real treat, however, came from the forced induction variant which now got an inter-cooled twin-turbo unit from Garrett. The 300ZX was now capable of producing almost 300PS of power and it reflected in the 5sec 0-100 km/h timing. While the T-top now became standard, the Z-car finally got a convertible option in 1993. An inflated price tag and the US market's inclination towards SUVs affected sales in big way, thus ending the car's market presence.

APOLLO TYRES LTD.
unstoppable

Never wary of progress, never skeptical about success,
Never scared of challenges, never tired of trying,
Every step of the way we travel with our customers
On the "unstoppable" journey to success.



300ZX (Third Generation)



300ZX (Fourth Generation)